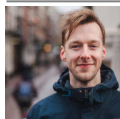




Master's Cultural Data & AI

UvA Master's Week: 4–8 November 2024



Dr. Fernando **van der Vlist**
Programme Coordinator MA Cultural Data & AI

Media Studies · Faculty of Humanities
uva.nl/en/profile/f.n.vandervlist/



Dr. Paula **Helm**
Programme Coordinator MA Cultural Data & AI

Media Studies · Faculty of Humanities
uva.nl/en/profile/p.m.helm/



Dr. Houda **Lamqaddam**
*Course Coordinator Cultural Data Analysis and
Embedded Research Project*

Media Studies · Faculty of Humanities
uva.nl/en/profile/h.lamqaddam/





style

Arts

Design

Fashion

Architecture

Luxury

Beauty

Video



Log In

This is Japan's first AI-generated manga comic. But is it art?

Oscar Holland, CNN | Natsumi Sugiura, CNN and [Emiko Jozuka](#), CNN

🕒 5 minute read · Published 10:41 PM EST, Thu March 9, 2023



Artikel

Wetenschappelijk

Digitaal, Economie & Bedrijven, Diversiteit

The Impact of AI on Jobs and Sexual Discrimination

17 augustus 2021

[Redactie openresearch.amsterdam](#)

Artificial intelligence has been applied more into occupations by companies and individuals. However, the effects within the benefits are both imaginable and unpredictable. Sexual discrimination in jobs is also a debatable topic. The purpose of this paper is to combine the topics of both AI and sexual discrimination and discuss their effects in the job field in the future. Automation, big data and the algorithm applied in the job field would be some of the points to discover.

To briefly summarize, automation is the use of machines and computers that reduces human intervention. Big data is a collection of data from various sources, it is related to AI because the more data input into AI the better it becomes. Since AI absorbs the information and learns from them. AI algorithm takes the data input and uses mathematics and logic to produce the output. Gender discrimination in AI not only reflects the pre-existing biases in the society, but it could also reinforce them through automation, hiring system and decision

Onderdeel van

- > AI en welvaart
- > AI en ethiek

Zichtbaarheid

< Openbaar ?



Netwerk

Gerelateerd



Henk van Raan & Kelly Ruigrok | ESG Strategy...



Studie: historische analyse 2005-2020



Cohesion Policy 2021-2027

Why Cultural Data & AI at the UvA?

• **Transformers** ▾

26K

V4.35.2 ▾ EN ▾   116,218

GET STARTED

-  **Transformers**
- Quick tour
- Installation

TUTORIALS

- Run inference with pipelines
- Write portable code with AutoClass
- Preprocess data
- Fine-tune a pretrained model
- Train with a script
- Set up distributed training with Accelerate
- Load and train adapters with PEFT
- Share your model
- Agents
- Generation with LLMs

TASK GUIDES

Join the Hugging Face community

and get access to the augmented documentation experience

-  Collaborate on models, datasets and Spaces
-  Faster examples with accelerated inference
-  Switch between documentation themes

[Sign Up](#) to get started

Transformers

State-of-the-art Machine Learning for [PyTorch](#), [TensorFlow](#), and [JAX](#).

 Transformers provides APIs and tools to easily download and train state-of-the-art pretrained models. Using pretrained models can reduce your compute costs, carbon footprint, and save you the time and resources required to train a model from scratch. These models support common tasks in different modalities, such as:

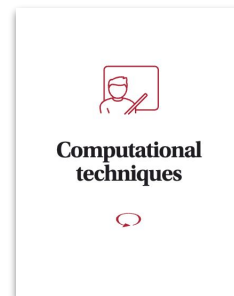
 **Natural Language Processing:** text classification, named entity recognition, question answering, language modeling, summarization, translation, multiple choice, and text generation.

 **Computer Vision:** image classification, object detection, and segmentation.

 **Audio:** automatic speech recognition and audio classification.

 **Multimodal:** table question answering, optical character recognition, information extraction from scanned documents, video classification, and visual question answering.

