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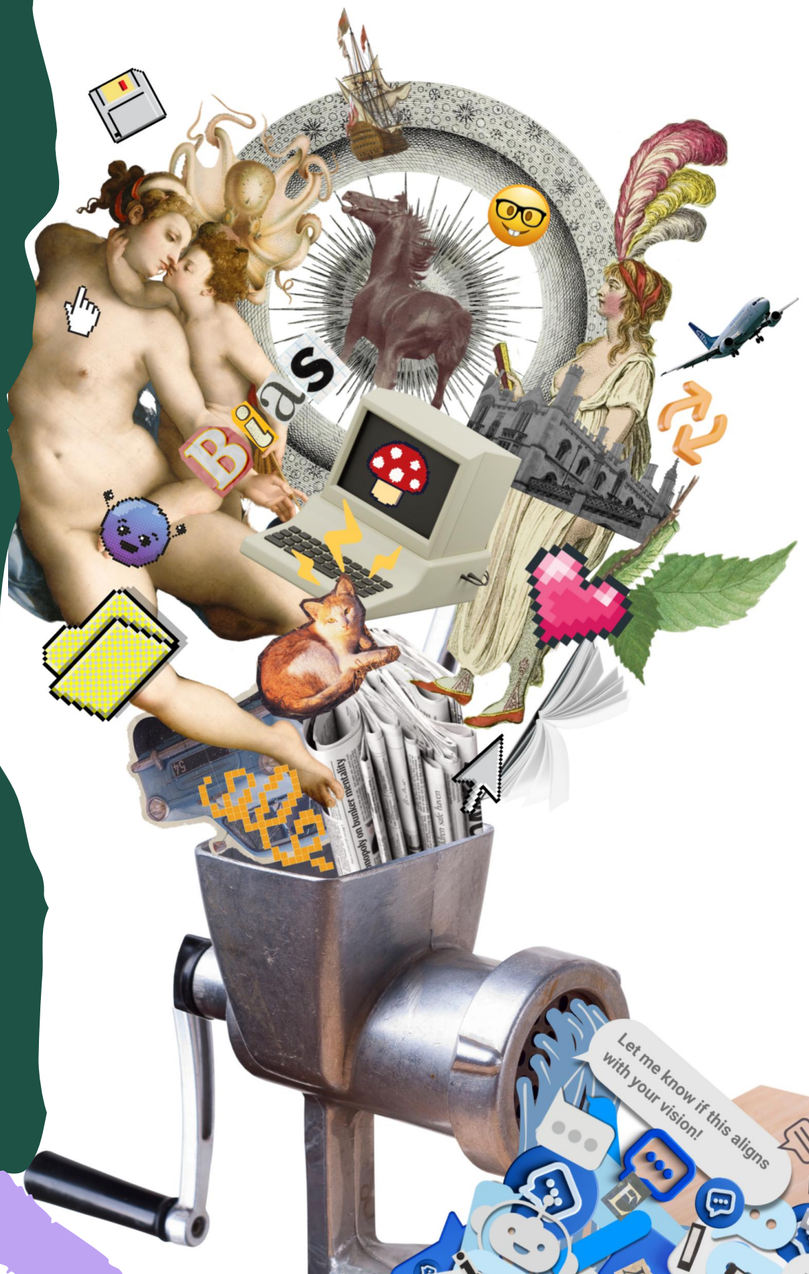
Digital Teaching Symposium 2026

Beyond Magic Sparkles & Sentient Robots: Ethically Naming & Visualizing AI in our Classroom

PRESENTED BY:

