

GENERAL AND LOCAL PERCEPTION OF WETLANDS BASED ON AI IMAGES SEMIOTIC ANALYSIS

G. Chaberek¹, M. Karczmarzyk², P. Romaniuk³, K. Kasianiuk⁴

¹University of Gdańsk, Institute of Human Geography and Spatial Management, Gdansk, Poland, ²University of Gdańsk, Institute of Pedagogy, Gdańsk, Poland, ³Polish Academy of Sciences, Institute of Philosophy and Sociology, Warsaw, Poland, ⁴Collegium Civitas, Institute of Political Sciences and International Relations, Warsaw, Poland

General data

Preferred type of contribution: oral presentation

Session Title: ARTSCI_24.1: Reflections, Intersections & Connections – Dialogues and collaborations between art, science and society.

Abstract body

Wetlands play a crucial role in preserving biodiversity while ranking among the most endangered ecosystems on the planet. Effective conservation requires the engagement of local communities in pro-environmental behaviours and the cessation of activities negatively impacting these areas. According to the Goal-Directed Behavior Model, behavioural intentions are indirectly shaped by attitudes, subjective norms, perceived behavioural control, and anticipated positive and negative emotions.

The study addressed the following research questions: Is the general perception of wetlands represented by the information on the global internet network? If so, how? Does the perception of wetlands differ when asked about specific locations? In the Emys-R project (www.emysr.cnrs.fr), we focus on three sites: Silene (Latvia), Neuburg am Rhein (Germany), and Woerr (France).

The concept of "place image" refers to the mental or emotional representation of a particular location or environment. Based on this, an experiment was conducted to answer the above three questions. Artificial intelligence (AI) engines, using Mindjournay and Discord, were asked to draw pictures of wetlands in general. Subsequently, each engine generated three additional images after adding specified locations from the EMYS-R project to every prompt. The perception of wetlands was tested using semiotic and comparative analyses based on AI art.

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