Computational techniques



US immigration



Johana Bhuiyan

Thu 7 Sep 2023 12:00 CEST



Lost in AI translation: growing reliance on language apps jeopardizes some asylum applications



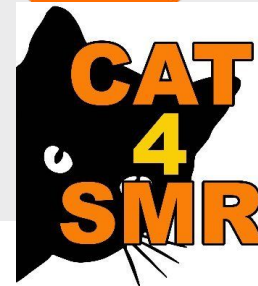
Combine critical and computational skills



Combine critical and computational skills

AlgoSoc /

BEELD EN GELUID



Gemeente
Amsterdam



twi-xl

an infrastructure for cross-media research



UKC



Embedded research
projects

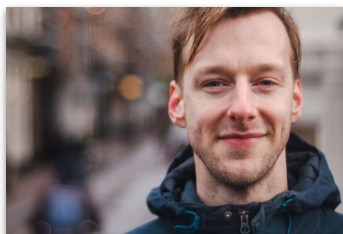


Embedded Research Projects





Prof. Dr. Thomas **Poell**
Platforms & Cultural Industries



Dr. Fernando **van der Vlist**
Platforms & Digital Methods



Dr. Houda **Lamqaddam**
InfoVis & Digital Humanities



Dr. Jelke **Bloem**
Computational Humanities



Prof. Dr. Julia **Noordegraaf**
Digital Heritage



Dr. Paula **Helm**
Data & Ethics



Prof. Dr. Tobias **Blanke**
Digital Humanities & AI



Dr. Bernhard **Rieder**
Digital Methods & Platforms



Dr. Jaap **Kamps**
Information Retrieval & AI



Prof. Dr. Rens **Bod**
Digital Humanities & History



Prof. Dr. Stefania **Milan**
Data & Activism



Dr. Roberto **Cerina**
AI & Digital Humanities



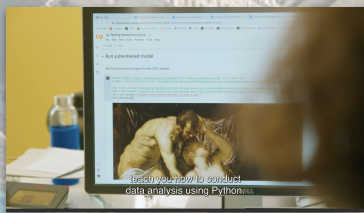
Dr. Delfina **Martinez Pandiani**
AI & Cultural Analytics



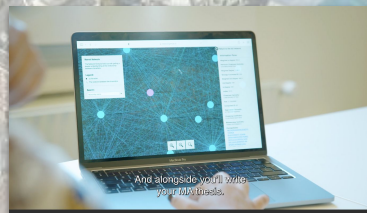
Offered by world leading experts



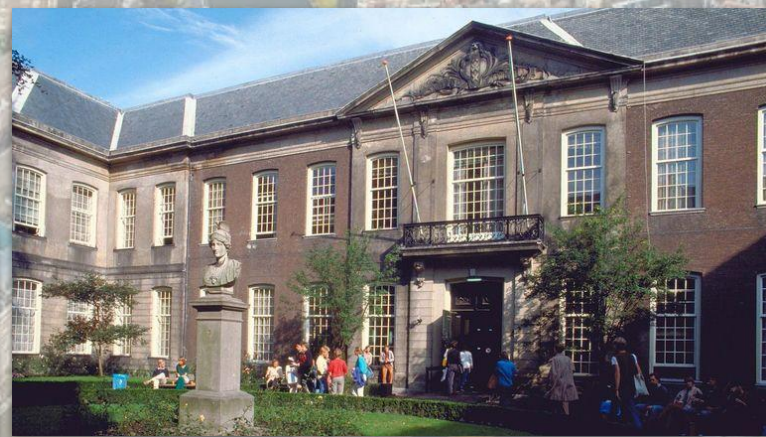
you get the option to do an embedded research project.



And alongside you'll bring your expertise.



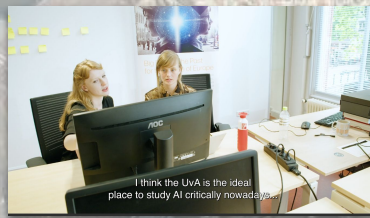
And alongside you'll bring your expertise.



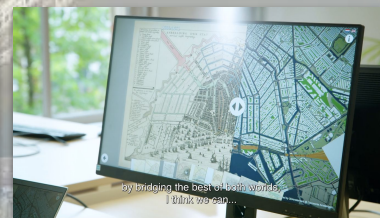
you get the option to do an embedded research project.



focused on acquiring.com as well as concept



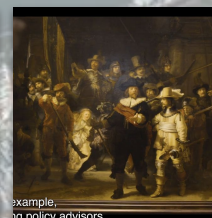
I think the UvA is the ideal place to study AI critically nowadays...



by adding the best of both worlds. I think we can...



the perspective students



example, no policy advisors...