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Audencia Business School

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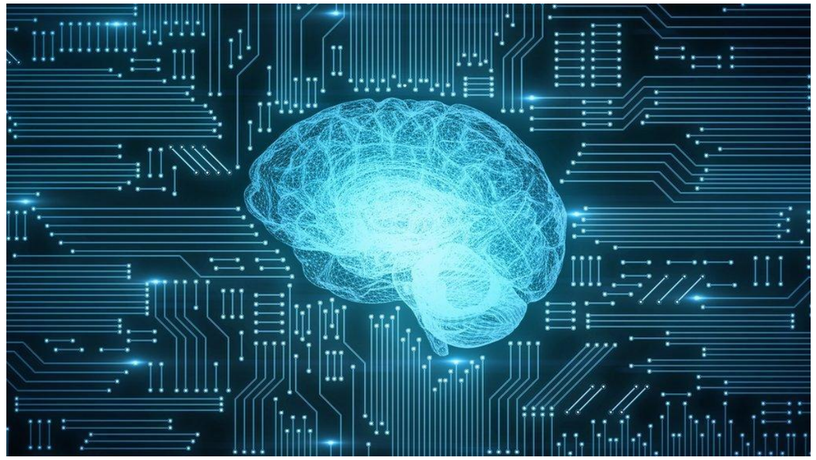
Metaphorical entailments

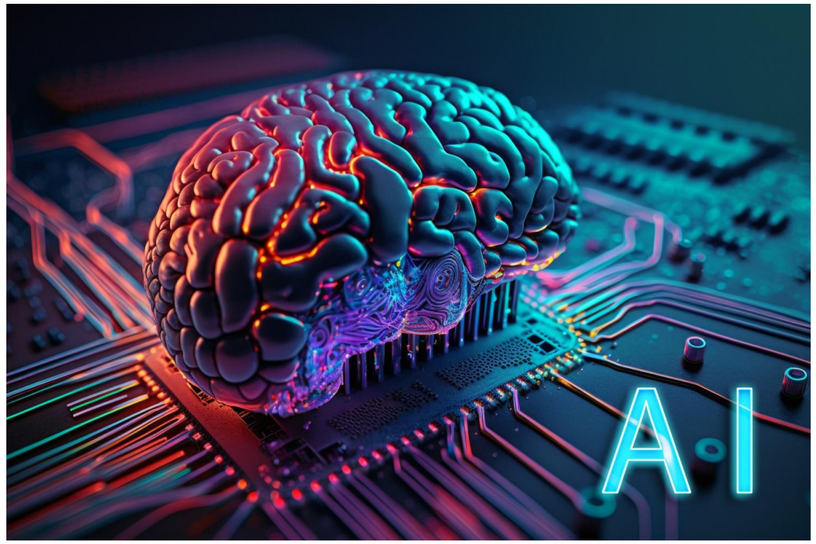
- Metaphors provide vocabulary to understand digital technologies (Techatassanasoontorn et al., 2023)
- Restrict our framing and limit explorative discourse (Schwarz-Plaschg, 2018)
- Characteristic from the original image of a metaphor (the source) logically transferred to concept being described (the target) (Lakoff & Johnson, 1980)

Write in the chat box!

- **What metaphor is visualized here?**
- **What are the metaphorical entailments?**

(what does the image suggest about AI?)







https://www.umu.se/en/news/ai-and-kinship--can-a-robot-be-family_11937769/

Mechanical mind metaphor

- Misleads people to assume computing is equivalent to human cognition (Akbulut et al., 2024; Ghazinoory et al., 2022) & has the capacity for consciousness (Birhane, 2022)
- Leads to overprioritizing hypothetical future technologies vs. addressing concerns with current AI technologies (Krafft et al., 2020)
- Issues around anthropomorphizing…

ELIZA: The first chatbot

Imitated a psychotherapist by

1) either responding generically or
2) rephrasing user input in the form of a question

Men are all alike.
IN WHAT WAY
They're always bugging us about something or other.
CAN YOU THINK OF A SPECIFIC EXAMPLE
Well, my boyfriend made me come here.
YOUR BOYFRIEND MADE YOU COME HERE
He says I'm depressed much of the time.
I AM SORRY TO HEAR YOU ARE DEPRESSED

Volume 9 / Number 1 / January, 1966

Weizenbaum, J. (1966). ELIZA-A Computer Program For the Study of Natural Language Communication Between Man and Machine. *Communications of the ACM*, *9*(1), 36–45.







