

Online strand – AI and Creative Technology

Wednesday 14th August		
Time	Session	Speakers
14:00 - 14:45	<p>An Introduction to AI</p> <p>A long view on AI and Creativity, from Lovelace and Babbage, via the AI being developed since the 1950s, to the Machine Learning of today – then we can think about the future. On the way we will see some AI applications in scholarship and in creativity. The talk will include a spotlight on machine learning and music - and ask "Mimic or Muse?"</p>	<p>Professor David De Roure</p> <p>Director of Digital Scholarship at Oxford</p>
14.45 - 15.00	Break	
15.00 - 15.45	<p>Semantic machines: Making use of Generative AI in a world without semantic mark-up</p> <p>The major breakthrough of generative AI and specifically Large Language Models (LLM) is the ability to work with unstructured documents with no semantic mark-up. Combined with broad cross-linguistic capabilities, this has great potential for digital humanities across many disciplines.</p> <p>This session will explore the capabilities and limitations of Large Language Models when it comes to dealing with unstructured text, the key tools available to students and researchers as well as prospects of future developments.</p>	<p>Dominik Lukeš</p> <p>Assistive Technology Officer (DAS), Centre for Teaching and Learning, University of Oxford</p>

Thursday 15th August		
Time	Session	Speakers
09.00 - 09.45	<p>AI in Our Evolving Knowledge Infrastructure</p> <p>This talk looks at our "knowledge infrastructure" and its evolution, with AI/ML pervasively adopted as well as being a specific new capability. It takes a perspective</p>	<p>Professor David De Roure</p>

	which embraces humanities and social science, and considers issues such as research integrity.	
09.45 - 10.00	Break	
10.00 - 10.45	<p>Virtual Rome: 3D modelling and digital cultural heritage</p> <p>Prof Nicholls' session on Digital Cultural Heritage will introduce his large scale digital model of ancient Rome, which has been used extensively for teaching, outreach, and public facing work. He has published on the pedagogy of digital reconstructions and on public-facing 3D cultural heritage tools. Having worked in this field without previous experience or specialist knowledge, he is particularly keen on showing students and academics what can be done free and accessible tools. This session will consider how he built this model, addressing both methodological and practical questions; the academic uses of 3D reconstruction; the balance this brings up between creativity and scholarship; the uses of 3D reconstructions for research, teaching, outreach, and impact bearing activities; and the scope for using VR, AR, and public sharing of 3D content.</p>	<p>Dr Matthew Nicholls</p> <p>Professor of Classics, University of Reading & Senior Tutor, St John's College, Oxford.</p>
10.45 - 11.00	Break	
11.00 - 11.45	<p>The <i>Fantasy Futures</i> Project</p> <p><i>Fantasy Futures: Imagining Immersive Innovation</i> brings Oxford University's Humanities researchers together with experts from the gaming and arts sectors for an experiment in co-creative collaboration. The project's ambition is to explore new ways to release the vast potential of immersive experiences to engage young and diverse audiences in cultural, ethical, and social exploration. In collaboration with external and internal partners, the project is developing a state-of-the-art immersive digital world, showcasing the latest augmented reality and motion capture technologies, to be unveiled in Oxford city centre in 2024. It will assess the different, interlocking ways that such experiences can enhance a city's visitor economy and cultural life. Employing independent evaluation experts, we aim to establish whether these social, cultural, and economic benefits could be replicated on an international scale.</p>	<p>Dr Victoria McGuinness</p> <p>Head of Public Engagement and Head of The Oxford Research Centre in the Humanities (TORCH)</p>
11.45 - 14.00	Break	

14.00 - 14.45	<p>Ethnography as method: exploring the digital and auto realms</p> <p>In this presentation I explore the different considerations that must be taken into account when researching digital environments through ethnographic methods. In order to update our understandings of ethnography in contemporary practice, we must take into account the tensions of historical approaches to ethnography, and the specific practices that digital spaces require. Further, I consider the ethical imperative of reflexivity in ethnographies, and explore how autoethnographies operate as a feminist methodology to combat problematic hierarchies when researching different cultures.</p>	<p>Dr Poppy Wilde</p> <p>Senior Lecturer in Media and Communication, Course Director for MA Media and Cultural Studies, Birmingham City University</p>
14.45 - 15.00	<p>Break</p>	
15.00 - 15.45	<p>Beyond Reality: AR/VR as a Catalyst in Digital Humanities Research</p> <p>This talk explores the transformative potential of Augmented Reality (AR) and Virtual Reality (VR) within the realm of Digital Humanities, emphasizing their role not merely as tools but as objects of research. Understanding the future role of AR/VR is contingent on understanding how these technologies redefine our interaction with digital artifacts, enabling immersive experiences that enhance understanding and engagement in historical, cultural, and artistic studies. Through salient case studies and an overview of recent advancements, this talk will illustrate how AR/VR have the capacity to bridge the gap between the virtual and the tangible, offering novel perspectives and potential methodologies in the study of the humanities.</p>	<p>Professor Leighton Evans</p> <p>Associate Professor in Media Theory, Swansea University</p>