Studying at UvA

Study programme

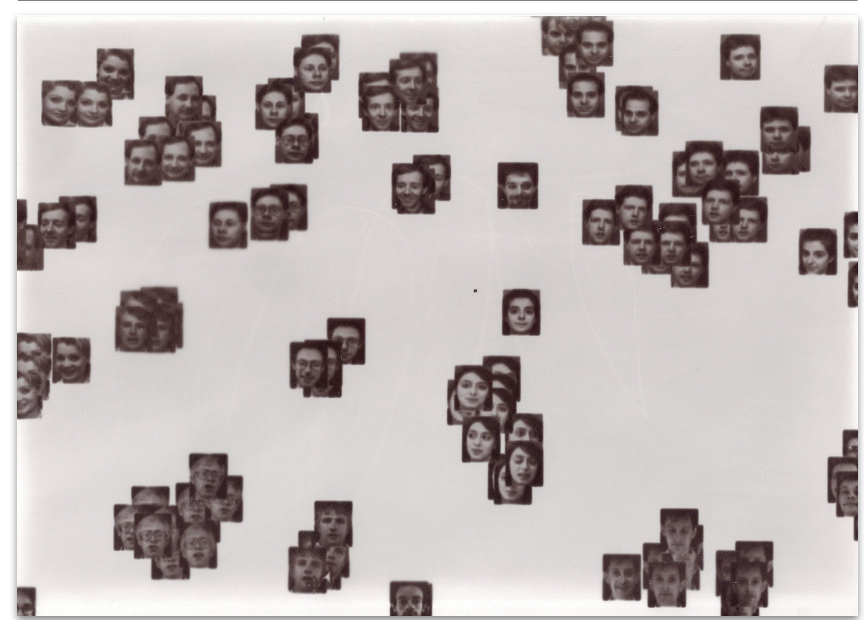
COURSES	SEMESTER I			SEMESTER II			EC
Critical Perspectives on Data & AI – Concepts and Methods							12
Cultural Data Analysis – Concepts and Methods							12
Data Project							6
Electives <i>or</i> Embedded Research Project							12
Master's Thesis							18

■ Compulsory course
 ■ Elective

Curriculum Master's Cultural Data & AI

Critical Perspectives on Data & AI – Concepts and Methods

- **Main cultural, political, and institutional challenges** in the realm of data and AI
- **Impact of commercial platforms:** Examines the role of commercial platforms and their impact on markets, infrastructures, and governing frameworks
- **Ethical dimensions:** Explores ethical questions related to data extraction, discriminatory bias, accountability, and transparency
- **Practicalities:** Weekly lectures and seminars by different topic experts, with weekly assignments and a short paper



(Image: Philipp Schmitt & AT&T Laboratories Cambridge / Better Images of AI / Data flock (faces) / CC-BY 4.0)

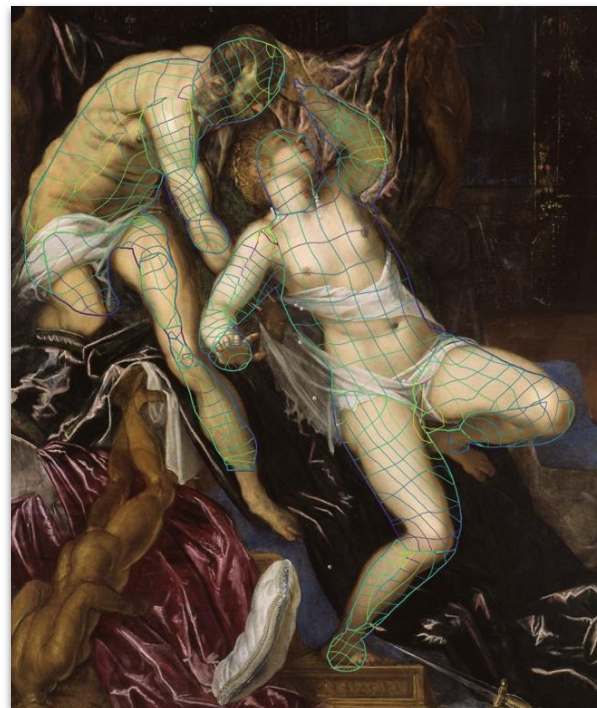
Cultural Data Analysis – Concepts and Methods