ELIZA Effect

- « Some subjects have been very hard to convince that ELIZA (with its present script) is *not* human…
- The whole issue of the credibility (to humans) of machine output demands investigation…
- ELIZA shows, if nothing else, how easy it is to create and maintain the **illusion of understanding**, hence perhaps of judgment deserving of credibility. A certain danger lurks there. »

Weizenbaum, J. (1966). ELIZA-A Computer Program For the Study of Natural Language Communication Between Man and Machine. *Communications of the ACM*, *9*(1), 36–45.

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Anthropic thinks its AI might be conscious. It has profound consequences for your life

15 October 2026

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Thomas Germain



Politics | The Big Take

Inside the US ‘Kill Chain’ That Destroyed an Iranian School

Pentagon investigators have discovered that flawed intelligence, outdated imagery and an overreliance on AI contributed to a missile strike that killed 123 children in Minab.

Mother says AI chatbot led her son to kill himself in lawsuit against its maker

Megan Garcia said Sewell, 14, used Character.ai obsessively before his death and alleges negligence and wrongful death



https://www.bbc.com/future/article/20261014-the-strange-new-battle-over-ais-feelings
https://www.bloomberg.com/graphics/2026-iran-school-attack/
https://www.theguardian.com/technology/2024/oct/23/character-ai-chatbot-sewell-setzer-death

Defining AI

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IBM	Amazon Web Services	EU AI Act	OECD (2019)
AI is technology that **enables computers and machines to simulate human learning**, comprehension, problem solving, decision making, creativity and autonomy.	Artificial Intelligence (AI) is a transformative technology that **enables machines to perform human-like** problem-solving tasks.	AI system' means a machine-based system that is designed to operate with varying levels of autonomy and that may exhibit adaptiveness after deployment, and that, for explicit or implicit objectives, **infers, from the input it receives**, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments	An AI system is a machine-based system that can, **for a given set of human defined objectives, make** predictions, recommendations, or decisions influencing real or virtual environments.

https://www.ibm.com/think/topics/artificial-intelligence
https://aws.amazon.com/what-is/artificial-intelligence/
https://artificialintelligenceact.eu/article/3/
https://www.oecd.org/content/dam/oecd/en/publications/reports/2024/03/explanatory-memorandum-on-the-updated-oecd-definition-of-an-ai-system_3c815e51/623da898-en.pdf

Should we eliminate AI metaphors in our classroom?

The Baldwin Test (Challenge)

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"...it is experience which shapes a language; and it is language which controls an experience"
-James Baldwin, *Why I Stopped Hating Shakespeare* (1964)

Specify what the technology is and how it works

- "face recognition uses artificial intelligence" vs. "tech companies use massive data sets to train algorithms to match images of human faces."

Identify obstacles to understanding resulting from lack of corporate or government transparency

- "employers are using AI to analyze workers' emotions" vs. "employers are using software advertised as having the ability to label workers' emotions based on images of them from photographs and video. We don't know how the labeling process works because the companies that sell these products claim that information as a trade secret."

Name the corporations responsible for creating & spreading the technological product

- "states use AI to verify the identities of people applying for unemployment benefits" vs. "states are contracting with a company called ID.me, which uses Amazon Rekognition, a face matching algorithm, to verify the identities of people applying for unemployment benefits."

Attribute agency to the human actors building and using the technology, never to the technology itself

- "machine learning" vs. "machine training"

Tucker, E. (2022, March 8). Artifice and Intelligence. *Center on Privacy and Technology*. Georgetown University.

