Call for Contributions

transformativ

2025 Sharing Perspectives on Artificial Intelligence

Call for Contributions

A conference by experimenta, Heilbronn and the Center for Rhetorical Science Communication Research on Artificial Intelligence, Tübingen (RHET AI)

December 4th through 6th, 2025, Heilbronn
(Languages: German and English)

Celebrated, feared, widely used – and sometimes overlooked: artificial intelligence. AI is fundamentally transforming our society. But what exactly is changing? And how? The RHET AI Center applies rhetorical science communication research to understand the dynamics between technology, research, and everyday communication surrounding AI. At experimenta Science Center, AI is accessible and tangible, enabling people from diverse backgrounds to engage meaningfully. Together, our aim is to foster a reflective approach to AI. Between these orientations, a complex field of pressing questions both theoretical and practical emerges – the conference transformativ tackles them head-on.

We aim to explore these questions together and from different approaches. We value working on these questions collectively and from multiple angles. To do so, we combine the expertise and methods of diverse actors from research, science communication, education, media, and the arts. We hope to discuss: What is currently happening in the field of AI? How do we position ourselves within these developments? How can we remain engaged and support one another?

New research findings, innovative communication formats, and intriguing initiatives are emerging every day. At the transformativ conference, we will work together to develop new perspectives on communicating with, about, and around AI. Our focus is on inquiring and bold investigation of the highest interdisciplinary and transdisciplinary quality, which we ensure through problem-oriented and discussion-provoking formats. We classify the vast scope of AI technologies' impact into structured tracks to create opportunities for effective approaches to problems and solutions.

Track 1: Narratives and Imagineries

The first track aims to discusses ideas, approaches, and visual narratives related to AI, trace their impact on technology and society, and advances research perspectives.

– Which concepts and frameworks define and limit our understanding of AI?
– What stories and images shape our actions in science communication, education, media, and the arts?
– How can we foster a conscious and reflective use of images and narratives?

This track collects recent research on personal and societal AI narratives and imaginaries, providing strong momentum for an intensive dialogue between research and practice.

Track 2: Competencies and Approaches

The second track concentrates on the acquisition and teaching of skills for the holistic application of and critical reflection on AI.

– What goals and skills are related to "AI literacy"?
– Where and how are comprehensive AI competencies being taught?
– How can formal and informal learning environments address the "digital divide"?

In this track, we will look at practical formats for skills acquisition as well as methods of exchange and cooperation between the various stakeholders.

Track 3: Strategies and Ideas

The third track focuses on individual and societal strategies for addressing the challenges of new types of AI systems.

– How can strategies and frameworks for the societal use of AI systems be established, and what effects should they achieve?

– Which inspiring AI initiatives and projects hold the potential to impact society?

– How can we create spaces and formats that highlight sustainable, fair, and socially oriented AI applications or artistic perspectives?

In this track, we want to discuss strategic initiatives and exemplary projects that have an impact on societal frameworks and thus show ways to become active.

Track 4: Persuasive Systems and Power Relations

This track examines the fact that AI systems and their various components are not neutral but display a variety of underlying premises and interests that can serve potentially harmful as well as enabling purposes.

– How do social and cultural biases and norms find their way into AI systems?

– How can we integrate global perspectives into the way we develop, think about, or use AI systems?

– How should we deal with the fact that AI systems are based on and lead to asymmetrical power relations?

In this track, we seek to develop a shared understanding of the complex web of political, cultural, economic, and technological structures that make up AI systems.

Interested?

To tackle these questions, we need contributions from diverse disciplines and communities – *the more the merrier*. This invitation explicitly targets both practical and theoretical fields of work:

AI Ethics	**Journalism**	**Psychology**
Educational Research	**Communication Science**	**Rhetoric**
Critical AI Studies / Critical Algorithm Studies	**The Arts**	**Science and Technology Studies**
Cultural Studies	**Machine Learning**	**Technology Assessment**
Data Science	**Media Science**	**Public Relations**
Didactics	**Museums**	**Science Communication**
Computer Science	**NGOs**	**...and related fields.**
Outreach	**Philosophy**	
	Political Science	

Practical Information

AI is a global phenomenon. As German-speaking institutions, we have opted for a combination of German and English as the conference languages. This allows us to address a wide spectrum of thematic and methodological topics while including diverse life and research realities. Tracks 1–3 will primarily feature presentations and discussions in German. English contributions are also welcome. Track 4 is dedicated to international perspectives and is exclusively in English.

We work in three formats: Talk, Problem Pitch, Panel Discussion

– **Talks** are scientific or practical presentations, with a maximum length of 30 minutes, including discussion.

– **Problem pitches** consist of one or more theoretical or practical problems, which are discussed in the group for 45 minutes. Each pitch lasts 1 to 2 minutes, followed directly by discussion to search for solutions or to differentiate the problem.

– **Panel discussions** bring 3-5 short presentations on a shared topic to the floor. The presentation time should not exceed 45 minutes and the joint discussion time with the audience should be 45 minutes.

The deadline for submissions is **30 April, 2025.** Submissions consist of:

– A short abstract of max. 250 words / 2,000 characters

– a short biography of max. 100 words / 500 characters

Please submit them via the following link:
https://eveeno.com/203813472

We look forward to receiving innovative practice reports, research approaches, and future-oriented ideas.

Please note! To accommodate current trends, problems, and ideas, there will be another opportunity to submit or update problem pitches in the fall.