Image Anlysis: lessons, challenges, and meta questions

Michelle Torres smtorres@ucla.edu UCLA

April 7, 2025

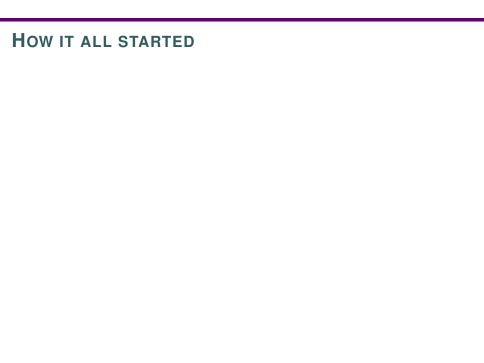
Sounds super narcissistic! Quite the opposite...

- Sounds super narcissistic! Quite the opposite...
- ONLY qualified to talk about what I've done and experienced

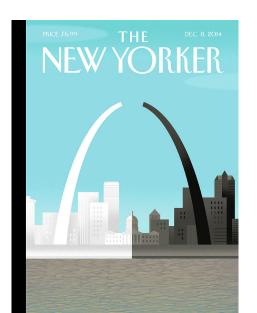
- Sounds super narcissistic! Quite the opposite...
- ONLY qualified to talk about what I've done and experienced
- How that has shaped (and keeps shaping) my agenda

- Sounds super narcissistic! Quite the opposite...
- ONLY qualified to talk about what I've done and experienced
- How that has shaped (and keeps shaping) my agenda
- What I personally see as opportunities and challenges

- Sounds super narcissistic! Quite the opposite...
- ONLY qualified to talk about what I've done and experienced
- How that has shaped (and keeps shaping) my agenda
- What I personally see as opportunities and challenges
- Grain of sand on a (growing) beach



HOW IT ALL STARTED



HOW IT ALL STARTED





Schoolwork on the menu EDUCATION >> 84

Homework Diner studies and then feeds them

NEW MEXICO'S LEADING NEWS SOURCE

NOVEMBER 25, 2014 FINAL ****

Father: 'I cannot forgive the man who killed my child'







breaths after deadly crash BY NIGOLE PEREZ Myron Grant sat in a University of New Mexico Hospital room Saturday night, holding his son's hand. Matthew Grant was on life support, mouth filled with gauze, his chest moving involun-

tarily as he opened his mouth every few inutes. 'I was watching how far it was between is minutes, in 10 minutes, in 30 minutes, in an hour; Myron Grant said.

Matthew Grant, 21, took his last apparent brenth at 7.27 p.m. Seturdity and was officially procounced dead hours, later. He died after a driver yammed into a car carrying him and three other to a

versity of New Mexico students near Rio Grande and Mountain late Friday night while the group was on its way to night while the group was on as way to a house party.

The crash also killed 21-year-old Brians Hillard and seriously injured 21-year-old Joseph Mendoza and Julia Thompson, all UNM students. Mendoza was released from the hospital Sunday, and Thompson was expected to be released Monday night, accord-

SSS STUDENT'S SS AN

No Ferguson indictment

Prosecutor cites conflicting testimony: president calls for peaceful response as crowds demonstrate, set fires

BY JIM SALTER AND DAVID A: LIED

FERGUSON, Mo. — A grand jury declined Monday to indict white police officer Darren Wilson in the death of Michael Brown, the unarmed, black 18 year-old whose fatal shooting lent protests and inflamed deep African Americans and police African Americans and police African Americans and police African Americans and police of the African Americans and the African Americans and the African Americans and the African Americans and the Africans and Afric have heard and examined every witness and every piece of evi-dence," he said, adding that the Jarons "poured their hearts and soul into this process." ment, Michael Brown's mother. Lesley McSpadden, was sitting atop a vehicle listening to a



See NO INDICTMENT >> A4 as she hears the assouncement that Ferguson police officer Darren Wilson will not be indicted.

Mayor Berry defies Dems with 4 vetoes

Measures involve Han case. inspector general, union negotiator

BY DAN MCKAY Mayor Bichard Berry clashed with City Council Democrats in a big way Monday, veto-ing four bills that had passed along party lines this month.