The Baldwin Test (Challenge)

Specify what the technology is and how it works

- “face recognition uses artificial intelligence” vs. “tech companies use massive data sets to train algorithms to match images of human f[illegible]”

Nam[illegible]
spre[illegible]

- “states use AI to verify the identities of people applying for unemployment benefits” vs. “states are contracting with a company called ID.me, which uses Amazon Rekognition, a face matching algorithm, to verify the identities of people applying for unemployment benefits.”

Identify obstacles to understanding resulting from lack of corporate or government transparency

- “employers are using AI to analyze workers’ emotions” vs. “employers are using software advertised as having the ability to label workers’ emotions based on images of them from photographs [illegible]use [illegible]as a [illegible]ng the

- “machine learning” vs. “machine training”

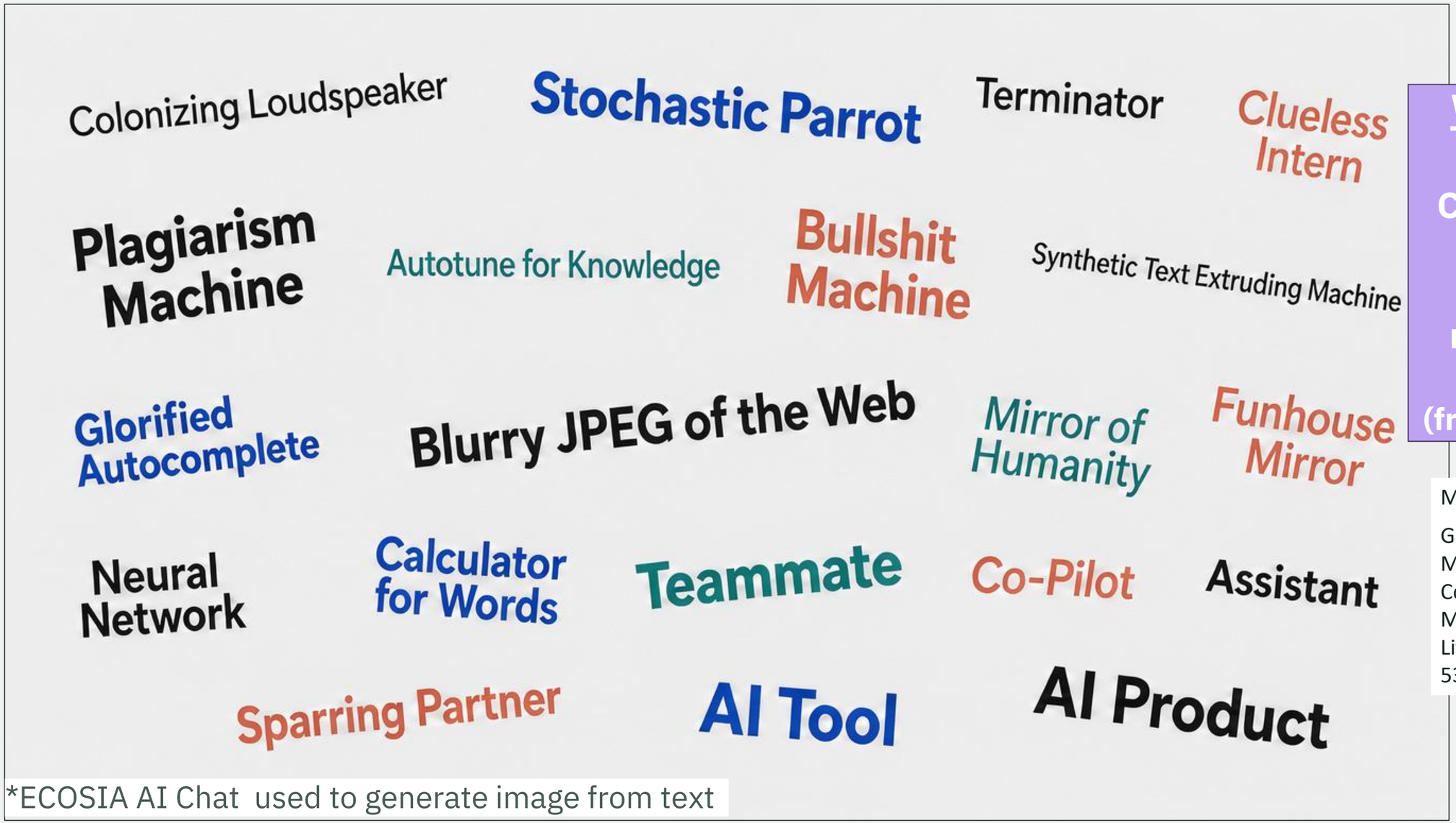
Impractical to avoid terms like agent, autonomous, learning, memory, prediction, inference, & decision

