Katherine Gorman

Collective Next

"The Story Algorithm:
Practical Communication Tools
for Conveying the Reality of Research"

Wednesday, November 15, 2017
Noon-1:00
CIT 477 Lubrano Conference Room

Abstract: Support for an idea can turn on how well you can communicate it to others. Creator of the machine learning and artificial intelligence podcast Talking Machines and former public radio journalist Katherine Gorman will introduce the fundamentals of good narrative communication as applied to complex scientific research questions with a focus on artificial intelligence research and embodied robotics. We'll also take a look at the state of the public conversation, sort out the ideas that are getting conflated, and examine why the way we tell our own stories might be the problem. In addition, we will review practical tips for working with the media and communicators on this topic in ways that can help to bring the reality of the research into the conversation.

Katherine Gorman is a former public radio producer and the founder and co-host of the machine intelligence podcast, Talking Machines. Katherine helped the Neural Information Processing Systems conference to develop and implement their media strategy and in 2018 she will serve as press co-chair for ICML. Gorman is also the head of productions for Collective Next where she helps groups to communicate about issues that matter to them, and to find the heart at the center of their work and community. In 2016 and 2017 she served as a curator and host for TedXBoston.

Host: Michael Littman/HCRI

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