

Algorithms and AI (Artificial Intelligence): The Future of Communication

Universidad de La Sabana School of Communication
II International Summer School – June 2020

Dr. Jessica Eise

Instructor

Dr. Eise has a PhD in communication from Purdue University with a specialization in computational methodologies. She was the 2019 first place winner of the international Ethics, Technology, and the Future of War and Security Composition Competition Purdue Policy Research Institute for her essay [The Fatal Flaw](#) in response to the question “what if AI wages war?” Additionally, she has other writing on the topic, including a “de-mystifying big data” blog series on computational methodologies that covers [machine learning](#), [agent-based modeling](#), [text mining](#) and [network analysis](#).

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Language

The course will be taught in English, however students have the option of presenting in Spanish or English.

Course Justification

This course is intended as an introductory course on the basics of an algorithm and artificial intelligence in a communication context, with the primary purpose of informing students of their impact on current communication practices (media, organizational, personal) and developing analytical and strategic thinking around the future of communication and AI. As computer science advances and its influence spreads, we can no longer afford to ignore its influence nor fail to understand it. While algorithms and AI are regularly masked in mystery and may present themselves as both intimidating and impenetrable, they can be readily taught, and they must be understood by those outside the fields of computer science. First, the course focuses on understanding the basics of an algorithm and the basics of artificial intelligence. From there, students will extrapolate and observe its impact on communication today and predict impact on communication of the future. This will provide them with the agility to work intelligently in digital environments and to position themselves on the vanguard of communication innovation in the future. Additionally, it will empower them to confidently approach complex digital topics with a base of knowledge and the ability to conduct critical assessments of impact on communication.

Course Overview

Class will be based on lectures, assigned readings, class discussions, in-class exercises and student presentations of case studies. Students will be graded on attendance (10%), participation (20%), two essays (40%) and one in-class presentation on a case study (30%) analyzing a current example of artificial intelligence and communication in government, media or business.

Course Schedule

Date	Topic	Assignment
Tuesday, June 16	What is an algorithm?	
Wednesday, June 17	What is artificial intelligence?	
Thursday, June 18	How does artificial intelligence influence communication?	Essay 1 Due
Friday, June 19	Artificial intelligence and the media	
Tuesday, June 23	Artificial intelligence and organizational communication	Essay 2 Due
Wednesday, June 24	Artificial intelligence and interpersonal communication	Class Presentations
Thursday, June 25	Anticipating the future of artificial intelligence on communication	Class Presentations
Friday, June 26	Leveraging artificial intelligence as a communication professional	Class Presentations

Assignments and Grading

Attendance	10 points
Participation	20 points
Essay 1	20 points
Essay 2	20 points
Presentation	30 points
Total	100 points

Grading

Final point total is divided by 20 to get final grade.

Ex. If your final course total is 82 points, $82 / 20 = 4.1$