Gunkel, D., & Coghlan, S. (2025). Cut the crap: A critical response to “ChatGPT is bullshit”. *Ethics and Information Technology*, 27(2), 23.

Tucker, E. (2022, March 8). Artifice and Intelligence. *Center on Privacy and Technology*. Georgetown University.

Reflexive use of metaphors

- Epistemic duty to bring alternative metaphors into discourse (Schwarz-Plaschg, 2018)



*ECOSIA AI Chat used to generate image from text

Write in the chat box!
Choose your favorite metaphor
Reflect on what it reveals and what it hides
(from the list or your own)

Metaphor list inspired from…

Gupta, A., Atef, Y., Mills, A., & Bali, M. (2024). Assistant, Parrot, or Colonizing Loudspeaker? ChatGPT Metaphors for Developing Critical AI Literacies. *Open Praxis*, *16*(1), 37–53.

Metaphors as hermeneutic injustice (Fricker, Fraser)

***"Some inferences are truth preserving; others are not."* (Fraser)**

- Inferential network: set of inferences associated with a concept
- Inferences can be more or less:
  - Cognitively accessible: Low imaginative or emotional effort
  - Socially licensed: Legitimate and generally recognized
- The more a metaphor is cognitively accessible and socially licensed, the more it bypasses critical scrutiny

Write in the chat box!

Which is more cognitively accessible and socially licensed?

Neural Network vs. Colonizing Loudspeaker

“neural network”
appears neutral while
“colonizing loudspeaker”
appears biased

“Ill fitting metaphors”

- The more a metaphor is cognitively accessible and socially licensed, the more it bypasses critical scrutiny

« I believe that at the end of the century the use of words and general educated opinion will have altered so much that one will be able to speak of machines thinking without expecting to be contradicted. » -Alan Turing (1950)

Turing, A. M. (1950). Computing machinery and intelligence. *Mind*, *59*(236), 433–460.

Write in the chat box!

Type “AI Images” into your search engine. What do you notice?

Better Images of AI Project

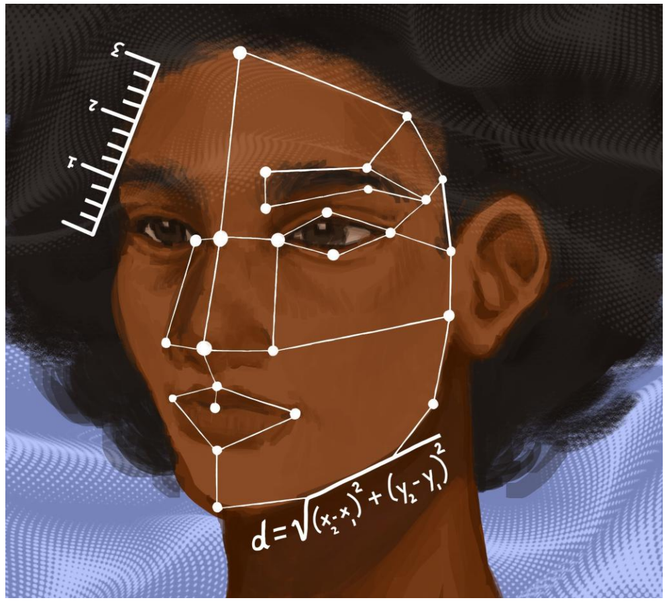
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- A robot that looks like a human
- A glowing brain
- The Terminator
- Michelangelo’s The Creation of Adam with a robot hand
- An overabundance of the colour blue
- …
- AI users as white men, AI as white women (Brown, 2026)