- **Learn the basics of computational thinking:** abstraction, patterns, decomposition & algorithms
- **Develop your first Python programs:** Experiment and deepen your technical knowledge through a combination of seminars and guided exercises.
- **Analyse and visualise data from the cultural domain:** Apply data science methods to analyse cultural collections, archives and social media data.

```
import cv2
import matplotlib.pyplot as plt
import numpy as np

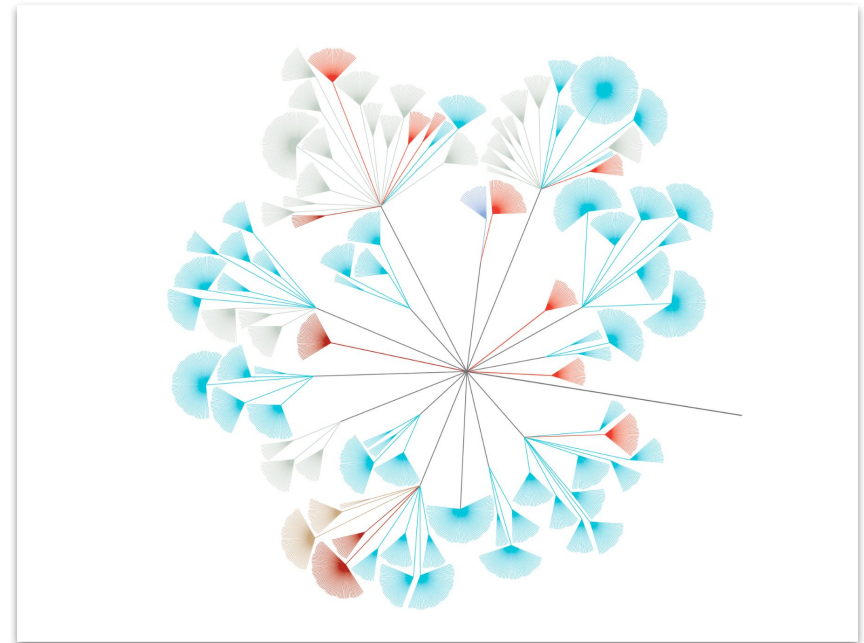
im = cv2.imread(join(project_name, '/content/drive/MyDrive/CODE/tintoretto.png'))
IUV = cv2.imread(join(project_name, 'DensePoseData/infer_out/images_889_IUV.png'))
INDS = cv2.imread(join(project_name, 'DensePoseData/infer_out/demo_im_INDS.png'), 0)

fig = plt.figure(figsize=[20, 20])
plt.imshow( im[:, :, ::-1] )
plt.contour( IUV[:, :, 1]/256., 10, linewidths = 1 )
plt.contour( IUV[:, :, 2]/256., 10, linewidths = 1 )
plt.axis('off') ; plt.show()
```



Data Project

- **Apply your computational skills:** Use the methods you have learned to create or analyse something new and substantial in a group project.
- **Project management:** Learn what roles exist in socio-cultural data projects and how they are managed.
- **Data pipelines:** Experience the data analysis process from start to finish, from data wrangling to visualization and data publishing.



(Image: Posavec, Stefanie. "Writing Without Words." Stefanie Posovec (2006))

Embedded Research Project *or* Elective

- **Selective group projects:** Teams of 4–5 students embedded in academic research projects and institutions in the cultural and media sector.
- **Build your research portfolio:** Conduct a concrete research project and learn from the challenges of real-life data, processes and constraints. The ERP can be the basis of your thesis project.
- **Networking opportunity:** Establish meaningful connections with experts in the field through collaboration.



(Image: Nacho Kamenov & Humans in the Loop / Better Images of AI / A trainer instructing a data annotator on how to label images / CC-BY 4.0)

Embedded Research Project *or* Electives

Electives on offer at Media Studies:

› Foundations of Cultural and Social Data Analysis				6
› Sustainable Digital Media? Data Infrastructures and the Environment				6
› Appification: The Cultures and Economies of Apps				12
› Creativity, Innovation and Entrepreneurship in the Humanities				12
› Digital Activism				12
› Documentary Imagination				12
› Elemental Media				12
› Health, Illness and the Media				12
› Sexuality and Media				12
› Social Media and Contemporary Issues				12
› This is Film! Film Heritage in Practice				12
Visual Subcultures Online				12
› Applications of Cultural and Social Data Analysis				6
› Archival Activism				6
› Sustainable Digital Media? Automation, Technosolutionism and Care				6

- **Complement your learning** by choosing electives in your area of choice, from the Media Studies department, **or from other programmes**

Appification: The Cultures and Economies of Apps

Course catalogue number	159424042Y
Credits	12 EC
Language of instruction	English
Entry requirements	Being admitted to one of the Master programmes of the Faculty of Humanities.
Time period(s)	Sem. 1 Sem. 2



Digital Activism

Course catalogue number	159414182Y
Credits	12 EC
Language of instruction	English
Entry requirements	Being admitted to one of the Master programmes of the Faculty of Humanities.
Time period(s)	Sem. 1 Sem. 2