Berry, a Republican, blocked proposals that sought to revive the inspector general's office at City Hall, limit when city attorneys can seek to recover legal fees in court and require council approval

and resultine council agreement and resultine with underson and vertical called on the city attorney to the council of the city attorney to the council of the city attorney to the city attorney to the city attorney who died city rights accorney to consider law, or they council of the city rights according to the city rights accor

Berry's vetoes will stand unless a Republican councilor changes positions. It takes six of nine councilors to override a veto. City Council President Ken Sanchez, a Demo-

City Council President Ken Sanchez, a Demo-crat, said he wasn't sure whether councilors even would attempt an override. The same statement of the council of anticipated that was going to happen. This year, more than ever before, we've seen more veto messages come down to the council.

SHEMAYOR HE AS

Today's Web bonus » Sign up for our local news email alerts. presstelegram.com/email_signup



Tuesday, November 25, 2014 \$1.00 FACEBOOK, COMPRESSTELEGRAM TWITTER, COMPRESSTELEGRAM

Defense Secretary Chuck Hage steps down



Ex-Dodger Ramirez signs with Red Sox

How does the DROUGHT impact you? Find out more at: CAdrought.com

PRESS-TELEGRAM

LONG BEACH SUNNY AND VERY WARM High: 02 Low: 50 + PAGE ATG

RACIAL TENSION

NO INDICTMENT IN FERGUSON CASE

Grand jury: Decision in killing of black teen by white cop sends crowds pouring into streets



presstelegram.com THANKSCHUING

Heavy holiday traffic is expected

Auto Club forecasts travel for period will be highest in 7 years

By Gregory J. Wilcox

Holiday revelers are expected number in seven years over the Thanksgiving weekend, thanks prices and improving personal inances, officials said Monday

The Automobile Club of South 3.5 million local residents will take a trip of 50 miles or more over the long weekend, an increase of 3.8 percent from last year. That's the most since 4 million in 2007. Statewide 5.65 million are expected to take a Thanksgiving trip, also up 3.8 percent from

6.44 million in 2007. "As Californians see improve ments in jobs and household worth this year, they are more willing to spend on travel." Auto Club spokesman Jeffrey Spring said, "An added bonus for travel budgets has been dramatically lower gas prices in the past two months. Consumers have more money in their pockets to plan trips, and this Thanksgiving's



TURKEY RUN

THOUSANDS OF CARS COMING TO SPEEDWAY THIS WEEK LIFE ETC. 1D ARCHRIVALS
FSU & UF READY
FOR SHOWDOWN
SPORTS 1B



NEWS-JOURNAL

NOVEMBER 25, 2014

TUESDAY

VOLUSIA EDITION 75 CENTS

FERGUSON, MISSOURI

NO CHARGES

Protests turn violent after officer not indicted for killing teen



A group of protesters vandalize a police vehicle Monday night after the announcement of the grand jury decision not to indict Police Officer Darren Wilson in the fatal shooting of Michael Brown, an unarmed black 18-year-old.

By JIM SALTER and DAVID A. LIEB
ASSOCIATED Press
FERGUSON, Mo. — A grand jury
declined Monday to indict white
police officer Darren Wilson in the
death of Michael Brown, the up.



heard. Officers released smoke and pepper spray to disperse the gatherings. Prosecuting Attorney Bob Mc-Culloch said the jury of nine whites and three blacks met on 25 sens.

Defense secretary resigns

Hagel first Cabinet member to leave after election losses

WASHINGTON — Defense Secretary Chuck Hagel announced Monday he is stepping down, leaving under pressure following a rocky tenure in which he has struggled to break through the White House's insular team of national security advisers.

During a White House ceremony, Obama said he and Hagel had determined it was an "appropriate time for him to complete his service." Hagel is the first senior Obama adviser to leave the administration following the sweeping

party in the midterm

party in the induction elections. It also comes as the president's national security team has been battered by crises including the rise of Islamic State militants in Iraq and Syria and Russia's provocations in Ukraine.

The president praised Hagel, a Republican who grew close to Obama while they both served in the Senate,

SEE **RESIGNS**, PAGE 10A

YOUR HEALTH: Local physician leads U.S. in testing for breast cancer 'sub-type,' D1

The Post and Courier

THE SOUTH'S OLDEST DAILY NEWSPAPER • FOUNDED 1803

Tuesday, November 25, 2014

STANDCOURIER.COM

Charleston, S.C. \$100

Grand jury's decision sparks anger, violence



Police in riot gear move down the street past a burning police car Monday night in Ferguson, Mo., after a grand jury decided not to indict Ferguson police officer Darren Wilson in the shooting death of 18-year-old Michael Brown.

