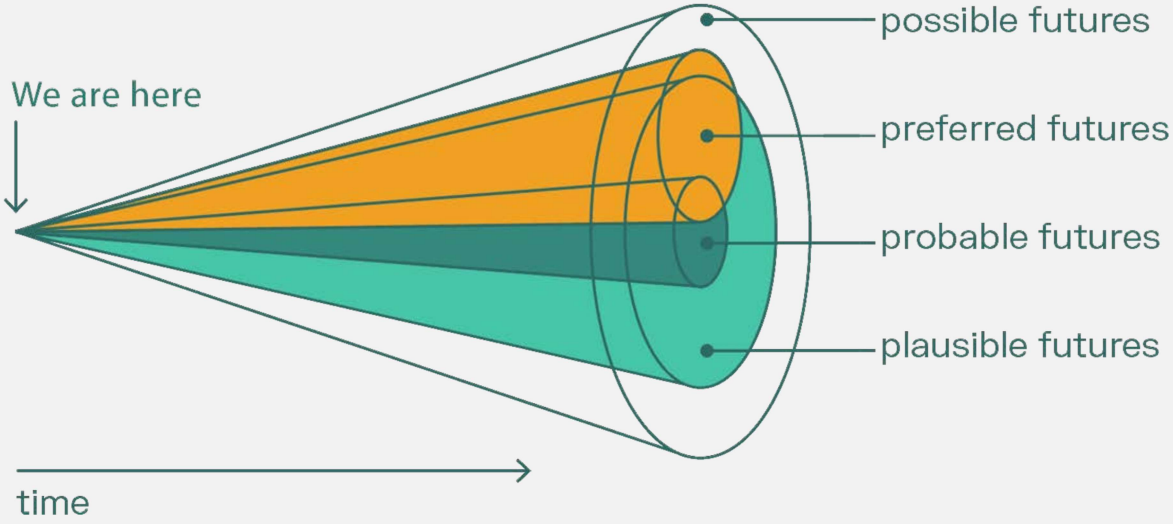
2024 AAM: Algorithms & Artifacts: Deciphering AI's Role in Museums

Welcome

Take a quick survey about AI!

WHAT'S TAKING UP SPACE IN OUR HEADS

CONE OF POSSIBILITIES



Article: A Tool for Exploring Plausible, Probable, Possible and Preferred Futures

AI & Cultural Heritage

Most Trustworthy

History Museums/Historic Sites	6.7
Museums	6.4
Art Museums	5.9
Wikipedia	5.7
Local Paper	5.7
Academic Researchers and Professors	5.7
US Government	4.9
Nonprofit Researchers	4.9
Corporate Researchers	3.6

Most trusted

History museums are the #1 most trustworthy source of information in America

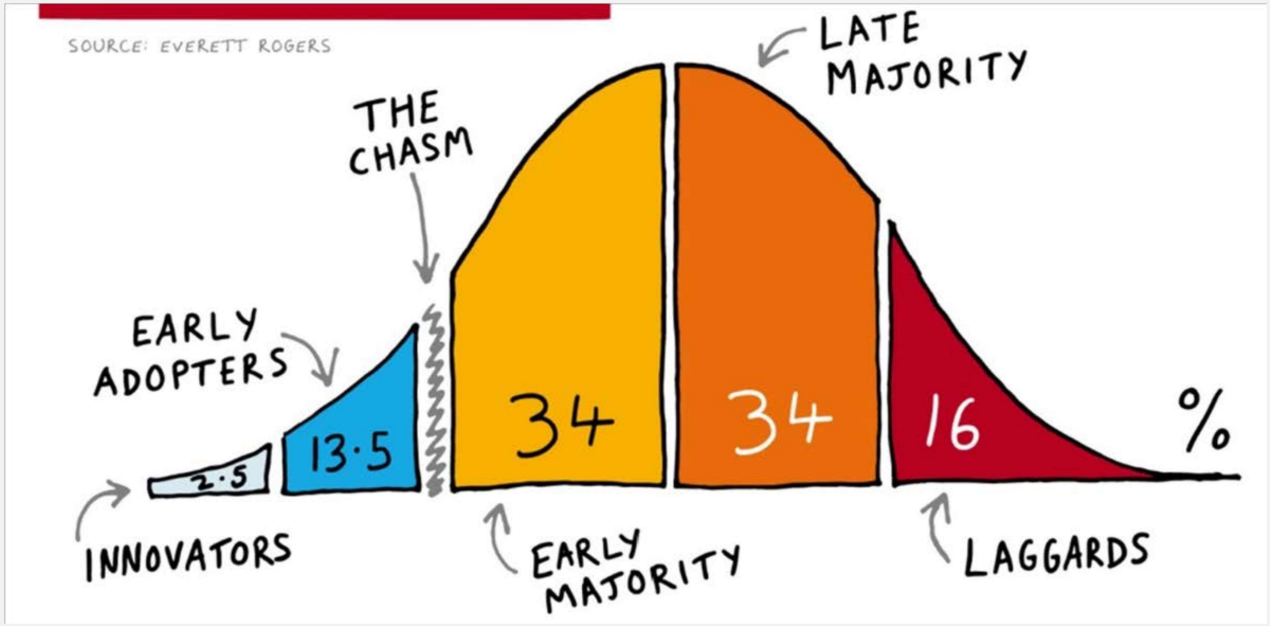
Least trusted

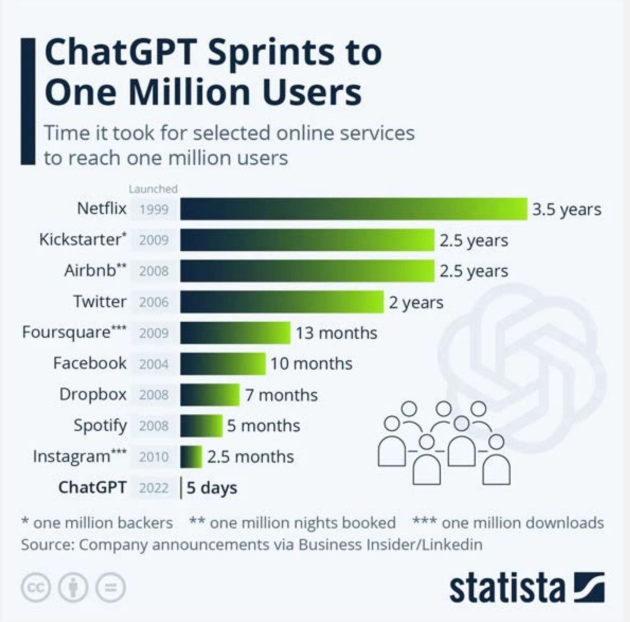
Scale: 0 = not at all trustworthy; 10 = completely trustworthy

Reach Advisors|Museums R+D

Article: AAM - Museums and Trust 2021

Why AI Matters – The Adoption Curve





Article: The 5 Customer Segments of Technology Adoption

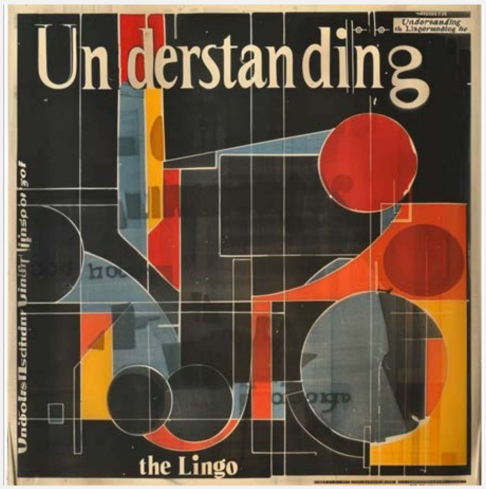
Understanding the Lingo

Machine Learning
Machine learning is a method we use to teach computers how to learn patterns from data.

Generative AI
Generative AI is a type of artificial intelligence that creates new content based on what it has learned.

LLMs (Large Language Models)
A Large Language Model (LLM) is a type of artificial intelligence that can understand and generate human language. It's trained by reading millions of pages of text, like books, websites, and articles.

Hallucinations
An AI hallucination generates information that isn't true or doesn't make sense.



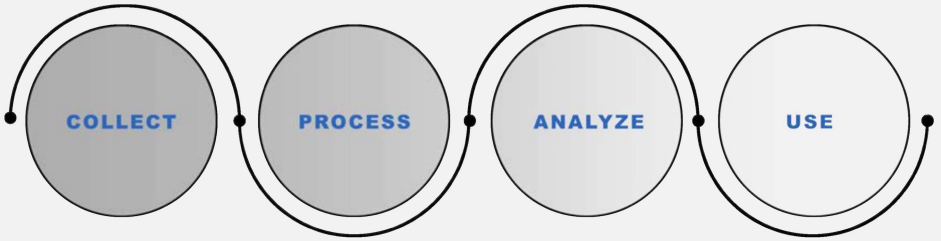
Article: Exploring AI Fundamentals: A Guide to Essential Terms and Definitions