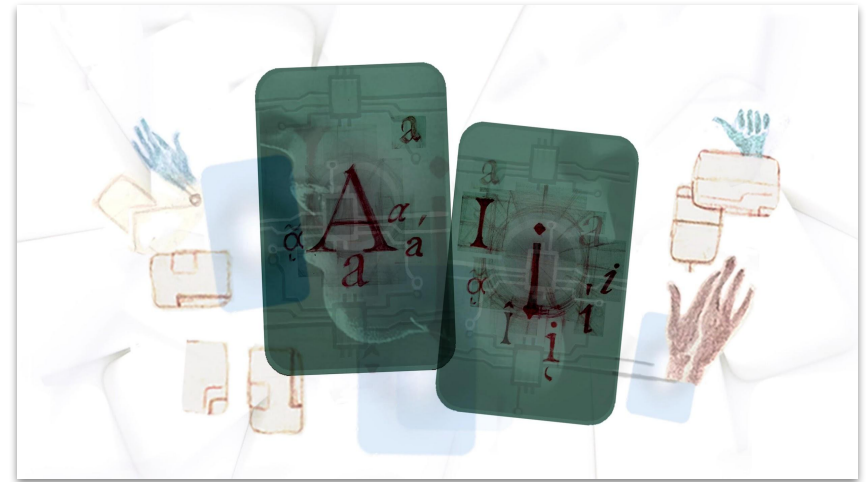


Master's Thesis

- Involves an **independent research project under expert supervision.**
- The Embedded Research Project can provide the basis for the Master's thesis.

Examples of past Master's theses include:

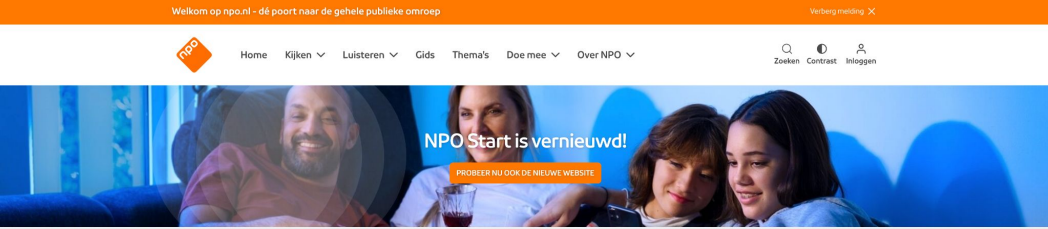
- “The Music Video in the Ecosystem of Connective Media”
- “Camouflage and contortion: How Instagram shapes the production and circulation of news content”
- “Movimento Brasil Livre: Analysing a political movement through its online indicators”



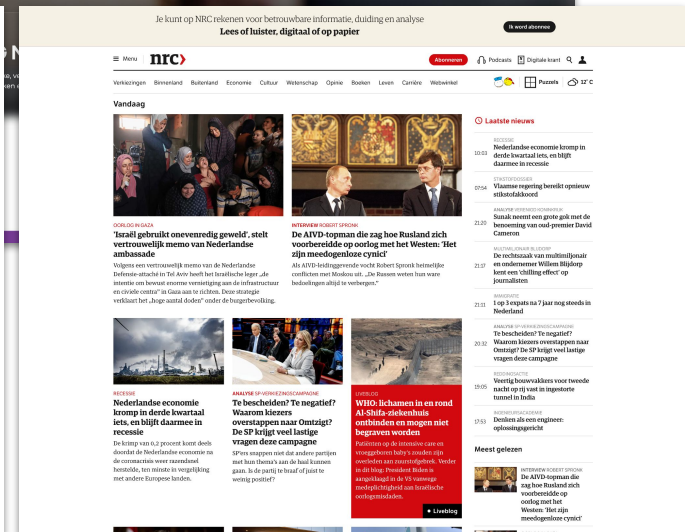
(Image: Alina Constantin / Better Images of AI / Handmade A.I / CC-BY 4.0)

