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Fengmian Media Partners with Microsoft and Beijing Normal University to Establish China's First AI+ Media Lab for Post-Prints

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Abstract

ChinaXiv Partner Journal: Cover Media, Microsoft, and Beijing Normal University Establish China's First AI+ Media Lab Editorial Department

Full Text

Preamble

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Editorial Department

Laboratory Establishment and Vision

On September 16, the “Artificial Intelligence and Future Media Laboratory” was officially inaugurated as a joint initiative of Cover Media, Microsoft, and Beijing Normal University—the first laboratory in China dedicated to the “AI+ media” domain. The laboratory will focus on innovative research integrating artificial intelligence and media technologies, explore the future of AI+ media, establish a world-leading platform for AI and media technology research and collaboration, and facilitate the overall transformation of the media industry.

Yu Guoming, Executive Dean of the School of Journalism and Communication at Beijing Normal University, observed that we live in an era of disruptive innovation where traditional logic in journalism and academic research can no longer predict future developments. “If we continue moving forward according to past logic, both practice and scholarship will lose their way. Research on future media is about establishing a coordinate system for the development of our practice and academia,” he explained.

Cao Wentao, Senior Director of Microsoft (Asia) Internet Engineering Institute, noted that whereas information dissemination previously emphasized traffic volume, the AI era prioritizes conversational engagement. “The volume of dialogue represents opportunities to deliver information services,” he stated, expressing hope that Microsoft’s technological strengths, combined with the expertise of Beijing Normal University and Cover Media, would explore practical AI applications in the media industry.

Three Strategic Objectives

The laboratory will pursue three primary objectives upon its establishment. First, it will provide academic support for national new media development and serve as a think tank for relevant government departments in policy formulation. Second, it will deliver cutting-edge academic achievements and technical support for media convergence and transformation in China, offering intellectual resources for new technology adoption across Chinese media organizations. Third, it will become a global hub for research on new communication technology applications, creating an international exchange platform for frontier new media technologies.

According to the person in charge of Cover Media, the three partner institutions will leverage their respective strengths to achieve these goals. As a prestigious academic institution, Beijing Normal University’s School of Journalism and Communication will provide laboratory space and research personnel.

Partner Contributions and Platforms

Microsoft, a technology giant with deep AI expertise and numerous scientific achievements, will provide product demonstrations and technical support, including its Xiaoice AI product. As an emerging media organization in China’s mobile internet era, Cover News has prioritized AI as a core capability since its inception, extensively applying language intelligence interaction and robot journalism technologies. In the laboratory’s operations, Cover News will serve as the application platform for Xiaoice AI robots in media contexts, a platform for robot journalism applications, and an internship platform for the Artificial Intelligence and Future Media Laboratory.

Research Focus Areas

The laboratory’s research agenda centers on the application and market effects of AI robots like Microsoft Xiaoice in the media industry. Its research content and experimental outcomes will explore machine-generated journalism and the rules governing its media application, AI interaction methods and user data profiling in new media contexts, and the application of big data and knowledge graphs in media. The laboratory will also investigate content dissemination forms, channels, and pathways in the AI era.

Knowledge Sharing and Dissemination

The laboratory will share its research findings with the public through regularly published reports, including the Artificial Intelligence and Future Media Experimental Report, the Artificial Intelligence and Media Future Report, and the Global AI Media Report. Additionally, it will host the “Artificial Intelligence and Future Media Lecture Series” to share insights on AI-media integration developments both domestically and internationally.

The launch of the Artificial Intelligence and Future Media Laboratory represents another strategic move by Cover Media into the AI+ media field. According to Cover Media’s leadership, amid the current AI boom, the laboratory will significantly advance the development of a new media ecosystem in the technological era.

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Section: Media Convergence Watchtower · Special Feature

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