Professor Jill Walker Rettberg
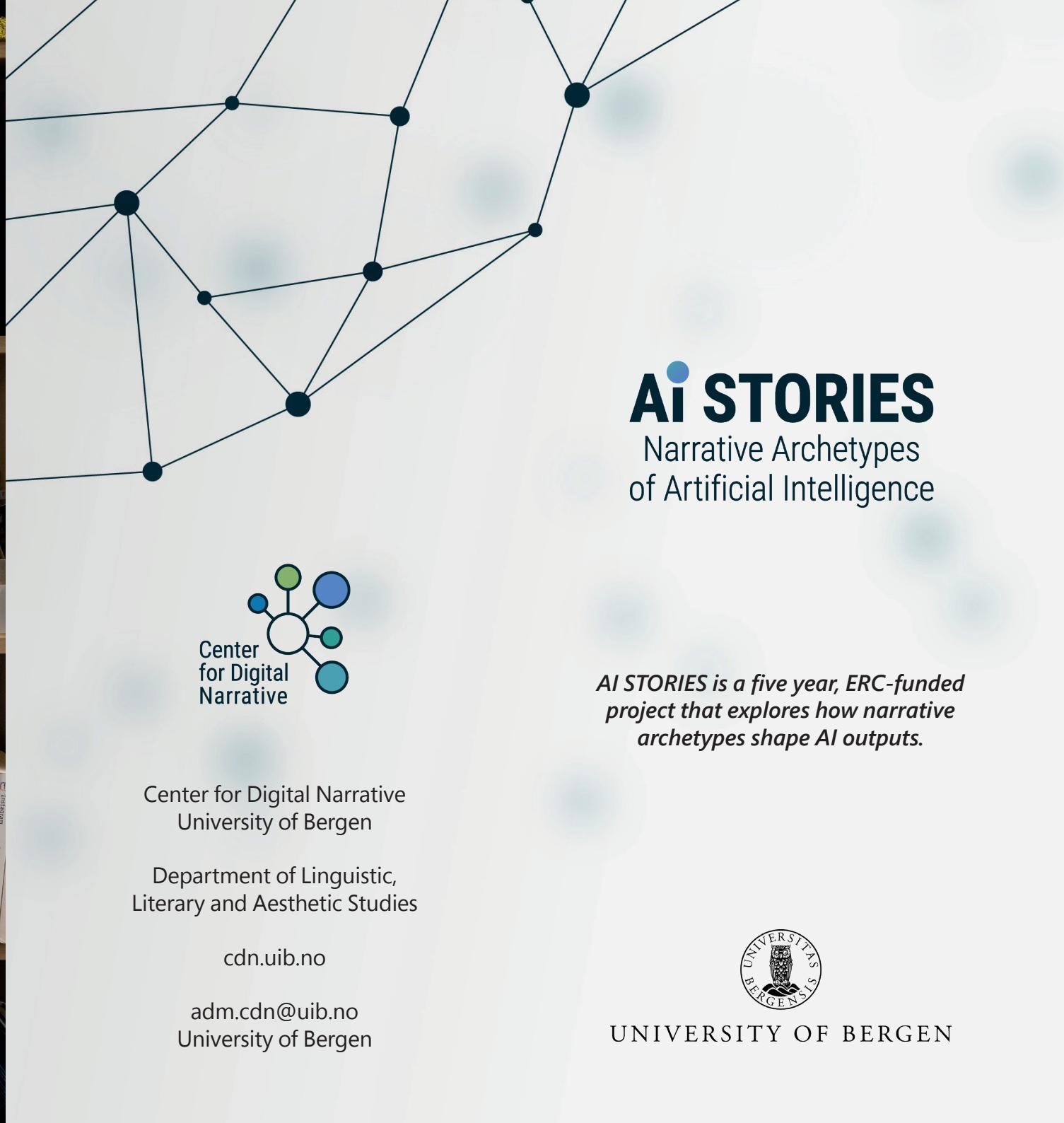
"The AI STORIES project builds on the premise that storytelling is central to human culture, with narratives shaping our understanding of the world.

We will study artificial intelligence and how it creates new narratives."

Ai STORIES
Narrative Archetypes of Artificial Intelligence

Center for Digital Narrative

AI STORIES is a five year, ERC-funded project that explores how narrative archetypes shape AI outputs.

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About AI STORIES

AI STORIES explores the idea that narrative archetypes shape AI outputs. It examines how large language models (LLMs) like GPT-4, trained on vast text and image data, may not only replicate historical biases but also narrative structures from their training materials, potentially impacting cultural diversity. The project leverages narratology to analyze training data and AI-generated content, focusing on whether these narratives render AI culturally specific.

The researchers will look at two central questions:

*   How do narrative archetypes in training data shape the functioning and output of large language models?
*   To what extent do the narrative archetypes of different cultures make machine learning models culturally specific?

The hypothesis emerged after an AI developed by Microsoft professed love during a conversation, illustrating AI's reliance on human narratives.

AI STORIES argues that AI development now requires humanities' insight to understand its language and cultural dimensions. This research could influence AI policy, development, and digital literacy, emphasizing the need for cross-disciplinary collaboration.

Job openings in 2025

*   A **4 yr postdoctoral researcher** position to test the impact of cultural archetypes on AI-generated narratives.

*   A **4 yr PhD** position to investigate narrative structure in AI-generated texts, developing literary theory and literary analysis methods that can be used in the context of AI-generated texts.

*   A **3 yr PhD** position within data analysis and data visualisation of narratives.

The positions will be based at the Center for Digital Narrative in Bergen, Norway, with desired start dates in Fall 2025.

The call for applications opens soon. Email Jill/Mahaut if you wish to be notified when the call for application is open.

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