Critical Requirements

ARTIFICIAL INTELLIGENCE ETHICS FRAMEWORK FOR THE INTELLIGENCE COMMUNITY

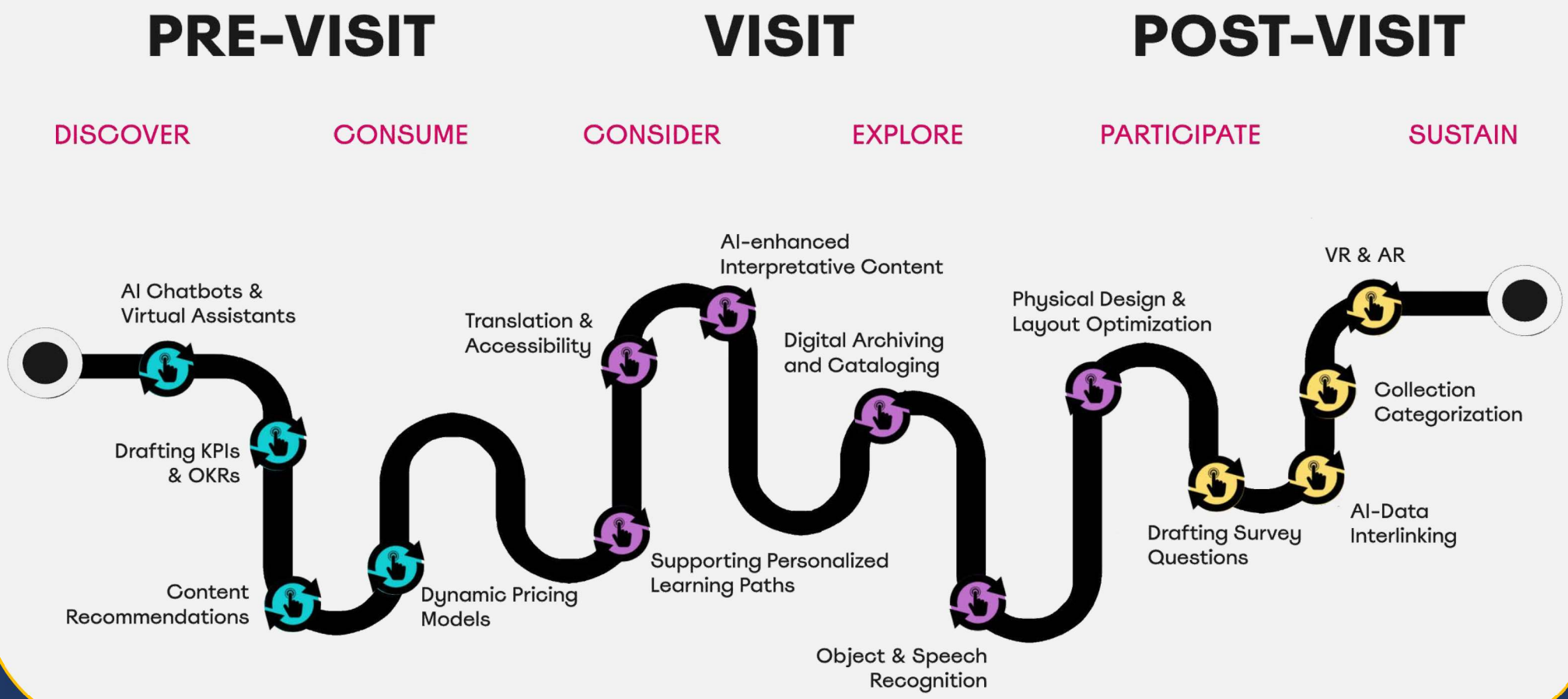
Article: Artificial Intelligence Ethics Framework for the Intelligence Community

Data Management



ethical, inclusive, accurate, descriptive, well-managed big data

Using a Journey Map to Brainstorm AI Considerations



SWOT ANALYSIS

A SWOT analysis is a useful tool when investigating AI's impact.

Strengths

Internal characteristics that give an advantage over others.

S

Weaknesses

Internal characteristics that put are a disadvantage relative to others.

W

Opportunities

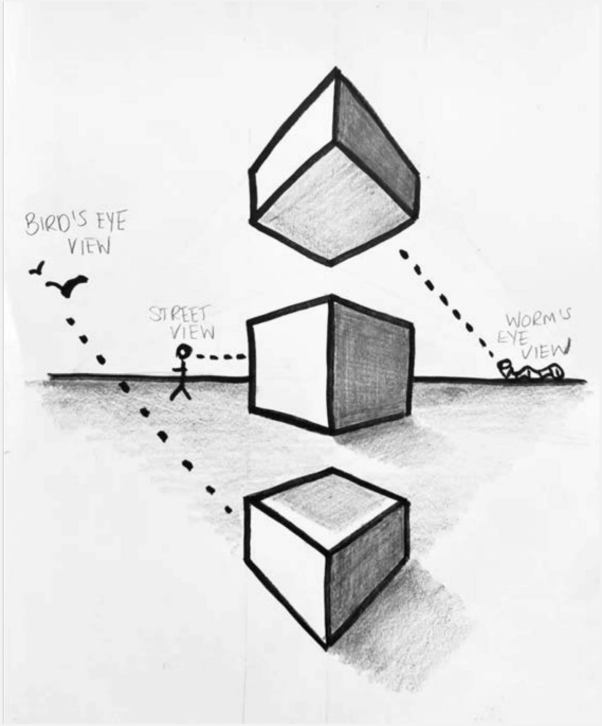
O

External factors that can be capitalized on to improve performance.

T

Threats

External factors that have the potential to harm performance or outcomes.



Jack

Jack charts a digital course, clear and bright,
Guiding museums through the tech twilight.
With every scan and interactive display,
He molds the past in modern array.

It's all about the prompts

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If you know where you are, it will help you get where you want to go"

It's all about the prompts

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Prompts are the commands or instructions that tell the LLM what you want it to generate.

I am doing a research project on post-war British theatre. What are some sources (scholars, books, articles) that I should review?

An AI prompt is a command or a question you give to a computer program that uses artificial intelligence. The AI reads the prompt and tries to generate a response based on what it has learned.

It's all about the prompts

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Create a quiz on the topic of [topic] for [audience]. The quiz should be [number] questions long and should be of [level] difficulty. The questions should be [type] and should cover a variety of topics, including [topics]. The quiz should take [time] to complete. The grading rubric should be based on a [points]-point scale, with [points] points per question.

Create a quiz on the topic of [**AI**] for [**museum audience**]. The quiz should be [3] questions long and should be of [**basic**] difficulty. The questions should be [**Yes/No questions**] and should cover a variety of topics, including [hallucinations]. The quiz should take [**30 seconds**] to complete. The grading rubric should be based on a [**3**]-point scale, with [**1**] points per question.

Question 1:Is it true that AI can be trained to recognize images, such as identifying objects in a photograph? (Yes/No)

Question 2: Is it possible for AI to make mistakes or provide incorrect information? (Yes/No)

Question 3: Do AI systems have the ability to learn and improve from new data over time? (Yes/No)

It’s all about the prompts

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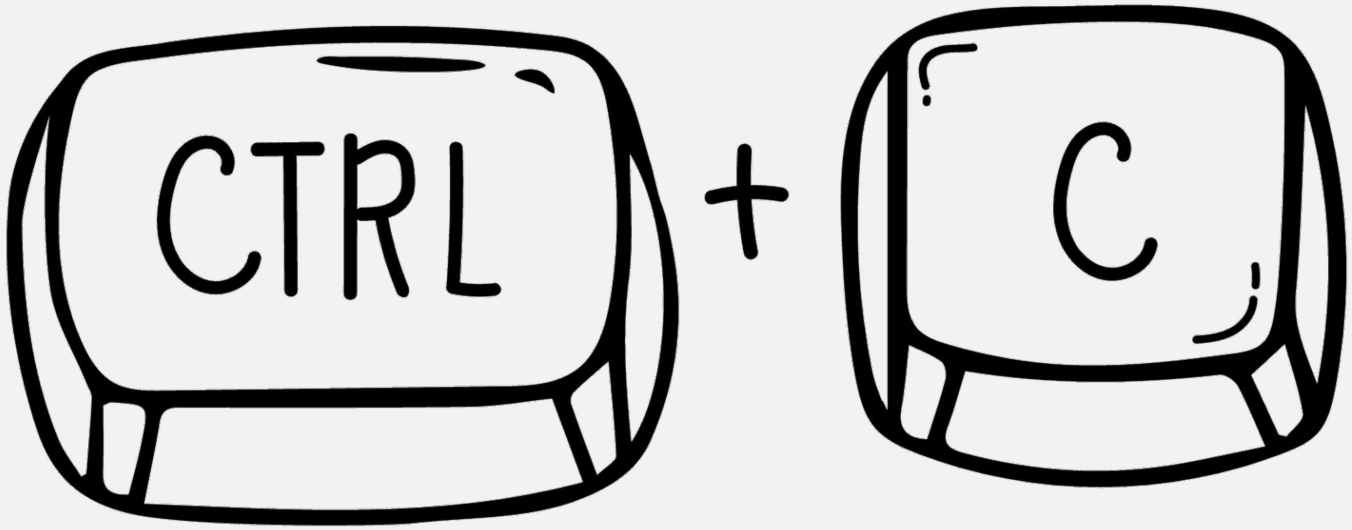

It's all about the prompts

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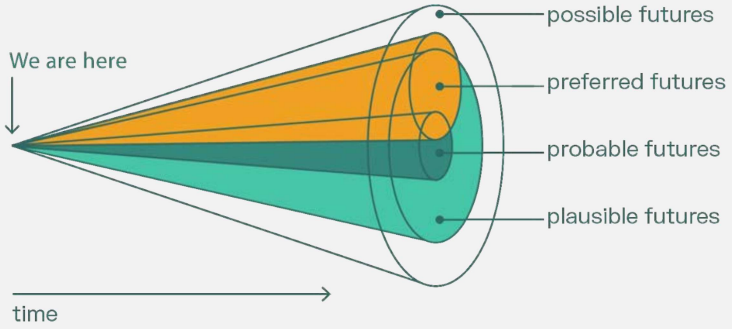
Thoughtful and intention prompting will help you get…

"If you are five minutes early, you are already ten minutes late."



"In theory, theory and practice are the same. In practice, they are not."

It's all about the prompts

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It’s all about the prompts

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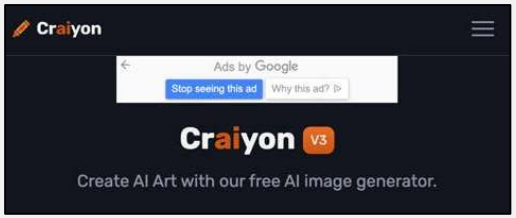

Jonathan

Jonathan weaves through time with touch and swipe,
Creating mobile worlds, each story ripe.
In pixels, he molds the past's profound embrace,
Building bridges to history, space by space.

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Jonathan Munar
Arts, Bloomberg Philanthropies
jmunar@bloomberg.org

Humans ultimately feed AI

Humans ultimately tune AI

Humans ultimately choose to accept AI

AI can accelerate and automate our workflows to allow us to keep doing human things

What do we mean by "accelerator"?