Careers





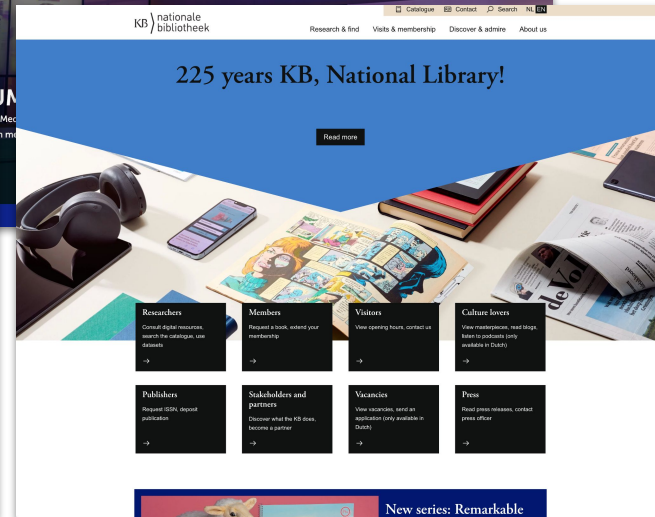
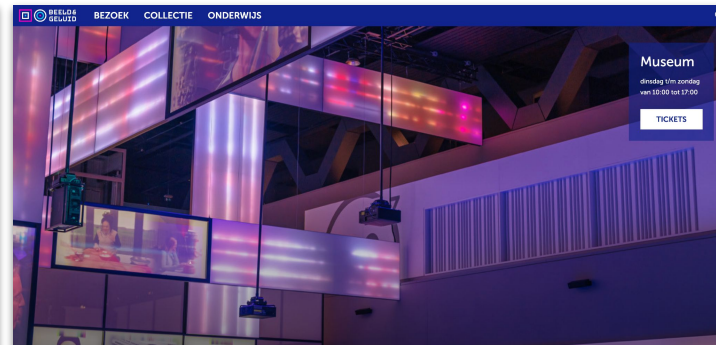
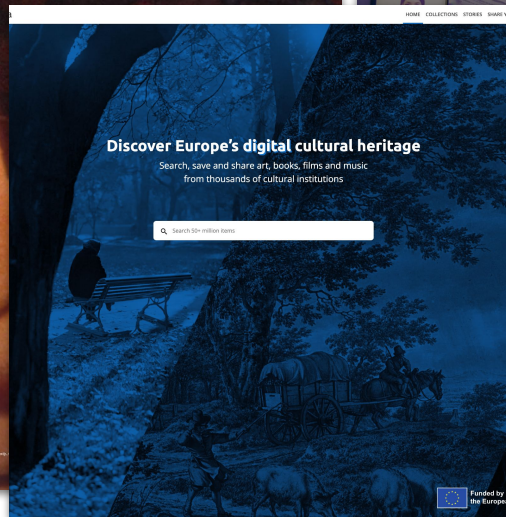
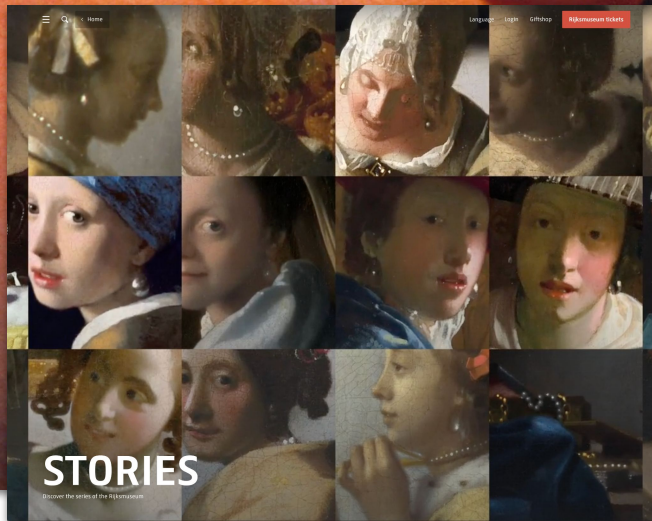
Wat nu speelt



Media sector



RIJKS MUSEUM



Cultural (and heritage) sector



Veel bekeken

- > Eenmalige energietoeslag 2023
- > STAP-budget voor scholing en ontwikkeling
- > Verkiezing Tweede Kamer
- > Coronaprik
- > Bedragen minimumloon 2023 en 2024

Zoeken



Belastingen, uitkeringen en toeslagen

Bijstand, AOW, WW-uitkering, Inkomstenbelasting, Wajong...

Internationale samenwerking

Oorlog in Oekraïne, Europese Unie, Mensenrechten...

Overheid en democratie

Verkiezing Tweede Kamer, Regeldruk, Gemeenten...

Direct naar



Bouwen en wonen

Huurwoning, Huurverhoging, Koopwoning, Energie thuis, Energielabel...

Klimaat, milieu en natuur

Duurzame energie, Gaswinning in Groningen, Klimaatakkoord, Dierenwelzijn...

Recht, veiligheid en defensie

Identiteitsfraude, Terrorismebestrijding, Ondermijning...

