

TELEVIZION

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Internationales Zentralinstitut für das
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AI and children's media



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The use of AI applications is growing exponentially, with the potential to fundamentally reshape various areas of children's media in a relatively short time. Generative AI applications such as chatbots like *ChatGPT* and creative platforms like *Midjourney* offer inspiration, serving as virtual collaborators in music composition (Rotsch), character design for children's series (Galfe) or programme synchronisation across different languages (Buchanan). With the help of AI, influencers can appear as VTubers with anime-style avatars (Lee & Blue), and children can create and realise stories together with television producers (Staffans). Explicit studies on the representation of children and adolescents and their possible stereotyping by AI are not yet available (Coutant & Cortina).

In the school context, AI is seen as an opportunity to save teachers significant time, allowing them to focus on their core mission: the passionate education of pupils (Burow). At the same time, AI demands higher levels of media literacy, requiring an understanding of its technical basics to identify and address potential issues (Herzig). Young people are open to learning more about AI and are eager to explore not just the risks, but also its opportunities. However, many students lack confidence in teachers – particularly older ones – being able to teach them about it (Riesmeyer). Primary school pupils, on the other hand, are only beginning to develop a conceptual understanding of AI and its potential applications (Götz & Holler).

This issue of *TelevIZion* explores the opportunities and potential applications of AI in children's media, while also addressing the challenges it entails.

Artificial intelligence – prerequisites for competent use and assessment

The author explains which computer systems form the basis of artificial intelligence and how AI influences media pedagogical work and our understanding of media literacy.

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Passionate education with AI

The author encourages a critically reflected use of AI and the profitable application of its possibilities in education.

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Making and learning music in the age of artificial intelligence

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Cover: Image generated using the AI Dall-E-3 and the prompt: "Realistic photo of various ethnically diverse young pupils, aged approx. 13-15 years, in a classroom, sitting in pairs in front of a computer with a screen"

TELEVISION

AI AND CHILDREN'S MEDIA



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Space Vets: "The creative vision remains rooted in human ingenuity"

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A study analyzed the importance of applications based on artificial intelligence in the everyday lives of German adolescents.

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An IZI study involving 52 German primary school pupils investigated whether children can recognise AI-generated images and what media education tips they would give to other children for identifying such images.

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