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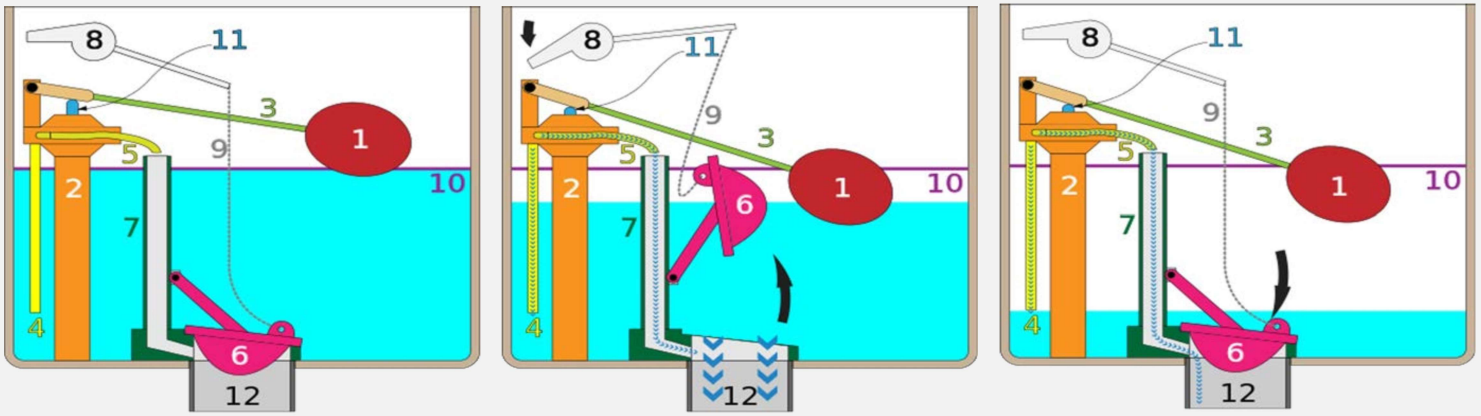

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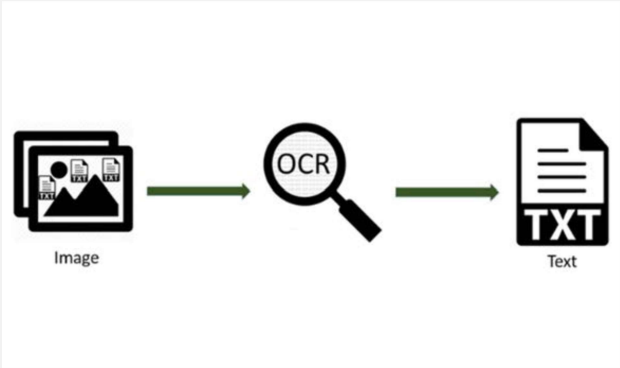

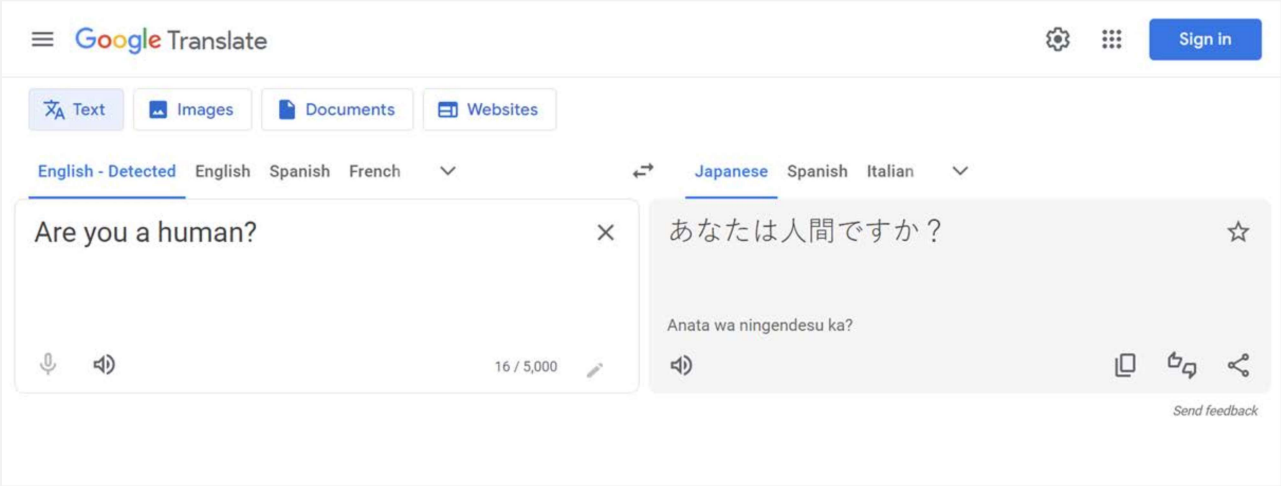

What do we mean by "accelerator"?

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- Less time spent performing routine tasks
- Advance the starting line
- Reduce human error

Need more human

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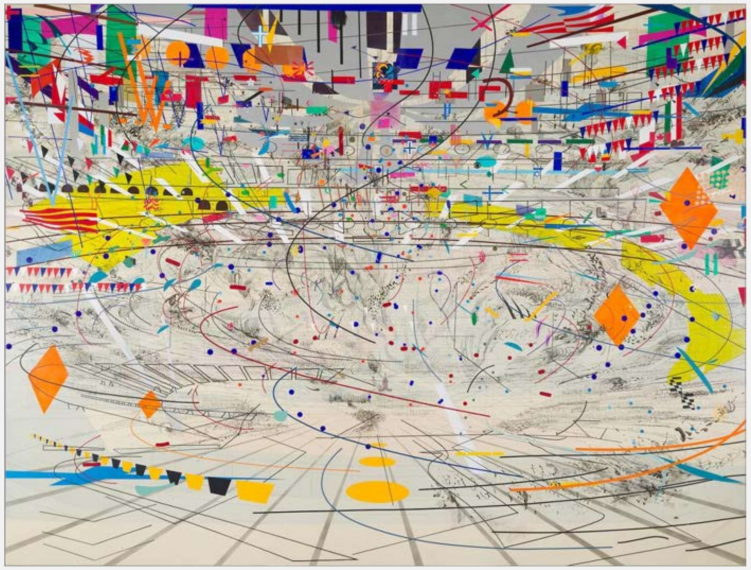
- Artificially intelligent but not artificially emotional
- Reviewing/vetting output can end up eating into overall gained time
- Subjectivity is not easily predictable



Julie Mehretu, *Stadia II*, 2004, ink and acrylic on canvas, 108 x 144 inches (Carnegie Museum of Art, Pittsburgh) © Julie Mehretu

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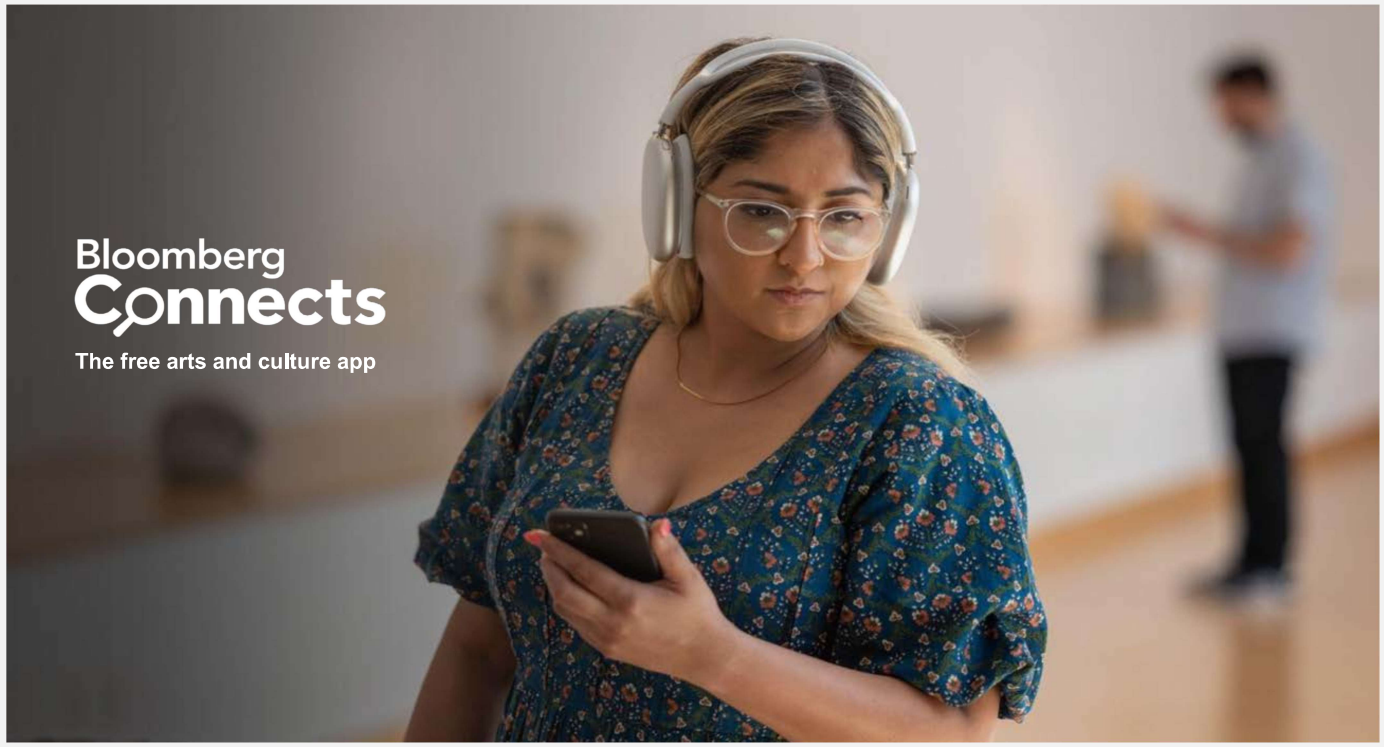

“Everyone should have the opportunity to experience all that the arts have to offer, and technology can help make that possible by putting so much information right at our fingertips.”

- Michael R. Bloomberg

Noguchi (US)

Wallace Collection (UK)

ICA Boston (US)

Greenwood Art Project (US)

Silver Eye (US)

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Bloomberg Connects Statement on AI

Bloomberg Connects will employ AI when and where it will foster data-driven insights while improving efficiency, accessibility, and user experience without interfering with our mission to connect people with Art and Culture.

Moving up the starting line

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Creator/Maker
Stuart Davis

Title
Egg Beater No. 4

Creation Date/Period/Era
1928

Materials/Medium
Oil on canvas

Dimensions
27 1/8 x 38 1/4 in.

Description
Egg Beater No. 4 is the final work in Davis's noted *Egg Beater* series of 1927–28, in which he achieved an original abstract style. He had been exploring abstraction as early as 1913, when he admired the works of Cézanne, Léger, and Picasso at the Armory Show. Davis purposely chose unrelated objects—eggbeater, electric fan, and rubber glove—so that he could concentrate on relationships of color, shape, and space. He spoke of visualizing these elements in relation to each other, within a larger system that unified them in the space and on the picture plane.