Economie

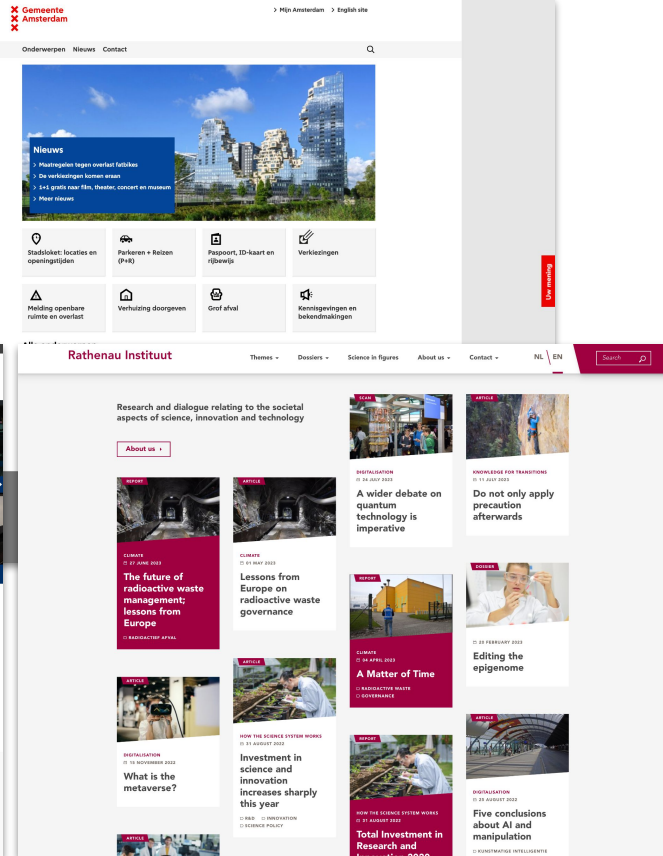
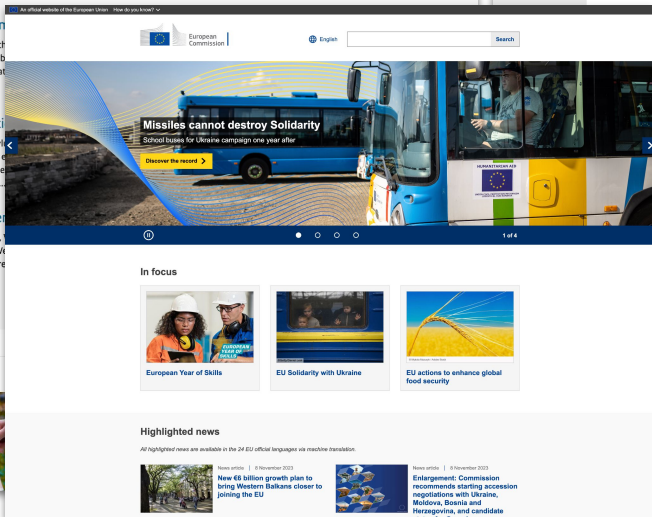
Koopkracht, Armoede, en innovatie...

Migratie

Opvang van vluchtelingen, Paspoort, Vakantie, Kinderen...

Verkeer

Rijbewijs, vervoer, Vrijheid, Bijzondere...



Research at the UvA

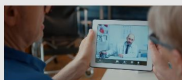
With more than 3000 scientists we conduct interdisciplinary, innovative and independent research that makes a difference in society.



Theme-based collaboration



Responsible digital transformations



Fair and resilient societies



Sustainable research

Research in the spotlight

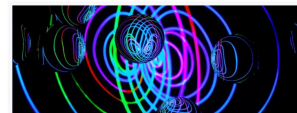


Research School for Media Studies RMeS

NEWS EDUCATION RESEARCH CURRICULUM ABOUT RMeS CONTACT US



RMeS Conference – All About Media?



9 & 10 November 2023 | Amsterdam - LAB111

RMeS was founded in 2011 and was instrumental in establishing and institutionalising the field in the Netherlands. To explore and actively shape new directions for Media Studies, RMeS invites submissions for the upcoming conference All About Media? The Future for Media Studies. The event will be held at LAB111 in Amsterdam from 9-10 November 2023.

On the occasion of its twelve and a half year anniversary, the Research School for Media Studies (RMeS) aims to unite the Dutch Media Studies community to discuss what it means to study media when they are ubiquitous. How well, and should, the discipline develop in the future? What questions will be relevant and what challenges should we address? What will we study at our next anniversary in 2035?

