

## The Bigger Picture

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“The Bigger Picture” is an Art-Science collaboration that addresses public perception and misconceptions surrounding Artificial Intelligence (AI) through a series of participatory workshops, analysis, artist commissions and exhibitions that took place during Ireland’s Science Week 2024.

Since the advent of OpenAI’s DALL-E image generation tool [1], the world has been enthralled by the prospect of Generative AI and the notion that it can be used to automate the creation of images and text at the push of a button. The introduction of this rapidly developing technology, marks a fundamental change to how we live, work and negate the world of imagery and information. Public curiosity coupled with misinformation, and ethical concerns [2] has resulted in vibrant discussions around the effect the implementation of AI technologies, such as generative AI, could have on humanity as a whole and, more specifically, in the realm of art and creative processes.

Inclusion, engagement and information are key to increasing AI literacy. Entering such a vast conversation through the tangible process of ‘making an image’ can demystify concepts such as generative AI, how AI can be used and where information comes from. “The Bigger Picture” approach encourages a reshaping of how we view AI in our everyday lives, and prompts thought about the kind of AI we want into the future.

In this paper, we present the evaluation of The Bigger Picture’s methodology which involves co-creating and exhibiting new images of AI that enhance public understanding, and are true to the current realities of AI and its presence in our day-to-day lives. In our talk, we will reflect on the process, and showcase new images of AI that resulted from it.

1. <https://openai.com/index/dall-e/>
2. Avey, C. (2023). Ethical Pros and Cons of AI Image Generation. IEEE Computer Society. <https://www.computer.org/publications/tech-news/community-voices/ethics-of-ai-image-generation>.