THREE-DAY INTRODUCTORY COURSE

EDITORIAL AI

Machine learning for journalists

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In a nutshell

Whether it concerns **spotting signs of corruption in documents**, **recognizing distribution centers** in Europe based on satellite imagery, or **analyzing sentiments in comments** on thousands of articles; with this course you will learn -through experiment and assignments - to determine for yourself which opportunities *machine learning* (ML) offers and which dangers it presents, to media and journalism, your organization and within your editorial team and your own activities.

Who is this workshop for?

For every journalist and professional in media who is curious to discover what she/he can do with artificial intelligence for journalistic tasks.

No programming experience, advanced math skills or pre-existing knowledge of statistics required.

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Objectives & results

You will learn to use **basic theory**, correct terminology and vocabulary when it comes to **artificial intelligence** -AI- and in particular **machine learning**, to better understand and analyze existing applications.

You will build and **train a machine learning model** for image and/or text classification, using free software and tools.

This gives you more knowledge about AI, a handy **step-by-step plan** to apply ML and **ready-to-use tools** to experiment with further.

By attending this course you immediately create a **toolbox** for machine learning and form an **archive of knowledge** for further self-study.

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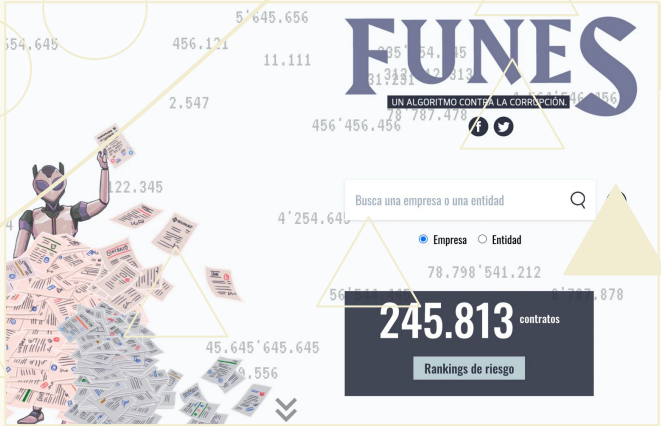
Recent case studies

Three examples of applications of machine learning applied to journalism

KRO-NCRV's Pointer (Netherlands)
With radio signals and artificial intelligence you can discover 58,250 suspicious fishing boats.



Ojo Publico (Peru): *Funes*
Calculating Corruption: Peru's Ojo Público Creates Tool to Gauge Contracting Risks.

Texty (Ukrain): *Leprosy of the land*
Thousands hectares of land turned into lunar landscapes due to illegal amber mining. Our machine model found traces of such activity on satellite images for the area of 70,000 square km.

In this document

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PROGRAMME

(Subject to change, all times are CET)

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PROGRAMME THREE-DAY INTRODUCTORY COURSE *EDITORIAL AI*

Day 1: Introduction & basics

09:30 am - 12:30 pm

- Welcome, introductions & expectations
- Warm-up: Teachable Machine
- Current state of AI & journalism
- Course overview & goals
- Definitions of AI & ML

Lunchbreak: 12:30-1:30 pm

1:30 - 4:30 pm

- Basic theory and concepts of AI and ML
- Analyzing Journalistic AI cases
- Brainstorming ideas for application
- My first ML model

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Day 2: Experiment

09:30 am - 12:30 pm

- Recap Day 1
- Experimenting with AI-powered tools
- Iterate on your ideas, step-by-step
- Crazy eights

Lunchbreak: 12:30-1:30 pm

1:30 - 4:30 pm

- Present ideas & approach
- Data collection & prepping
- Data upload & model training
- Where are we & todo

Day 3: Proof of concepts

09:30 am - 12:30 pm

- Recap Day 2
- Demos of the ML Models
- Evaluate & iterate on ideas
- Prototype 1.0: sketch & build

Lunchbreak: 12:30-1:30 pm

1:30 - 4:30 pm

- Feedback prototype 1.0
- Present Prototypes version 2.0
- Now, Next, Long
- Set new goal(s)
- Evaluate course

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PRACTICAL MATTERS

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Costs & time investment

Cost

Participation in this three-day online course costs **€699,-** (excluding VAT 21%).

Course days

Our online meetings will be held on:
Monday, Tuesday and **Thursday / Friday***
from **9.30 - 12:30 am** (CET) and **13:30 - 16:30 pm**(CET).

** **Note:** Days 2 and 3 are not consecutive. This because of time that may be needed to train and optimize the first models, and for homework preparation for Day 3.*

Time investment

Take into account about 24 study hours. In addition to active participation on the three course days, we also ask every participant to take the time to:

- Read the literature;
- carry out (homework) assignments;
- Search for data and make it "ML-ready".
- Set up an ML environment

Virtual learning environment

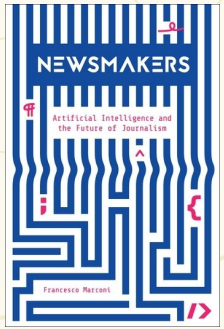
Live classes and sessions will be facilitated using ***Google Meet***.

Creative assignments will be carried out via ***Miro*** or ***Jamboard.***

A **Google Classroom** will contain all the slides, assignments, links to resources like, video's, texts, data for practice and other relevant information.
This classroom will remain available to participants after the course has ended.

Literature

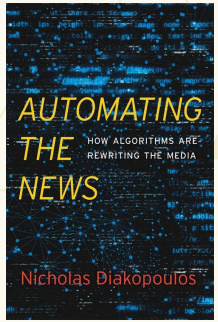
It is recommended that you purchase and read the following literature yourself. We will use examples and models that are covered in these two books:



Newsmakers

Artificial Intelligence and the Future of Journalism

Francesco Marconi



Automating the News

How Algorithms Are Rewriting the Media

Nicholas Diakopoulos

Tools & software

We will be using these free tools and web services:

Applications that are AI-powered:

- *Datashare* - IFCJ
- *Descript*
- *Pinpoint* - Google

Services for ML Model Training:

- *Lobe.ai* - Microsoft
- Vision & Natural Language API's *Google Cloud* AutoML

Data collection & prepping:

- *Zapier*
- *Google Sheets & Docs*
- *Google Apps*
- *Multiple browser-extensions*

About the trainer

Laurens Vreekamp is a design thinker, trainer associated with ***Fathm***, an international news lab and creative consultancy for newsrooms. Until recently, Laurens worked as a ***News Lab Teaching Fellow*** at ***Google*** and is former Lecturer of the Year at the ***Utrecht University of Applied Sciences***. He is a mentor at the Accelerator Program of the **Dutch Journalism Fund**, and hosts the YouTube show ***Future Journalism Today LIVE*** in which he interviews innovators in journalism from all across Europe. He has worked with various Nordic, Belgian and Dutch newsmedia, among others *Dagens Nyheter, Altinget, Bonnier, TV2, YLE, Mediahuis, DPG Media, NOS, RTL Nieuws, Financieele Dagblad (FD), Het Parool and the KRO-NCRV.*

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Inquiries?

Do you want to register for the next course?
Do you have questions and / or do you want this course tailored to your newsroom, organization or editorial team?

Please contact Laurens Vreekamp:
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