Read more →

RMeS PhD Masterclass: Researching Platform Pedagogies



MEDIA STUDIES NEWS

- CPFF Critiquing Big Tech: A Humanistic Perspective
- CLARINET Annual Conference 2023
- Call for papers: Food and Taste in Travel Writing

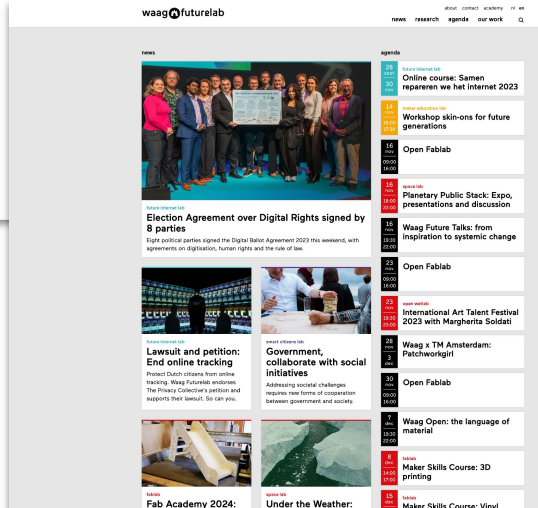
Join RMeS at Discord

The RMeS PhD masterclass welcomes PhD students, PhD holders and post-docs to media studies to join the RMeS Grad Students Discord server!

In Media Res: A Podcast by RMeS



What happens after obtaining a PhD in Media Studies?



Research (and academia)



Search for posts in this group



The platform is...
The platform is...
The platform is...

Fernando van der Vlist
Manager
Joined group: Sep 2023

Pending posts 0
Requests to join 0

Manage group



MA Cultural Data & AI (UvA) alumni
Private Listed
[Earn an Active Group badge](#)

97 members
Including Jelke Bloem and 22 other connections

 23

[Invite connections](#)

[Show all →](#)

 Start a post in this group

 Media  Poll

 **Your comments matter to group members**
Group members are likely to create more posts when they get comments on their posts.

All Recommended

 Pinned by admin [Unpin](#)

Paula Helm posted in MA Cultural Data & AI (UvA) alumni

 **Paula Helm** · 1st
Assistant Professor: Empirical Ethics; Science & Technology Studies, AI; Univ...
★ Admin · Admin · 2mo · Edited · 

Dear Students, great to see that so many of you joined this group.    We

[LinkedIn Group](#): Connect with students and alumni



Application & admission

Entry requirements

Students with an **academic Bachelor's degree in the Humanities or Social Sciences**, with a relevant background in **Media and Information** (60 ECTS or more).

1. **Prior education:** A Bachelor's degree in **Media and Information, Media and Culture, or similar**. The level of the Bachelor's degree from a foreign higher education institution must be equal to **three years of Dutch university**.
2. **Language proficiency:** New Master's students should be able to speak, read, write and understand **English at an advanced academic level**.

Tips:

- The only way to find out whether or not you are eligible is to **actually apply**
- While not required, we would strongly recommend including a “**programme-specific document**” with your application (e.g. from your Bachelor's thesis), especially if you are uncertain

→ More information can be found on the website of the Graduate School of Humanities (GSH):

<https://gsh.uva.nl/application-and-admission/entry-requirements/entry-requirements.html>

Application deadlines

You have a non-EU/EEA nationality:

- **February 23, 2025:** Register in Studielink
- **March 1, 2025:** Submit complete application

You have a Dutch or other EU/EEA* nationality:

- **May 8, 2025:** Register in Studielink
- **May 15, 2025:** Submit complete application

** If you wish to apply for housing, the non-EU/EEA (earlier) deadlines apply*

Application process

Please check the deadlines below very carefully, because they are strict. Missing one of the deadlines means that your application cannot be processed.

1. Check entry requirements: prior education 
2. Check entry requirements: language proficiency 
3. Register for the Master's in Media Studies in Studielink 
4. Pay the application fee (international prior education only) 
5. Submit your application form in MyInfo 

→ More information on the website of Cultural Data & AI:
<https://www.uva.nl/en/programmes/masters/cultural-data-ai/application-admission/application-and-admission.html>

Contact

More information?

→ Master's Cultural Data & AI,

<https://www.uva.nl/en/programmes/masters/cultural-data-ai/cultural-data-and-artificial-intelligence.html>

Questions about the **application and admission procedure**?

→ Graduate School of Humanities (GSH), <https://gsh.uva.nl/contact/contact.html>

Questions about the **contents of the study programme**?

→ Cultural Data & AI programme coordination, cdai-fgw@uva.nl

Questions about **studying at UvA** (or studying and living in Amsterdam)?

→ Central Student Service Desk, <https://student.uva.nl/en/topics/digital-student-service-desk>



Dr. Fernando **van der Vlist**

University of Amsterdam

f.n.vandervlist@uva.nl · uva.nl/en/profile/f.n.vandervlist/

Dr. Paula **Helm**

University of Amsterdam

p.m.helm@uva.nl · uva.nl/en/profile/p.m.helm/

Dr. Houda **Lamqaddam**

University of Amsterdam

h.lamqaddam@uva.nl · uva.nl/en/profile/h.lamqaddam/