Moving up the starting line

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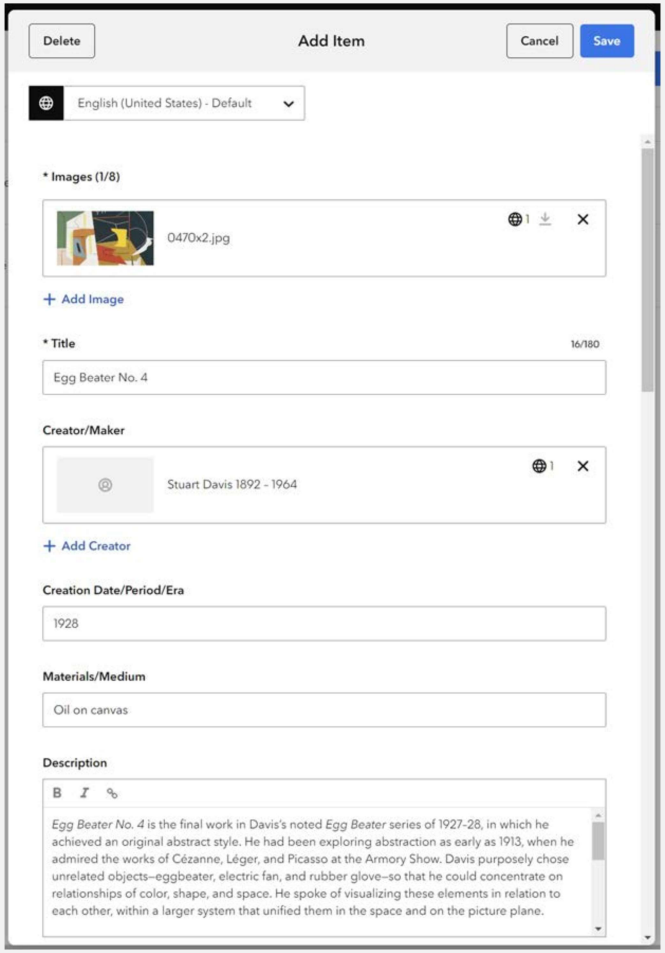

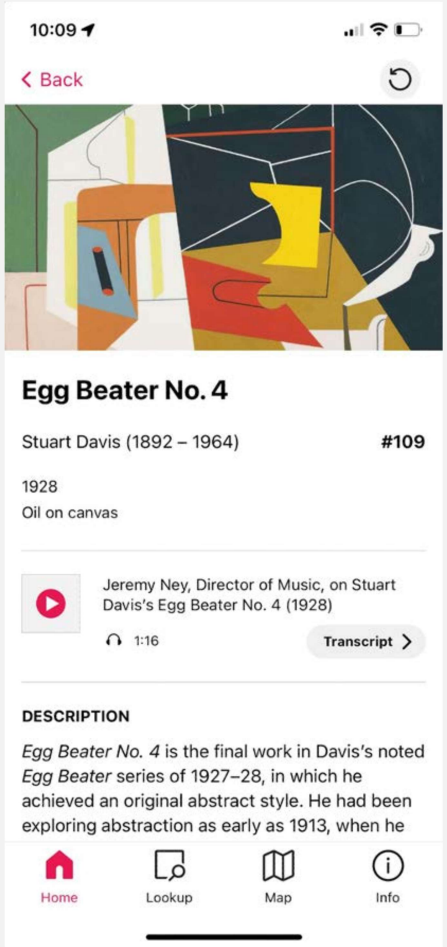

Retrieval Augmented Generation (RAG)

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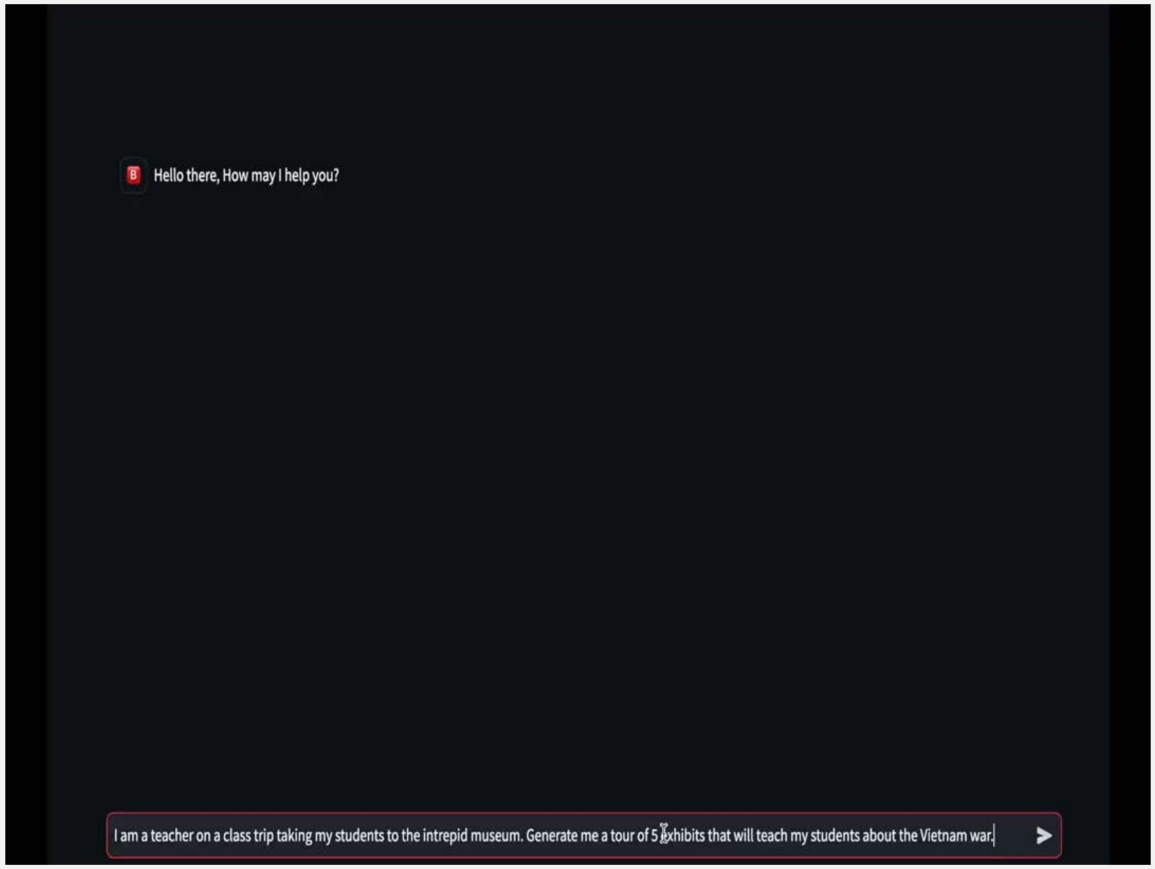

Retrieval Augmented Generation (RAG)

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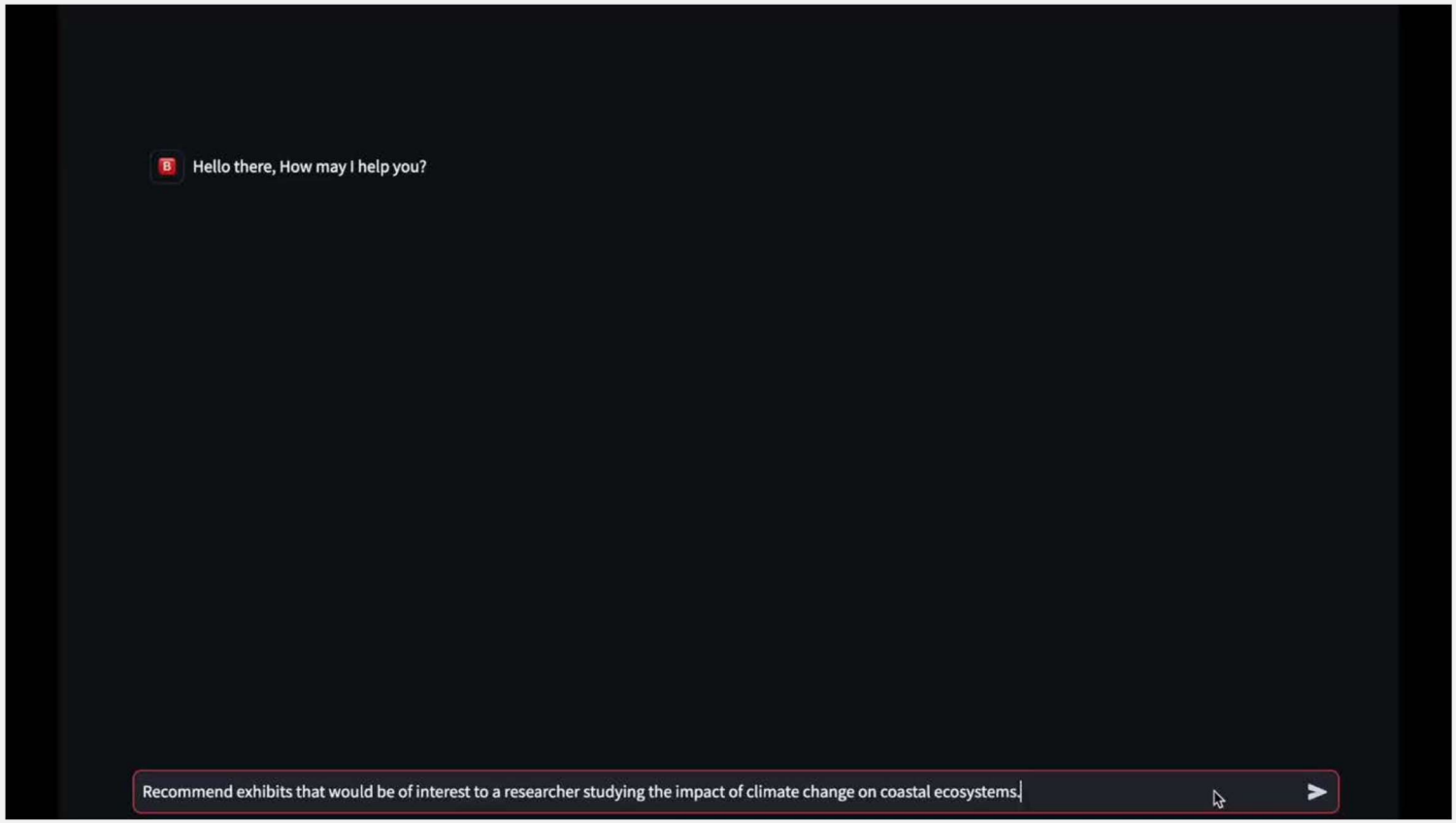

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- Irresponsible use of AI
- Over reliance on AI; lack of self accountability
- Human acceptance of hallucination as truth
- Credibility is lost with each blunder
- Machine error creates more work as opposed to lessening workload
- Replacing human staff

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- Vast amounts of knowledge can be processed and exposed
- Scholarship becomes more discoverable and accessible
- Narratives can be formed across multiple institutions and beyond

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- AI is there to help you, not replace you
- Embrace AI now or get left behind
- Human intervention is a must
- Use AI responsibly

Jessica

Jessica sorts through time with care and grace,
Assigning stories a name, a time, a place.
In metadata fields, history finds its frame,
Her expertise gives each artifact a name.