Magnet parents file suit

Say characterization of watermelon ritual hurt sons' reputations

BY AMANDA KERR akerr@postandcourier.com

The parents of three Academic Magnet High School football players have filed a defamation lawsuit claiming characterizations of the team's controversial postgame watermedon ritual damased their sons'

Regulations. Moore Jr., Amy and Lee Garrand, and Dennand Kathman Lee Garrand, and Dennand Kathryn Frailey are suing the Charleston County School District, consultant Kevin Clayton and his firm Axis Consulting Co., and Jones Street Publishers LLC, which is the parent company of the Charleston City Paper, on behalf of their children, who are only named in the lawasit by their initials.

Please see LAWSUIT, Page A6

USC women make history as No. 1, keep eyes on prize

Different perspectives/sides of the same story

- Different perspectives/sides of the same story
- Factual (verbal) information was the same, but image was different

- Different perspectives/sides of the same story
- Factual (verbal) information was the same, but image was different
- Use of images for framing and mobilization purposes

- Different perspectives/sides of the same story
- Factual (verbal) information was the same, but image was different
- Use of images for framing and mobilization purposes
- Robert Cohen: role of media and photo journalists, and their impact on what we see and what we never see

- Different perspectives/sides of the same story
- Factual (verbal) information was the same, but image was different
- Use of images for framing and mobilization purposes
- Robert Cohen: role of media and photo journalists, and their impact on what we see and what we never see
- Too many images! No money :(→ Need for systematic, quick, and efficient analysis tools













10 Photos That Changed the Course of History

50 Famous Photos That Changed Our World













10 Photos That Changed the Course of History

50 Famous Photos That Changed Our World

Catalyzers of change (Haraman and Lucaites 2007)













10 Photos That Changed the Course of History

50 Famous Photos That Changed Our World

- Catalyzers of change (Haraman and Lucaites 2007)
- Effect of presenting information through images (Abrajano, Elmendorf, & Quinn 2018, Prior 2014)













10 Photos That Changed the Course of History

50 Famous Photos That Changed Our World

- Catalyzers of change (Haraman and Lucaites 2007)
- Effect of presenting information through images (Abrajano, Elmendorf, & Quinn 2018, Prior 2014)
- (Creative) measurement (Cantú 2019, Boussalis et a. 2021, Min 2015, Müller-Crepon et al. 2020, Pan and Zhang 2019, Kittel and Früstoffer 2024)













10 Photos That Changed the Course of History

50 Famous Photos That Changed Our World

- Catalyzers of change (Haraman and Lucaites 2007)
- Effect of presenting information through images (Abrajano, Elmendorf, & Quinn 2018, Prior 2014)
- (Creative) measurement (Cantú 2019, Boussalis et a. 2021, Min 2015, Müller-Crepon et al. 2020, Pan and Zhang 2019, Kittel and Früstoffer 2024)
- Use images as a vehicle for a complex treatment (Bauer & Carpinella 2018, Pugh & Torres 2024)













10 Photos That Changed the Course of History

50 Famous Photos That Changed Our World

- Catalyzers of change (Haraman and Lucaites 2007)
- Effect of presenting information through images (Abrajano, Elmendorf, & Quinn 2018, Prior 2014)
- (Creative) measurement (Cantú 2019, Boussalis et a. 2021, Min 2015, Müller-Crepon et al. 2020, Pan and Zhang 2019, Kittel and Früstoffer 2024)
- Use images as a vehicle for a complex treatment (Bauer & Carpinella 2018, Pugh & Torres 2024)
- Visual framing of movements: capturing reality + editorial footprints (Veneti 2017; DeLuca, Lawson, and Sun 2018; Torres 2023)



OVERVIEW OF THIS TALK







Puzzles





Puzzles

Findings







Findings



Obstacles







Puzzles

Findings

Obstacles



Challenges for the field







Puzzles

Findings

Obstacles







Future



New data, new tools, new questions (and some unanswered ones)



- New data, new tools, new questions (and some unanswered ones)
 - Large amounts of unstructured data



- New data, new tools, new questions (and some unanswered ones)
 - · Large amounts of unstructured data
 - Questions about the factors that generate visuals...