Dihal, K., and Duarte, T. (2023). Better Images of AI: A Guide for Users and Creators. Cambridge and London: The Leverhulme Centre for the Future of Intelligence and We and AI.

Principles of “better” AI images

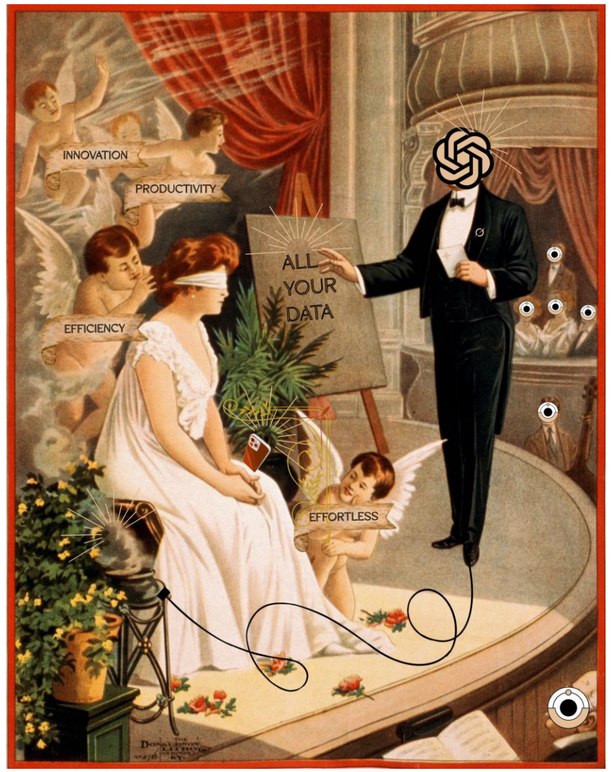
- **Honesty:** Does the image show what the AI system can actually do, and nothing more?
- **Humanity:** Does the image show that AI is created by and for people?
- **Necessity:** Do you need to show an image depicting AI?
- **Specificity:** What kind of AI technology are you showing exactly?



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The Ethics of Metaphors (Fraser)

“AI” encodes things it shouldn’t

- computing is equivalent to human cognition and that AI has the potential for consciousness (Birhane, 2022)