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Jessica Herczeg-Konecny (she/her), Lead Technical Analyst,
Digital Asset Management,
The Metropolitan Museum of Art

Digital Asset Management is a service role.

DAM doesn't work without people.

Metadata is magical… if you put in the work.

AI kinda broke my brain…

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- AI will help us move away from the creation and maintenance of metadata as we know it. (??!!)
- Museums are seen as trustworthy.
- *"Get work done, avoid anything controversial."*

Detail from: Sugawara Mitsushige, "Universal Gateway," Chapter 25 of the Lotus Sutra Handscroll, dated 1257. The Metropolitan Museum of Art, New York. Purchase, Louisa Eldridge McBurney Gift, 1953 (53.7.3).

Experimentation with steve.museum.ai GPT4

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I would like you to provide a narrative image description. Describe the image using these elements (if they are applicable): 1) Subject: Start with the element(s) that are critical to understanding the image. 2) Size: Describe the scale of the elements within the frame and use the relational size of objects or persons to one another within an image. 3) Color: Identify the color of key elements using familiar names of colors: red, blue, yellow, green, orange, purple, violet, pink, brown, gold, silver, black, and white. 4) Orientation and relationships: Describe the orientation and relationships of image elements to one another. 5) Describing people: a) Physical features: When particular features are immediately noticeable, they should be described. This is not only in regards to prominent features or physical stature, but also physical disabilities. B) Age: Describe the age of represented people in an image using terminology such as baby, toddler, child, youth, teen, young person, adult, older person. C) Gender: No assumptions should be made about the gender of a person represented. Although, where gender is clearly performed and/or verifiable, it should be described. When unknown, a person should be described using "they, them" and "person" and their physicality expressed through the description of their features, which inadvertently tend to indicate masculine or feminine characteristics. The use of *masculine* and *feminine* are problematic and should be avoided unless necessary for describing the performance of gender. D) Ethnicity and skin-tone: when describing the skin tone of a person use non-ethnic terms such as "light-skinned" or "dark-skinned" when clearly visible. You can use the emoji terms for skin tone as follows: light skin tone, medium-light skin tone, medium skin tone, medium-dark skin tone, dark skin tone. Also, where skin tone is obvious, one can use more specific terms such as "black" and "white" or where known and verified, ethnic identify can be included with the visual information. E) Identification – when describing an image of a recognizable person, identify them by name, but also describe their physical attributes. If an individual is not a public figure, and the context does not imply the importance of who is represented, it may not be appropriate to identify the individual.

Here are some additional guidelines: 1. Use clear, concise language and avoid jargon or technical terms without explanation. 2. Focus on objective descriptions based on observable elements, avoiding subjective interpretation or speculation. 3. Organize information in a logical, easy-to-follow manner. 4. Provide specific, vivid details and examples to support descriptions. 5. Ensure descriptions are accessible and inclusive, considering diverse audiences and perspectives.

I would like to apply terms to this image. Please tell me which terms apply to this image from this list: "Ads and Banners," "Behind the Scenes," "Events," "Exhibitions," "Exteriors," "Galleries," "Interiors," "objects," and/or "Portraits."

Top: Façade of The Metropolitan Museum of Art, Fifth Avenue building, photographed July 17, 1926.
Bottom: Aerial view of The Metropolitan Museum of Art facing east, photographed in 2001.

What we have going for us (on the DAM team)

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- AI can assist with data clean-up and data creation. (*"Is this intern providing a good enough draft?"*)
    - Create "artisanal descriptions" on the assets that really need it.
- Break up text in order to link data > reducing maintenance on this data.
- Current systems contain vetted rights metadata and/or instruction for usage.
- Permissions and access information provides us with guidance on what's restricted.

Challenges from a DAM point of view

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- AI not good at nuances (yet?). Humans are good at context and interpretation ("aboutness") pinpointing relevance (from a certain point of view).
- Infrastructure issues. We are trapped in systems that don't allow for a lot flexibility.
- Resources - put time in now to save time later? *"I don't have time to figure out this rapidly changing technology."*
- Currently needs a lot of oversight (but remember that humans still make mistakes) > future unknown.
- Garbage in, garbage out.
- Need an institutional AI policy, data management policy, others?
- Familiar tech story: "using AI" just to use AI.

C2PA Coalition for Content Provenance and Authenticity

Content Authenticity Initiative

Opportunities to free the data

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- Linking our data (not just records).
- Metadata can be dynamic as vocabulary changes.
- Automation to reduce maintenance of the data (shift focus to uncatalogued collections, value-added cataloguing, other projects).
- Ways to explore via a discovery mechanism.
- Break data apart in different ways.

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Please talk about ethics in your organization

- ETHICS
  - Replacing humans
  - Copyright and other IP concerns
  - Environmental impact
  - Privacy
  - Money
- Training biases + harmful language in records = compounding the problem. Will this hinder metadata remediation and reparative metadata projects?
- Hallucinations
- Authenticity of records - information literacy issues exacerbated.
- Misunderstanding of work we do.

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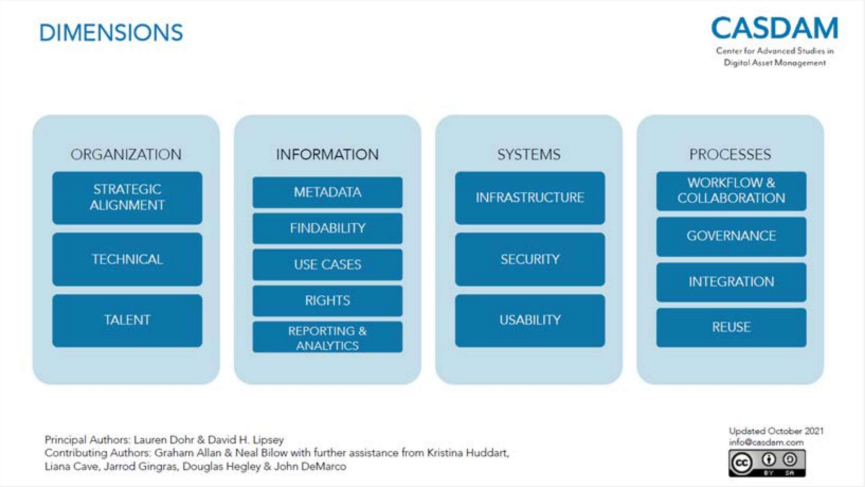
Other ideas to think about

- What's going to happen to DAM anyway??
- Is this the right tool for what you're trying to achieve?
- Review contracts regarding use of your data. Start with materials that are open access/no known copyright or copyright is owned by your institution.
- Decide how to flag as AI-generated (or AI-augmented) content.



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Other ways to get started

- **Please** contact me on LinkedIn or jessica.herczegkonecny@metmuseum.org
- Check out *Journal of eScience Librarianship* Special Issue: Responsible AI in Libraries and Archives (vol. 13, issue 1, 2024): https://publishing.escholarship.umassmed.edu/jeslib/issue/59/info/
- AI4LAM: https://groups.google.com/u/1/g/ai4lam
- Podcasts (like NYT "Hard Fork") and newsletters (like MIT Tech. Review)

Acknowledgements:
Neal Bilow, Richelle Bolyard, Einar Brendalen, Jennie Choi, Claire Dienes, Christina Gibbs, Douglas Hegley, betsy herczeg konecny, Nik Honeysett, Peter Kastor, Jack Ludden, Jake Makowski, Stephen Marsh, Margaret McKee, Jonathan Munar, Uma Nair, Stephanie Post, Brett Renfer, Philip E. Schreur, Jeff Somogyi, Bruce Wyman

Detail from Fang Congyi, "Cloudy Mountains," ca. 1360-70. The Metropolitan Museum of Art, New York. Ex coll.: C. C. Wang Family, Purchase, Gift of J. Pierpont Morgan, by exchange, 1973 (1973.121.4).

Uma

Uma steers the helm of projects vast,
Guiding museums as they embrace the cast
Of digital dreams in a storied chase,
Her expertise ensures each finds its place.

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UMA NAIR
The Strategic Museum
uma@thestrategicmuseum.com
https://www.linkedin.com/in/umanair/

"The central challenge facing humanity today is that we have paleolithic emotions, medieval institutions, and god-like technology"

E.O. Wilson
Pulitzer Prize Winning Biologist

Using AI Tools Where They Matter

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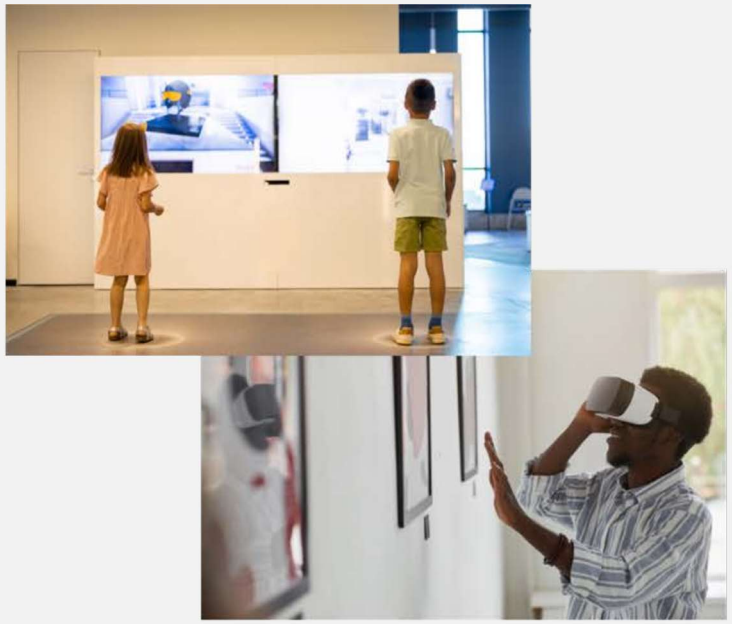

Using technology to streamline tasks and free up time for what truly matters.

VS.

Chasing after new ideas while our internal foundations crumble.