- New data, new tools, new questions (and some unanswered ones)
 - Large amounts of unstructured data
 - Questions about the factors that generate visuals...
 - ...and their role on attitude formation and behavior



- New data, new tools, new questions (and some unanswered ones)
 - Large amounts of unstructured data
 - Questions about the factors that generate visuals...
 - ...and their role on attitude formation and behavior
- Increased accessibility but steep learning curve(*)



- New data, new tools, new questions (and some unanswered ones)
 - Large amounts of unstructured data
 - Questions about the factors that generate visuals...
 - ...and their role on attitude formation and behavior
- Increased accessibility but steep learning curve(*)
 - Dilemma: Rigor/Understanding-Accessibility trade-off



- New data, new tools, new questions (and some unanswered ones)
 - Large amounts of unstructured data
 - Questions about the factors that generate visuals...
 - ...and their role on attitude formation and behavior
- Increased accessibility but steep learning curve(*)
 - Dilemma: Rigor/Understanding-Accessibility trade-off
- More than just prediction



- New data, new tools, new questions (and some unanswered ones)
 - Large amounts of unstructured data
 - Questions about the factors that generate visuals...
 - ...and their role on attitude formation and behavior
- Increased accessibility but steep learning curve(*)
 - Dilemma: Rigor/Understanding-Accessibility trade-off
- More than just prediction
- High skepticism



- New data, new tools, new questions (and some unanswered ones)
 - Large amounts of unstructured data
 - Questions about the factors that generate visuals...
 - ...and their role on attitude formation and behavior
- Increased accessibility but steep learning curve(*)
 - Dilemma: Rigor/Understanding-Accessibility trade-off
- More than just prediction
- High skepticism
 - Two extremes



- New data, new tools, new questions (and some unanswered ones)
 - Large amounts of unstructured data
 - Questions about the factors that generate visuals...
 - ...and their role on attitude formation and behavior
- Increased accessibility but steep learning curve(*)
 - Dilemma: Rigor/Understanding-Accessibility trade-off
- More than just prediction
- High skepticism
 - Two extremes
 - Fear of the unknown



- New data, new tools, new questions (and some unanswered ones)
 - Large amounts of unstructured data
 - Questions about the factors that generate visuals...
 - ...and their role on attitude formation and behavior
- Increased accessibility but steep learning curve(*)
 - Dilemma: Rigor/Understanding-Accessibility trade-off
- More than just prediction
- High skepticism
 - Two extremes
 - Fear of the unknown
 - Distrust of machines



- New data, new tools, new questions (and some unanswered ones)
 - · Large amounts of unstructured data
 - · Questions about the factors that generate visuals...
 - ...and their role on attitude formation and behavior
- Increased accessibility but steep learning curve(*)
 - Dilemma: Rigor/Understanding-Accessibility trade-off
- More than just prediction
- High skepticism
 - Two extremes
 - Fear of the unknown
 - Distrust of machines
 - ML tools as "black boxes" and disconnected from social sciences

 With the incomparable and amazing Francisco Cantú



- With the incomparable and amazing Francisco Cantú
- Introduce the intuition and implementation of Convolutional Neural Networks to Social Scientists





- With the incomparable and amazing Francisco Cantú
- Introduce the intuition and implementation of Convolutional Neural Networks to Social Scientists
- CNNs: architectures with "layers of neurons [matrices]" that learn the relationship between features and outcomes using training data





- With the incomparable and amazing Francisco Cantú
- Introduce the intuition and implementation of Convolutional Neural Networks to Social Scientists
- CNNs: architectures with "layers of neurons [matrices]" that learn the relationship between features and outcomes using training data
- Decrease the entry costs to the computer vision world: explanation, glossary, social science application, etc.





 Development of the BoVW as a framework to "tokenize" images









- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)









- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)
- In particular: input for a visual STM









- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)
- In particular: input for a visual STM
- Building a DTM for images:







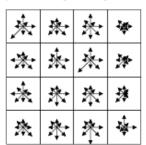


- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)
- In particular: input for a visual STM
- Building a DTM for images:
 - 1 Identify key points

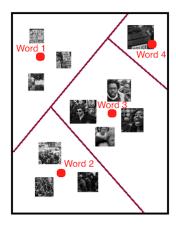


- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)
- In particular: input for a visual STM
- Building a DTM for images:
 - 1 Identify key points
 - Describe them with HoGs (changes in pixel intensity)

