AMMICO, an AI Media and Misinformation Content Analysis Tool: Communication research meets software development

This presentation consists of two parts and perspectives. PD Delia Dumitrescu from social/political sciences will speak about communication research using a multi-country, multi-language data set containing COVID-19 social media disinformation posts. Delia will present the initial difficulties related to the dataset and how she approached the Scientific Software Center for support. This support resulted in AMMICO (AI Media and Misinformation Content Analysis Tool): AMMICO is a publicly available software package written in Python 3, whose purpose is the simultaneous evaluation of the text and graphical content of image files. After describing the software features, Delia will provide an assessment of its performance using the social media disinformation posts. This part will conclude by highlighting the tool's advantages for communication research and by discussing further development ideas. In the second part of the talk, Dr Inga Ulusoy from the Scientific Software Center (SSC) will speak about the role of the SSC in this project. The initial consultation evolved into a software development project of the SSC. Inga will describe how the project and communication was structured and how the software was designed to fit the needs of the researchers. In the end, Inga will demonstrate how AMMICO can be utilized in further research projects, and conclude by summarizing the ways the SSC can support research projects through research software development and the implementation of software engineering best practices.

Where? Centre for Asian and Transcultural Studies (CATS), Voßstraße 2, 69115 Heidelberg
When? January 12th 2024, 1:00 PM- 3:00 PM