Enhancing Efficiency & Reducing Workloads with AI Tools in Museums

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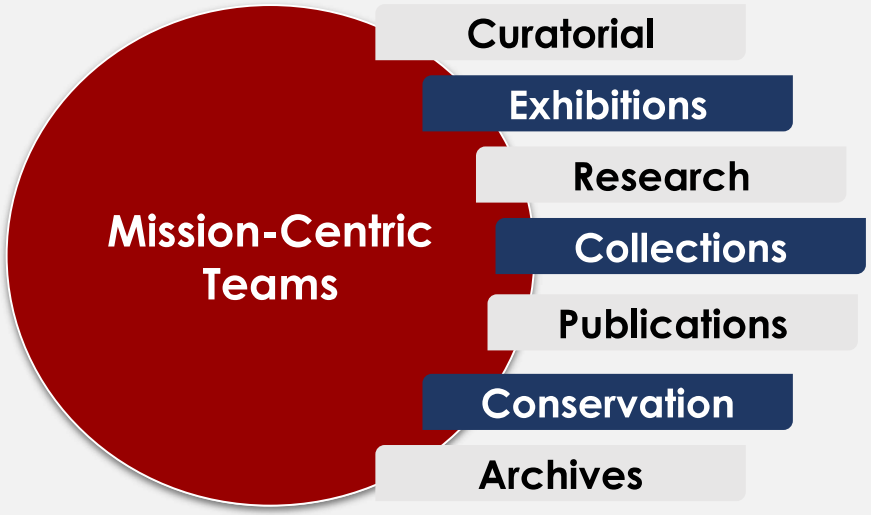

AI tools excel with vast knowledge bases and recognizable patterns.

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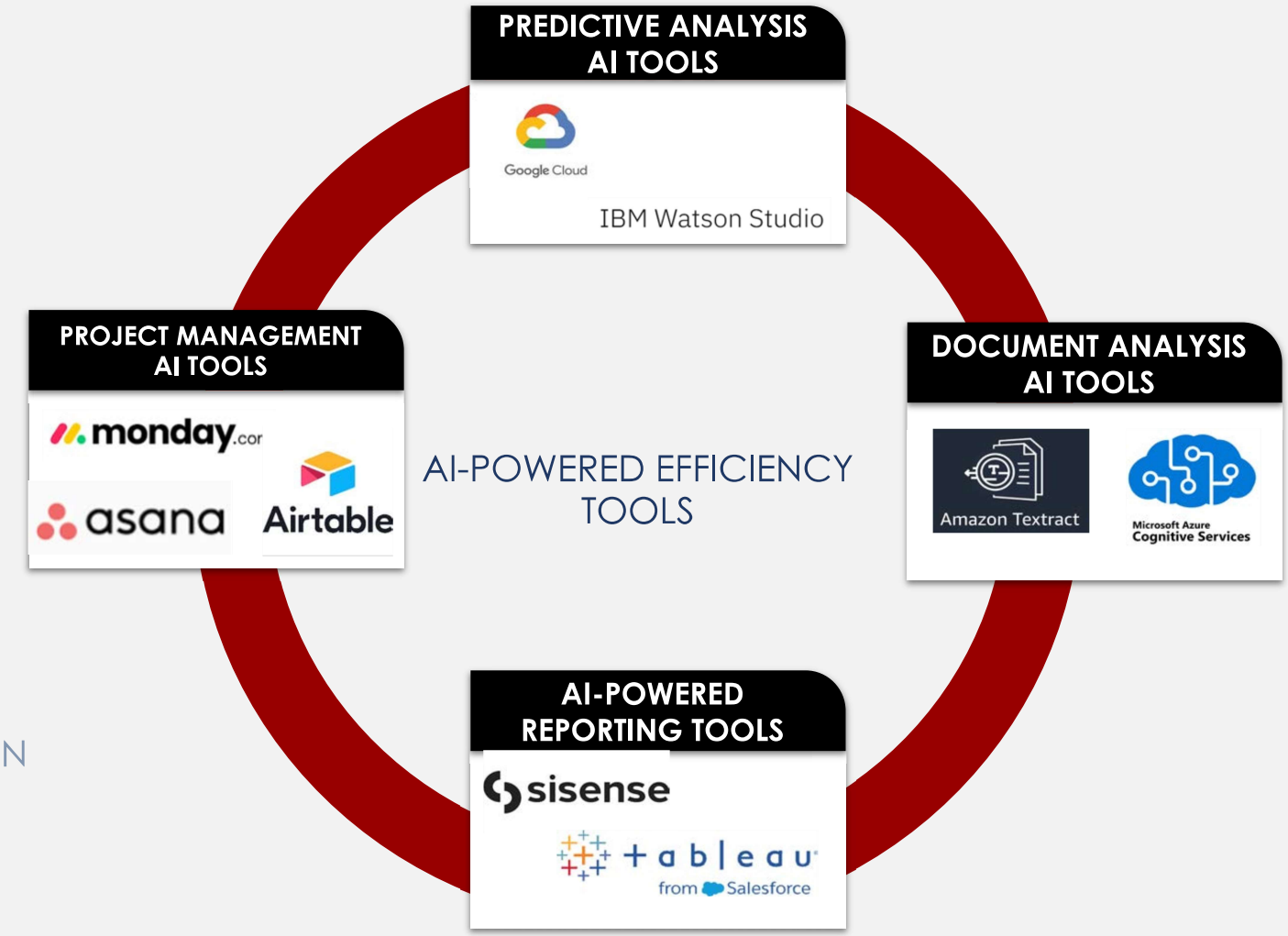

Get AI to work for you

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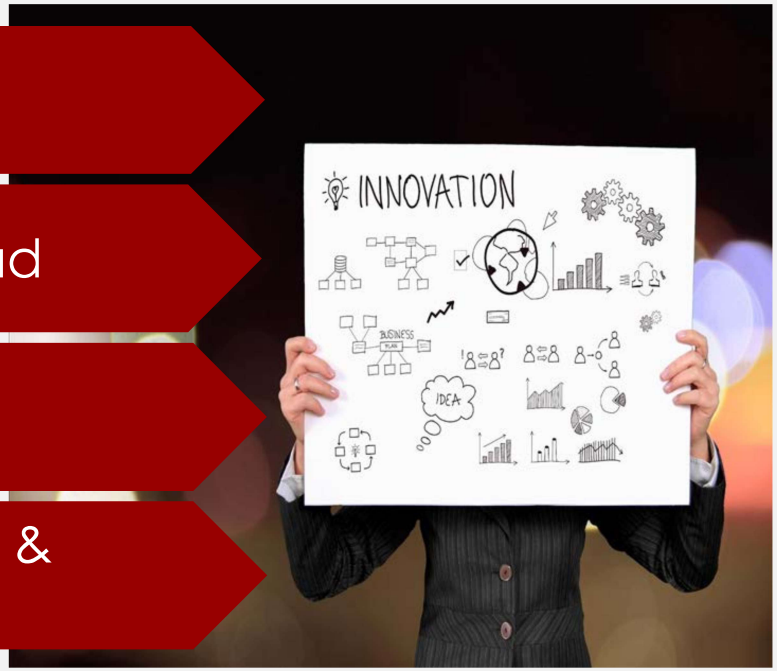
01 Saves time

02 Reduces cognitive load

03 Fosters innovation

04 Improves sustainability & scalability



Challenges of AI in Museums

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01 Implementation may be resource heavy

02 The need to pause and re-think

03 Success depends heavily on governance measures

Unlocking Opportunities in Museums

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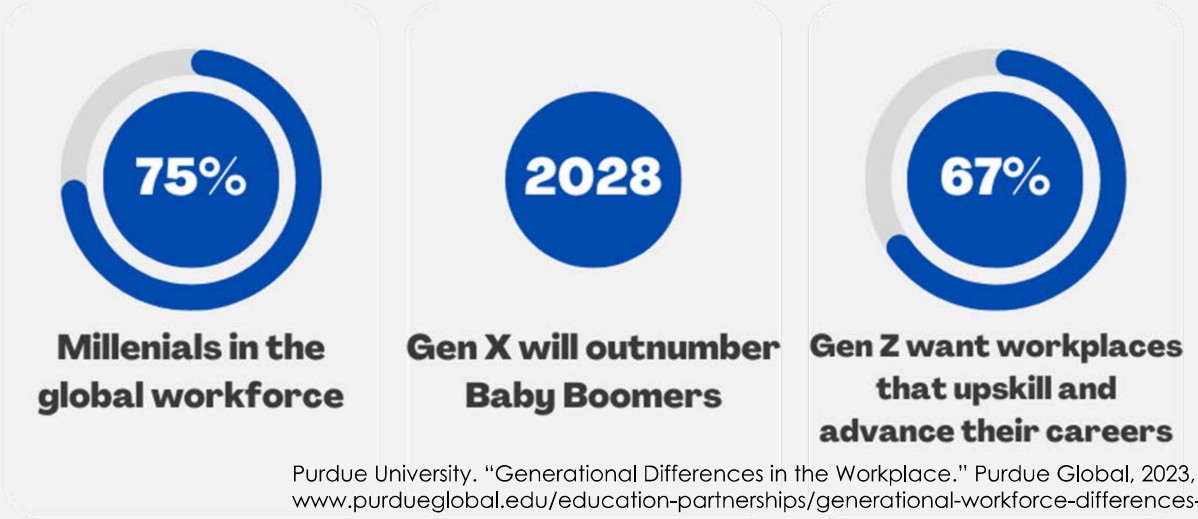

Purdue University. "Generational Differences in the Workplace." Purdue Global, 2023, www.purdueglobal.edu/education-partnerships/generational-workforce-differences-infographic/.

01 Engage future generations

02 Accelerate DEI initiatives

Navigating AI Threats

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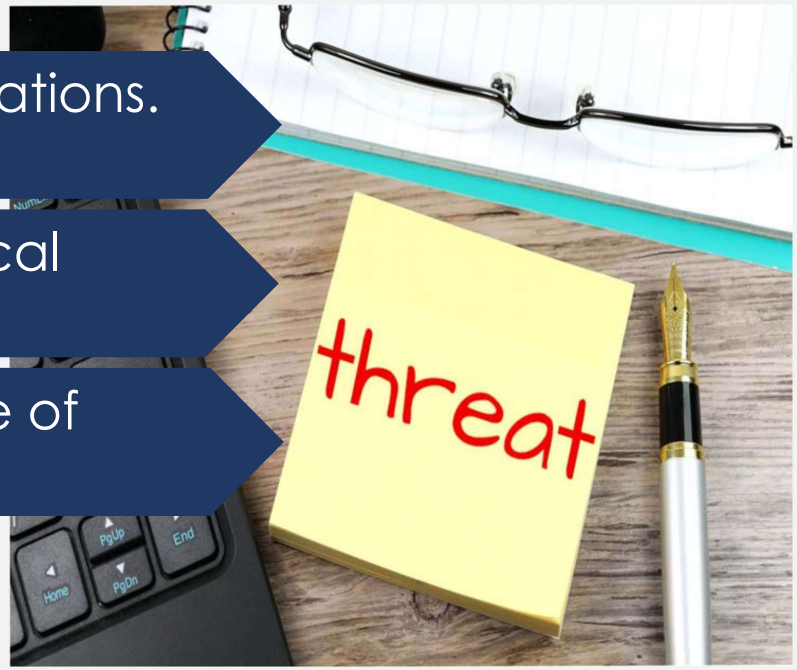
01	Bias. Ethical Considerations. Privacy.
02	Speed of Technological Advancements
03	Changing Landscape of Learning Methods