Spatial histogram of gradients



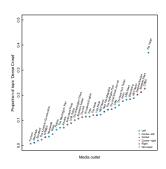
- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)
- In particular: input for a visual STM
- Building a DTM for images:
 - 1 Identify key points
 - 2 Describe them with HoGs (changes in pixel intensity)
 - Cluster them to form visual vocabulary



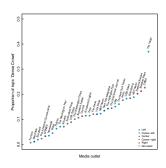
- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)
- In particular: input for a visual STM
- Building a DTM for images:
 - 1 Identify key points
 - Describe them with HoGs (changes in pixel intensity)
 - 3 Cluster them to form visual vocabulary
 - Count the number of times they appear in an image



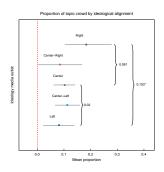
- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)
- In particular: input for a visual STM
- Building a DTM for images:
 - 1 Identify key points
 - Describe them with HoGs (changes in pixel intensity)
 - 3 Cluster them to form visual vocabulary
 - Count the number of times they appear in an image
- Identify topics as visual frames



- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)
- In particular: input for a visual STM
- Building a DTM for images:
 - 1 Identify key points
 - Describe them with HoGs (changes in pixel intensity)
 - 3 Cluster them to form visual vocabulary
 - Count the number of times they appear in an image
- Identify topics as visual frames
 - "Crowd" topic → Frame of magnitude



- Development of the BoVW as a framework to "tokenize" images
- Suitable for supervised and semi-supervised models (Political Analysis 2023)
- In particular: input for a visual STM
- Building a DTM for images:
 - 1 Identify key points
 - Describe them with HoGs (changes in pixel intensity)
 - 3 Cluster them to form visual vocabulary
 - Count the number of times they appear in an image
- Identify topics as visual frames
 - "Crowd" topic → Frame of magnitude
 - Ideological slant → Frame of magnitude



 Images as treatments (Pugh & Torres 2024)



- Images as treatments (Pugh & Torres 2024)
- Refinement of the BoVW: "richer" feature extraction



- Images as treatments (Pugh & Torres 2024)
- Refinement of the BoVW: "richer" feature extraction
 - Adapt Fong & Grimmer SIBP: multidimensional treatments



- Images as treatments (Pugh & Torres 2024)
- Refinement of the BoVW: "richer" feature extraction
 - Adapt Fong & Grimmer SIBP: multidimensional treatments
 - Translation of assumptions to visual world



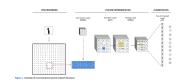
- Images as treatments (Pugh & Torres 2024)
- Refinement of the BoVW: "richer" feature extraction
 - Adapt Fong & Grimmer SIBP: multidimensional treatments
 - Translation of assumptions to visual world
- New framework



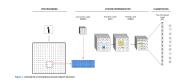
- Images as treatments (Pugh & Torres 2024)
- Refinement of the BoVW: "richer" feature extraction
 - Adapt Fong & Grimmer SIBP: multidimensional treatments
 - Translation of assumptions to visual world
- New framework
 - Divide images into blocks



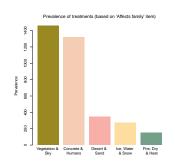
- Images as treatments (Pugh & Torres 2024)
- Refinement of the BoVW: "richer" feature extraction
 - Adapt Fong & Grimmer SIBP: multidimensional treatments
 - Translation of assumptions to visual world
- New framework
 - Divide images into blocks
 - Use a CNN to extract features from each block



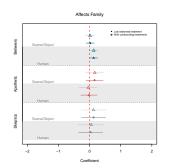
- Images as treatments (Pugh & Torres 2024)
- Refinement of the BoVW: "richer" feature extraction
 - Adapt Fong & Grimmer SIBP: multidimensional treatments
 - Translation of assumptions to visual world
- New framework
 - Divide images into blocks
 - 2 Use a CNN to extract features from each block
 - 3 Construction of more comprehensive visual vocabulary



- Images as treatments (Pugh & Torres 2024)
- Refinement of the BoVW: "richer" feature extraction
 - Adapt Fong & Grimmer SIBP: multidimensional treatments
 - Translation of assumptions to visual world
- New framework
 - Divide images into blocks
 - Use a CNN to extract features from each block
 - 3 Construction of more comprehensive visual vocabulary
- Detect the effect of latent treatment while controlling for confounding treatments