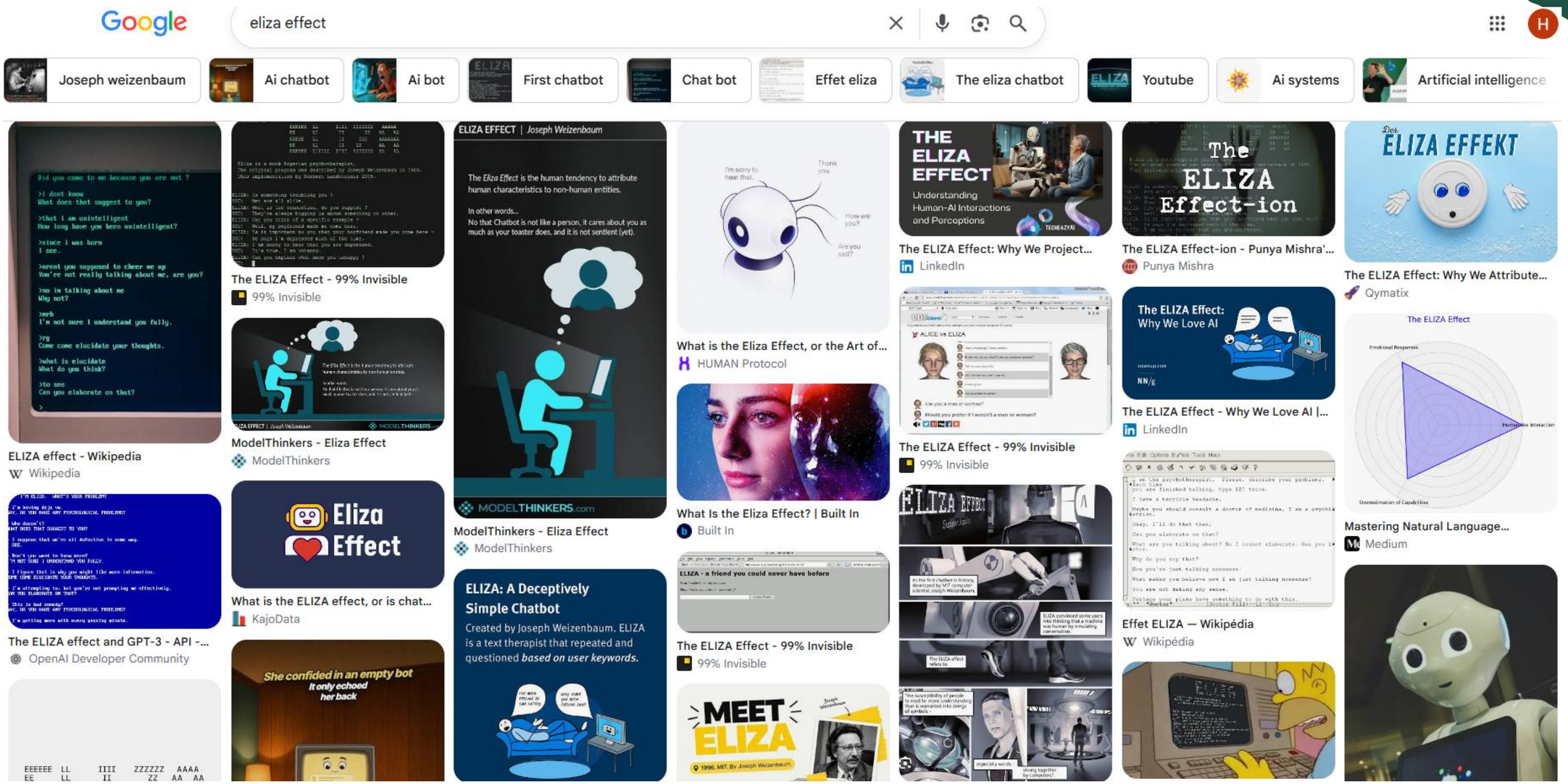
Fails to encode things it should

- human labor and environmental cost behind AI (Crawford & Joler, 2018)



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Visuals for ELIZA effect



“I don’t think AI is magical anymore. It’s just math and isn’t as impressive as I thought it was.” - Generative AI Essentials Student