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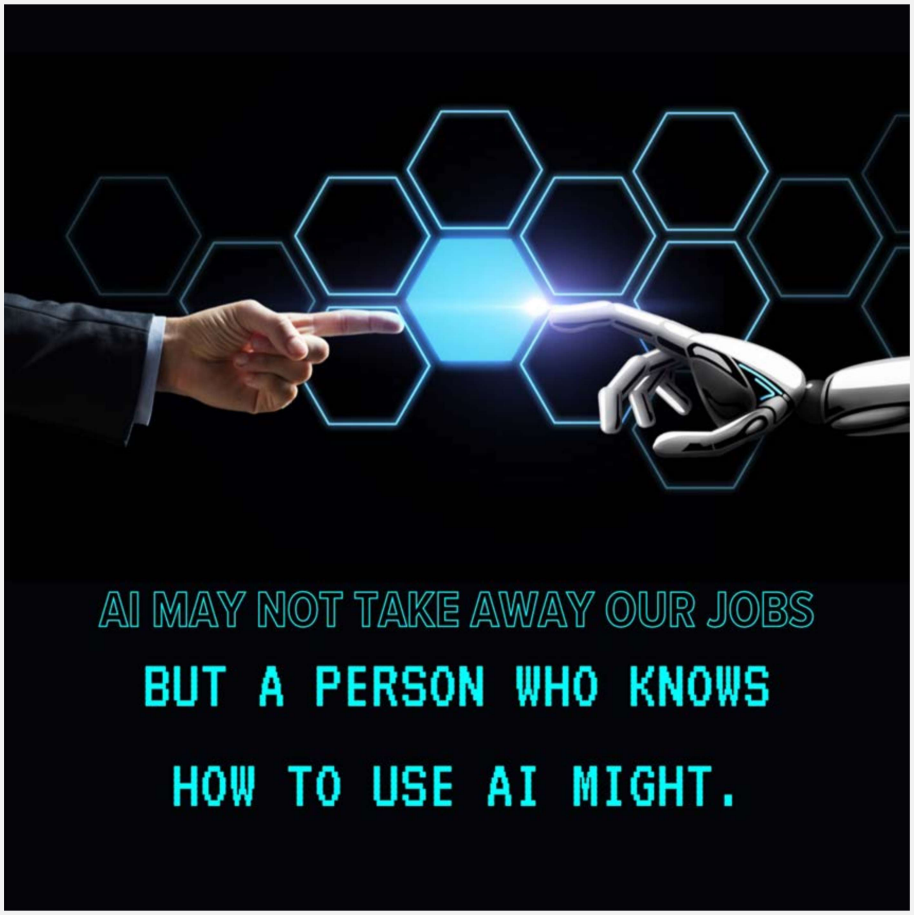

Prepare, not Predict

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1. **Look inward.**
2. **Start with "what work needs to be done"**
3. **Then ask "how can AI help"**

And while you're at it,

1. **Consolidate your tech platforms**

And most importantly….

1. **Upskill your teams!**

Nik

Nik leads the charge in digital ascent,
Crafting spaces where past and future are blent.
With insight sharp, museums he transforms,
Into havens where digital art forms.
Each byte and pixel under his wise command,
He turns tradition into a brand-new land.

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BPOC CEO

Probably the most significant work-related technology of my career.

If you are smart,
you will get smarter.

If you are stupid,
you should be worried.

Our work will be less creation and more validation.

Post Pandemic…

Under-staffed. Under-resourced.

Overworked.

Admission is down.

#	TOTAL	MUSEUM	CITY	% change from 2021	% change from 2019
1	7,726,321	Musée du Louvre	Paris	173%	-20%
2	5,080,866	Vatican Museums	Vatican City	215%	-26%
3	4,097,253	British Museum	London	209%	-34%
4	3,883,160	Tate Modern	London	236%	-36%
5	3,411,381	National Museum of Korea	Seoul	170%	2%
6	3,270,182	Musée d'Orsay	Paris	213%	-10%
7	3,256,433	National Gallery of Art	Washington...	91%	-20%
8	3,208,832	Metropolitan Museum of Art †	New York	64%	-34%*
9	3,009,570	Centre Pompidou	Paris	100%	-8%
10	2,812,913	State Hermitage Museum	St Petersburg	71%	-43%

We are all tasked with doing more.

AI is already part of our everyday life…

- Siri, Google Assistant, Alexa
- Google Maps, Waze
- Netflix, Spotify, YouTube
- Grammarly, Aithor, HyperWrite

Now we're being confronted with it as part of our work.

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Know the enemy and know yourself, in a hundred battles you will never be in peril.

…Sun Tzu

- **TECHNOLOGY**: (Generative Pre-trained Transformer). Software **trained on internet text**.

- **CAPABILITIES**: Answer questions, write essays, summarize texts, creative writing, emulates conversational style and educational level, language. Responses are **based on patterns** in the training data.

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How to Prompt: **RISEN*** (**R**ole-**I**nstructions-**S**tep-**E**nd **G**oal-**N**arrowing)

*@iamkylebalmer

- **R**ole: Act as a…
- **I**nstruction: What do you want it to do
- **S**teps: A breakdown of how to accomplish the task
- **E**nd Goal: What the result should look like
- **N**arrowing: The constraints to apply, e.g. word length

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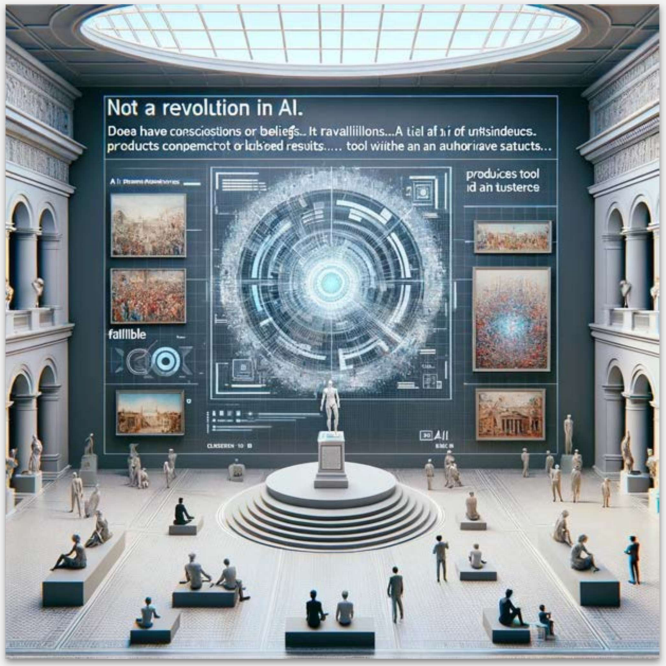

Not an AI revolution.

A revolution in **computational statistics**...

Does not have **consciousness** or **beliefs**.

Produces **inaccurate** or **biased** results.

It is **fallible**.

Does **not** have access to **real-time**. Yet

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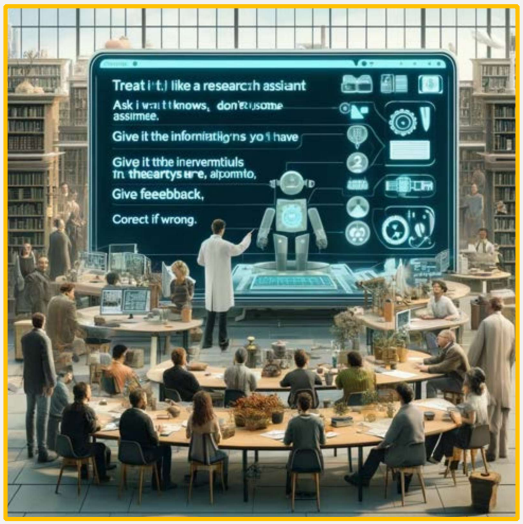
A **product** that will become a **service**.

Prompt Engineering will be a required **skill**.

It is a **tool** to aid in **tasks** rather than an **authoritative source**.

- Treat it like a (research) **assistant**.
- **Ask** what it knows, **don't assume**.
- **Give** it the **information** you have.
- Information is **not confidential**.
- **Details** and **specifics** are important.
- Give **feedback**, correct if wrong.



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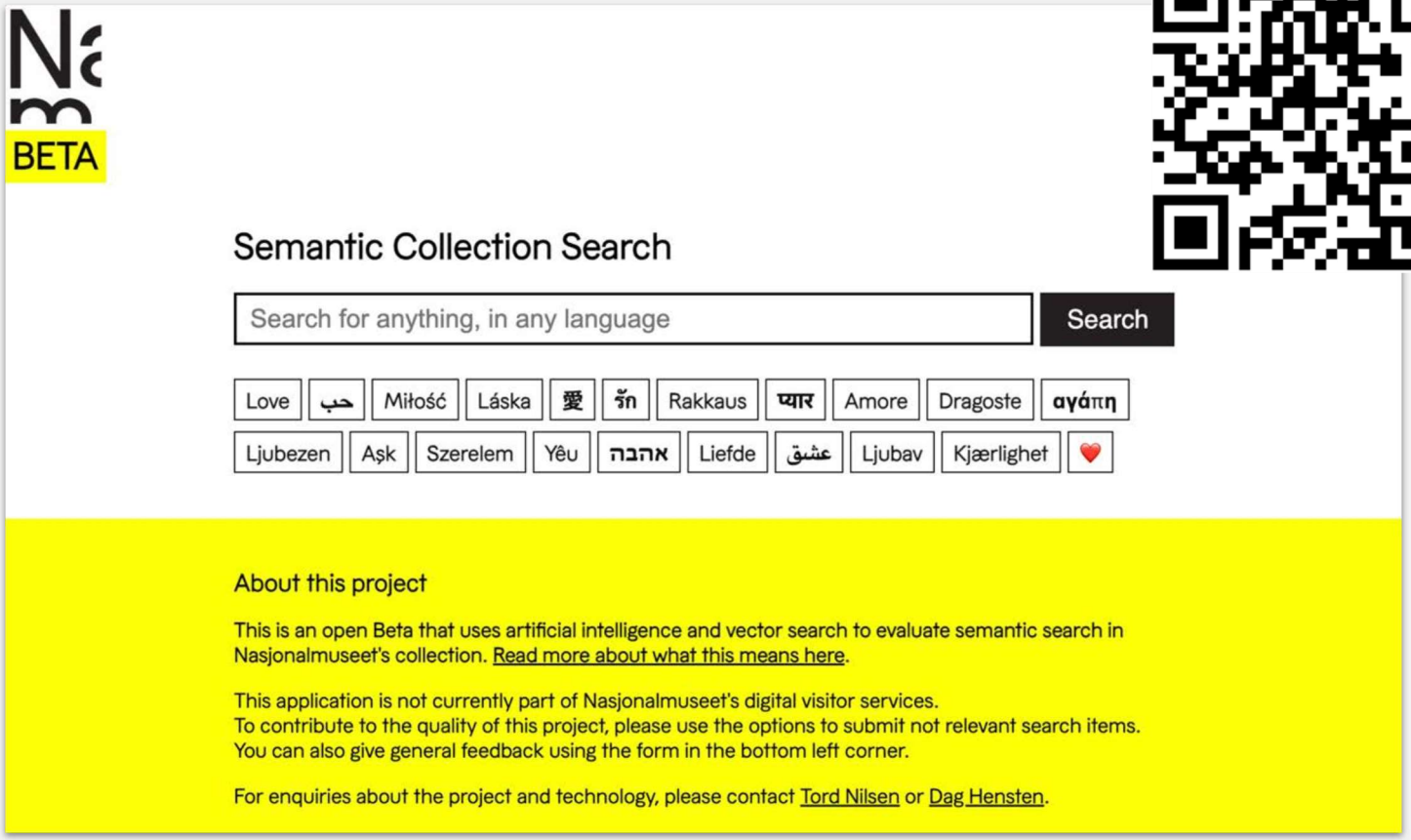