- Images as treatments (Pugh & Torres 2024)
- Refinement of the BoVW: "richer" feature extraction
 - Adapt Fong & Grimmer SIBP: multidimensional treatments
 - Translation of assumptions to visual world
- New framework
 - Divide images into blocks
 - Use a CNN to extract features from each block
 - 3 Construction of more comprehensive visual vocabulary
- Detect the effect of latent treatment while controlling for confounding treatments



OBSTACLES AND SPEED BUMPS



Dealing with difficult data

OBSTACLES AND SPEED BUMPS



- Dealing with difficult data
 - · Collection: format, quality, access, copy-right

OBSTACLES AND SPEED BUMPS



- Dealing with difficult data
 - Collection: format, quality, access, copy-right
 - Analysis: computational resources, learning curve



- Dealing with difficult data
 - Collection: format, quality, access, copy-right
 - · Analysis: computational resources, learning curve
- · Curation and validation of data



- Dealing with difficult data
 - Collection: format, quality, access, copy-right
 - Analysis: computational resources, learning curve
- · Curation and validation of data
 - Coding extra sensitive to biases, performance, cognitive filters, etc.



- Dealing with difficult data
 - Collection: format, quality, access, copy-right
 - Analysis: computational resources, learning curve
- Curation and validation of data
 - Coding extra sensitive to biases, performance, cognitive filters, etc.
 - Lack of datasets and models designed for social scientists.
 When available: data is not that clean.



- Dealing with difficult data
 - Collection: format, quality, access, copy-right
 - Analysis: computational resources, learning curve
- Curation and validation of data
 - Coding extra sensitive to biases, performance, cognitive filters, etc.
 - Lack of datasets and models designed for social scientists.
 When available: data is not that clean.
- Going beyond prediction



- Dealing with difficult data
 - Collection: format, quality, access, copy-right
 - Analysis: computational resources, learning curve
- Curation and validation of data
 - Coding extra sensitive to biases, performance, cognitive filters, etc.
 - Lack of datasets and models designed for social scientists.
 When available: data is not that clean.
- Going beyond prediction
 - Inference, interpretation, and uncertainty



- Dealing with difficult data
 - · Collection: format, quality, access, copy-right
 - Analysis: computational resources, learning curve
- Curation and validation of data
 - Coding extra sensitive to biases, performance, cognitive filters, etc.
 - Lack of datasets and models designed for social scientists.
 When available: data is not that clean.
- Going beyond prediction
 - · Inference, interpretation, and uncertainty
- More meta: are we truly capturing THE essence that makes images special?





• Don't use it just because you can



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?
- Be realistic about your outcome of interest; tailor your strategies



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?
- Be realistic about your outcome of interest; tailor your strategies
 - If you cannot see it, the computer will not see it either



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?
- Be realistic about your outcome of interest; tailor your strategies
 - If you cannot see it, the computer will not see it either
 - There are concepts that are in the eye of the beholder (e.g. beauty)...



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?
- Be realistic about your outcome of interest; tailor your strategies
 - If you cannot see it, the computer will not see it either
 - There are concepts that are in the eye of the beholder (e.g. beauty)...
 - ... and others that are too abstract/hard and subject dependent (e.g. evoked emotions)



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?
- Be realistic about your outcome of interest; tailor your strategies
 - If you cannot see it, the computer will not see it either
 - There are concepts that are in the eye of the beholder (e.g. beauty)...
 - ... and others that are too abstract/hard and subject dependent (e.g. evoked emotions)
 - Concrete, factual, identifiable elements (or re-think the question/research goal)



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?
- Be realistic about your outcome of interest; tailor your strategies
 - If you cannot see it, the computer will not see it either
 - There are concepts that are in the eye of the beholder (e.g. beauty)...
 - ... and others that are too abstract/hard and subject dependent (e.g. evoked emotions)
 - Concrete, factual, identifiable elements (or re-think the question/research goal)
- Be rigorous about your data



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?
- Be realistic about your outcome of interest; tailor your strategies
 - If you cannot see it, the computer will not see it either
 - There are concepts that are in the eye of the beholder (e.g. beauty)...
 - ... and others that are too abstract/hard and subject dependent (e.g. evoked emotions)
 - Concrete, factual, identifiable elements (or re-think the question/research goal)
- Be rigorous about your data
 - Clean and take training data seriously



- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?
- Be realistic about your outcome of interest; tailor your strategies
 - If you cannot see it, the computer will not see it either
 - There are concepts that are in the eye of the beholder (e.g. beauty)...
 - ... and others that are too abstract/hard and subject dependent (e.g. evoked emotions)
 - Concrete, factual, identifiable elements (or re-think the question/research goal)
- Be rigorous about your data
 - Clean and take training data seriously
 - Validate your models

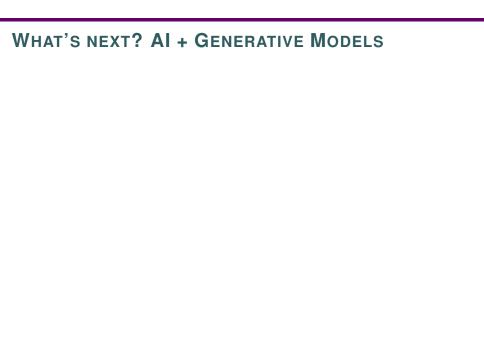


- Don't use it just because you can
 - Solid premise on image's importance motivated by theoretical grounds
 - What is the question? What is the trait you want to measure?
 - What am I learning?
- Be realistic about your outcome of interest; tailor your strategies
 - If you cannot see it, the computer will not see it either
 - There are concepts that are in the eye of the beholder (e.g. beauty)...
 - ... and others that are too abstract/hard and subject dependent (e.g. evoked emotions)
 - Concrete, factual, identifiable elements (or re-think the question/research goal)
- Be rigorous about your data
 - Clean and take training data seriously
 - Validate your models
 - Learn from and be transparent about your mistakes

WHAT'S NEXT?



- AI + Generative models: scope, effect, and structure
- Technical concerns of generative models: overall opaqueness
- New developments and complex questions
- Beyond prediction: interpretation, diagnosis, and inference















- Hot take: right now not super concerned yet BUT changing rapidly
- We should focus on education frameworks more than ever, e.g. how to teach people how to be effective → NYT Test



- Hot take: right now not super concerned yet BUT changing rapidly
- We should focus on education frameworks more than ever, e.g. how to teach people how to be effective → NYT Test





- Hot take: right now not super concerned yet BUT changing rapidly
- We should focus on education frameworks more than ever, e.g. how to teach people how to be effective → NYT Test
- Backlash of NULL credibility and HIGH skepticism: "overtreatment" of images and distrust



The scene from a Kamala Harris and Tim Walz rally in Detroit on Aug. 7. Former President Donald Trump falsely claimed that another picture of the rally showing a large crowd was generated by artificial intelligence. Tamara Keth/MPR

- Hot take: right now not super concerned yet BUT changing rapidly
- We should focus on education frameworks more than ever, e.g. how to teach people how to be effective → NYT Test
- Backlash of NULL credibility and HIGH skepticism: "overtreatment" of images and distrust
- Increased demand of "fake" content



- Hot take: right now not super concerned yet BUT changing rapidly
- We should focus on education frameworks more than ever, e.g. how to teach people how to be effective → NYT Test
- Backlash of NULL credibility and HIGH skepticism: "overtreatment" of images and distrust
- Increased demand of "fake" content





- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

Caption: "A pro-Palestinian encampment at the University of California, Los Angeles, in April 2024."

- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

Caption: "A pro-Palestinian encampment at the University of California, Los Angeles, in April 2024."



- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

Caption: "A pro-Palestinian encampment at the University of California, Los Angeles, in April 2024."





- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

Query: "Featured in an article of a left-leaning outlet."

- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

Query: "Featured in an article of a left-leaning outlet."



- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

Query: "Featured in an article of a right-leaning outlet."



- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)

Query: "Featured in an article of a right-leaning outlet."





- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)
- Results and suitability for the real world: romanticization of political events

Query: "Georgia State Patrol officers detaining a protester on the Emory University campus in Atlanta on Thursday."

- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)
- Results and suitability for the real world: romanticization of political events



- Technical concerns of generative models: overall opaqueness (*)
- Training data and architectures: challenge for human learning (deeper knowledge AND bias detection)
- Results and suitability for the real world: romanticization of political events





WHAT'S NEXT? OTHER ISSUES

- New developments and complex questions
 - Multi-modality
 - Videos taken seriously!
- Beyond prediction
 - ML + Causal Inference → Images as treatments, outcomes...(*)
 - Stats approach to ML: Interpretable CV
 - Mixed methods approach: qual + quant

Thank you! smtorres@ucla.edu