

## EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)

 Please provide one sheet per event (one event = one workpackage = one lump sum).)

PROJECT	
Participant:	3 - SINEGLOSSA
PIC number:	926377355
Project name and acronym:	fAIr media - debunking AI-generated mis/disinformation in media – fAIr media

EVENT DESCRIPTION			
Event number:	WP3		
Event name:	CULTURE & MEDIA FOR DEBUNKING		
Type:	Workshop for professionals		
In situ/online:	in situ		
Location:	Italy, Bologna, Tecnopolo data valley		
Date(s):	7/02/2025		
Website(s) (if any):	<a href="https://sineglossa.it/progetti/fair-media-progetto-educativo-media-literacy/">https://sineglossa.it/progetti/fair-media-progetto-educativo-media-literacy/</a>		
Participants			
Female:	69		
Male:	59		
Non-binary:	10		
From country 1 [Italy]:	135		
From country 2 [Spain]:	1		
From country 3 [France]:	1		
From country 3 [Germany]:	1		
Total number of participants:	138	From total number of countries:	4
Description			
Provide a short description of the event and its activities.			
The two-hour workshops were aimed at 138 professionals from the fields of art, culture, journalism, and research. Participants, who attended in larger numbers			

than expected, were divided into four different workshops (instead of the two foreseen) of 30 to 35 people and worked in the Italian language. The workshops took place in the same day (see presence lists) to optimise resources.

The engagement of participants was made possible thanks to several project stakeholders: Art-er, Cineca, and the Emilia-Romagna Region, who promoted the workshop through their channels.

The workshop focused on exploring the functioning of Large Language Models (LLMs) and the ethical issues related to the use of AI through art. During the workshop, participants had the opportunity to interact with an art installation created by dmstfctn, a collective of artists who use artificial intelligence as a medium for their works. For the installation, the artists used materials sourced from local museum archives. The installation curated by dmstfctn combines wonder and truth, showcasing the tendency of Large Language Models (hereafter LLMs) to exhibit sometimes deceptive and antagonistic behaviors through the use of characters inspired by the masks of Commedia dell'Arte and created in a 3D engine. The goal of the work is to experiment with the "personality" traits of artificial intelligences that we usually do not see, engaging the audience to understand their characteristics and go beyond a purely passive critique of AI. The workshop started with a welcoming introduction for the participants and an initial session to experience the installation *The Models*.

The following session of the workshop was conducted by Mariano Tomatis, a historian of illusionism, and Federico Ferrazza, a journalist and curator of an AI-focused magazine, with the collaboration of Federico Bomba of Sineglossa.

Mariano Tomatis delved into the strategies of wonder used in the 18th century and how illusionistic machines were employed to amaze audiences and challenge the rationalist rigor of the Enlightenment. Some highly relevant contemporary dilemmas were addressed, such as the way we perceive automatically generated images in an era where distinguishing truth from falsehood is becoming increasingly difficult. Is AI eroding our trust in reality? Or, as with past illusions, is the issue not in the technology itself but in how we perceive and decode it?

With the journalist, the workshop covered the topics of "debunking", a valuable tool for dismantling illusions by revealing their mechanisms, and "pre-bunking", which strengthens people's critical thinking skills to prevent them from falling into deceptive traps.

The second part of the workshop included a hands-on activity, during which professionals were invited to explore the functioning of LLMs in a practical way. Through targeted exercises, they were able to understand how these models are trained, analyze existing biases, and critically discuss the ethical and social implications related to their use.

During the workshop, a representative from Sineglossa gathered insights and tactics for producing the glossary.

At the end of the workshop, participants were invited to fill out a satisfaction questionnaire. In light of the results, it is evident that initiatives like this are essential for expanding knowledge about the dynamics of artificial intelligence, encouraging critical reflection, and promoting mindful interaction with emerging technologies. The diversity of the audience, the interest shown, and the desire to deepen practical skills make these events not only necessary but also strategic for the future of digital culture. Repeating similar experiences means contributing to a

more informed, aware, and proactive citizenship, capable of actively engaging with the challenges posed by artificial intelligence.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).