National Museum of Norway - Semantic Search

Escape the Park

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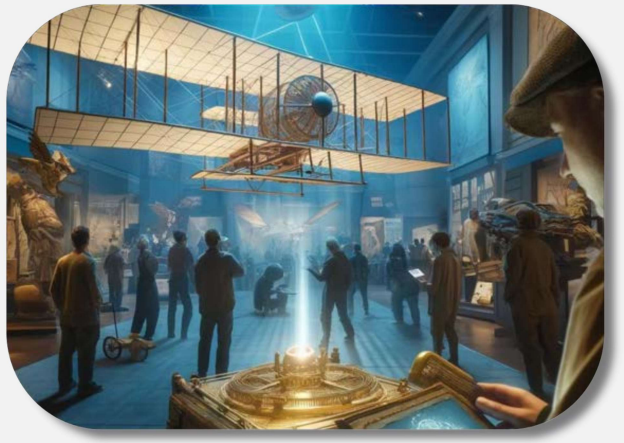

GURU

Escape the Park

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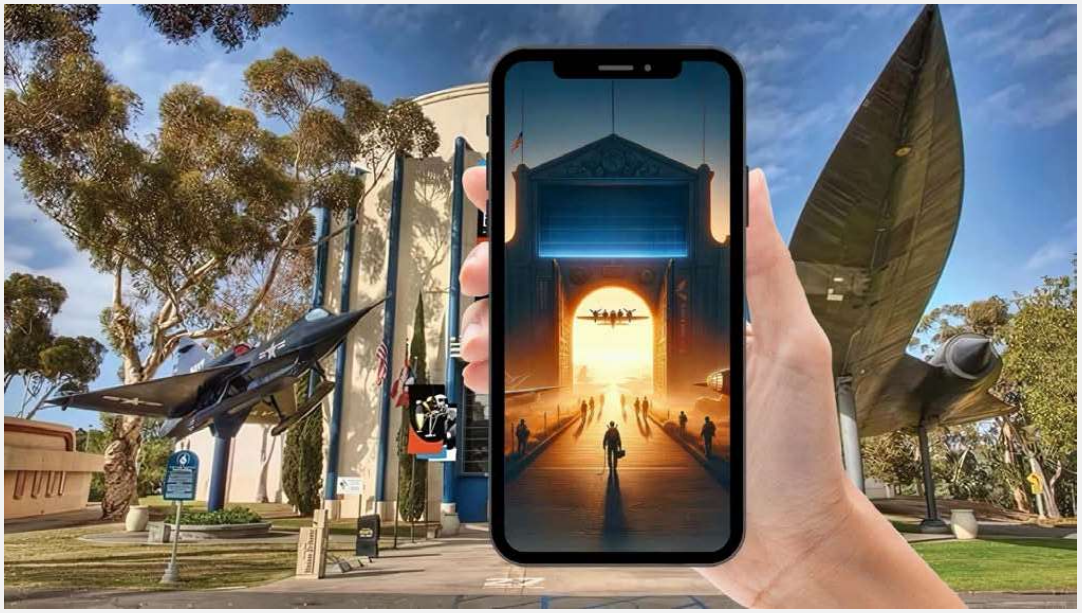

GURU

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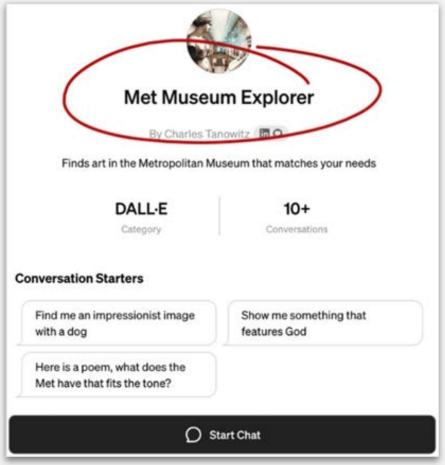
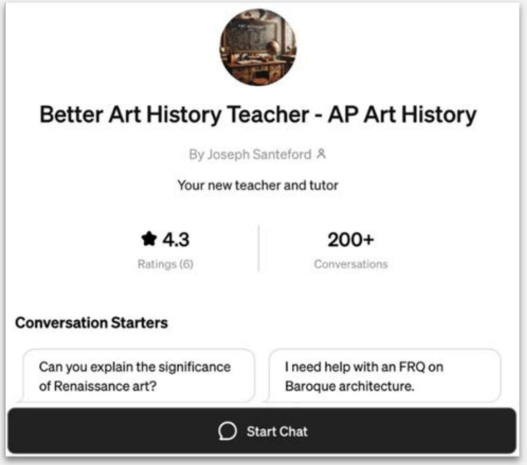
Authority





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"We … overestimate the effect of a technology in the short run and underestimate the effect in the long run."

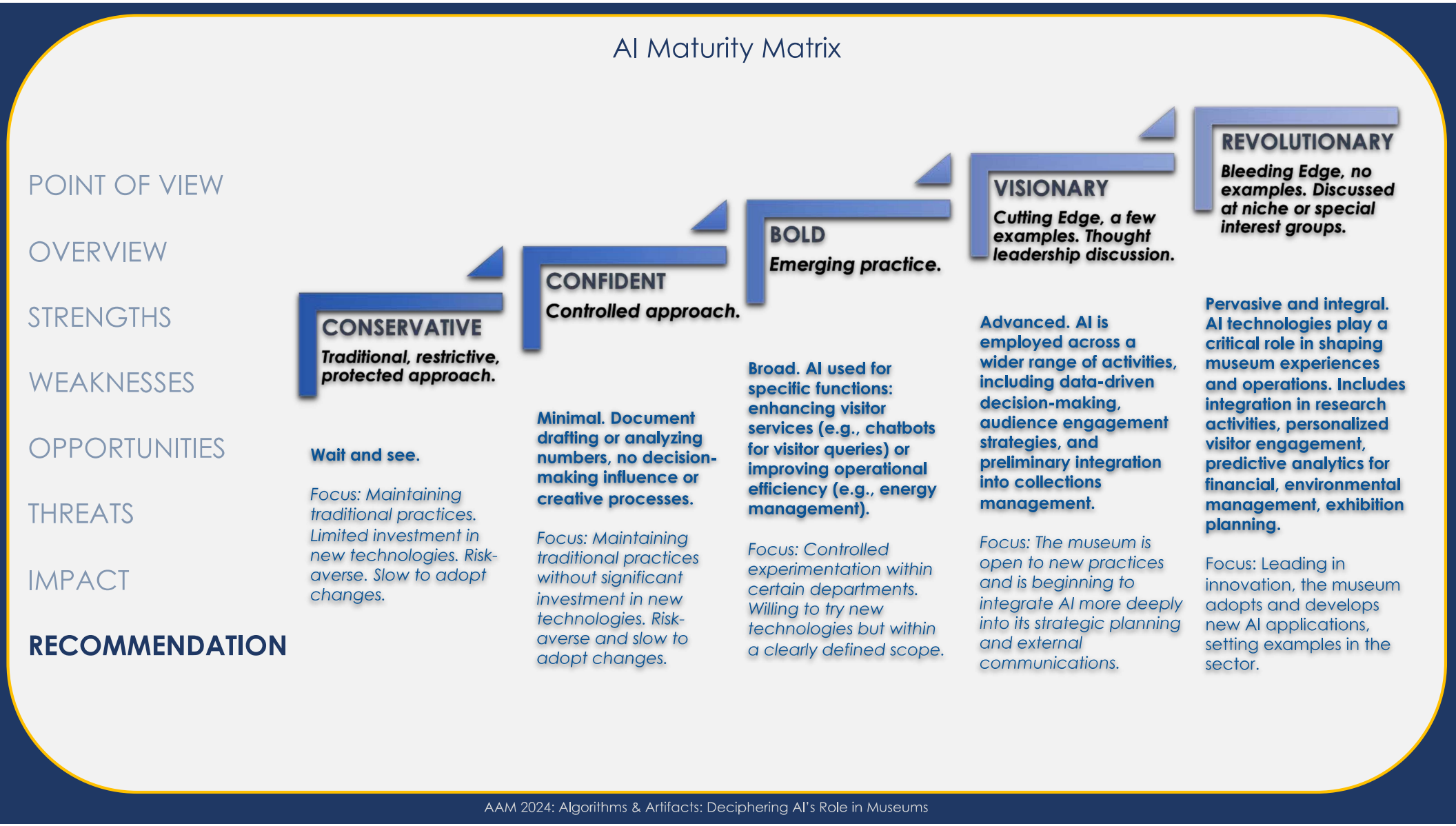
…Roy Amara, President of the Institute for the Future.

Listen, and understand. That ~~Terminator~~ AI is out there. It can't be bargained with.

It can't be reasoned with. It doesn't feel pity, or remorse, or fear,

and it absolutely will not stop, ever, until you are dead.

AI Maturity Matrix



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AI Resources

Living spreadsheet of links to tools, tips, techniques, examples, case studies, & speakers

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"Don't think about what it is today, think about what it can do tomorrow."

"Success in AI requires a thoughtful integration of human creativity, ethical considerations, and ongoing evaluation."

… Nik H

Thank you!

Jessica Herczeg Konecny
Nik Honeysett
Jack Ludden
Jonathan Munar
Uma Nair