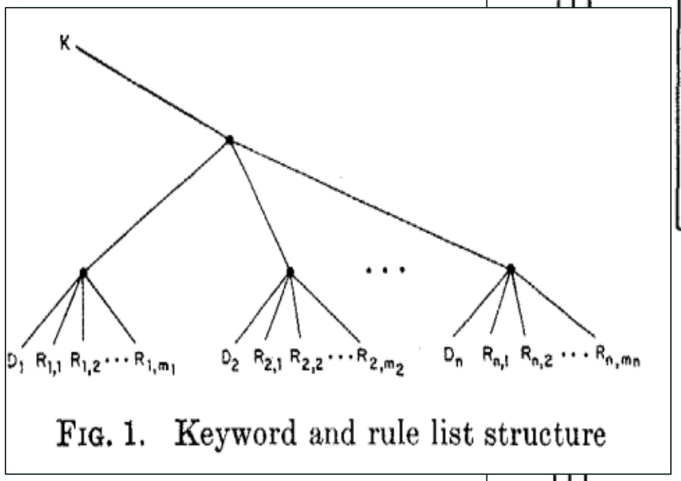


FIG. 1. Keyword and rule list structure

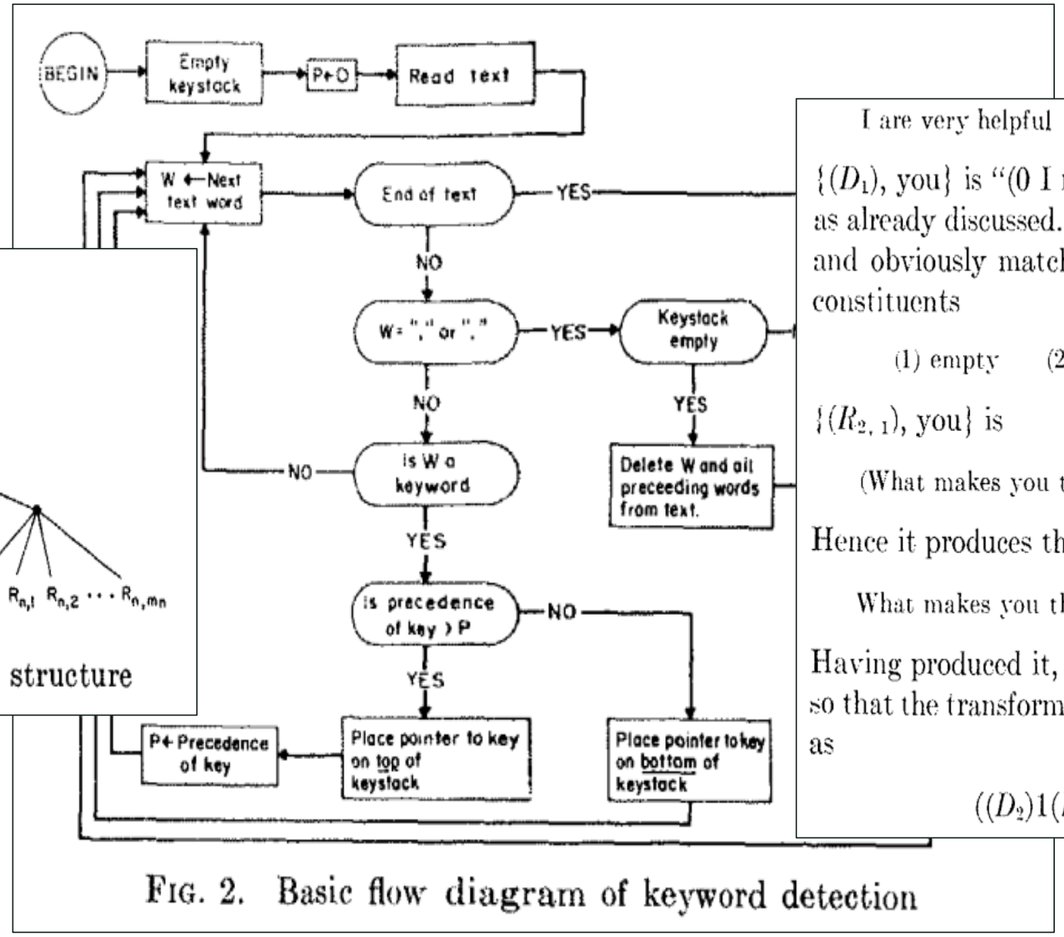


FIG. 2. Basic flow diagram of keyword detection

I are very helpful

{(D_1), you} is “(0 I remind your of 0)” and fails to match as already discussed. However, {(D_2), you} is “(0 I are 0)” and obviously matches the text, decomposing it into the constituents

(1) empty (2) I (3) are (4) very helpful.

{($R_{2,1}$), you} is

(What makes you think I am 4)

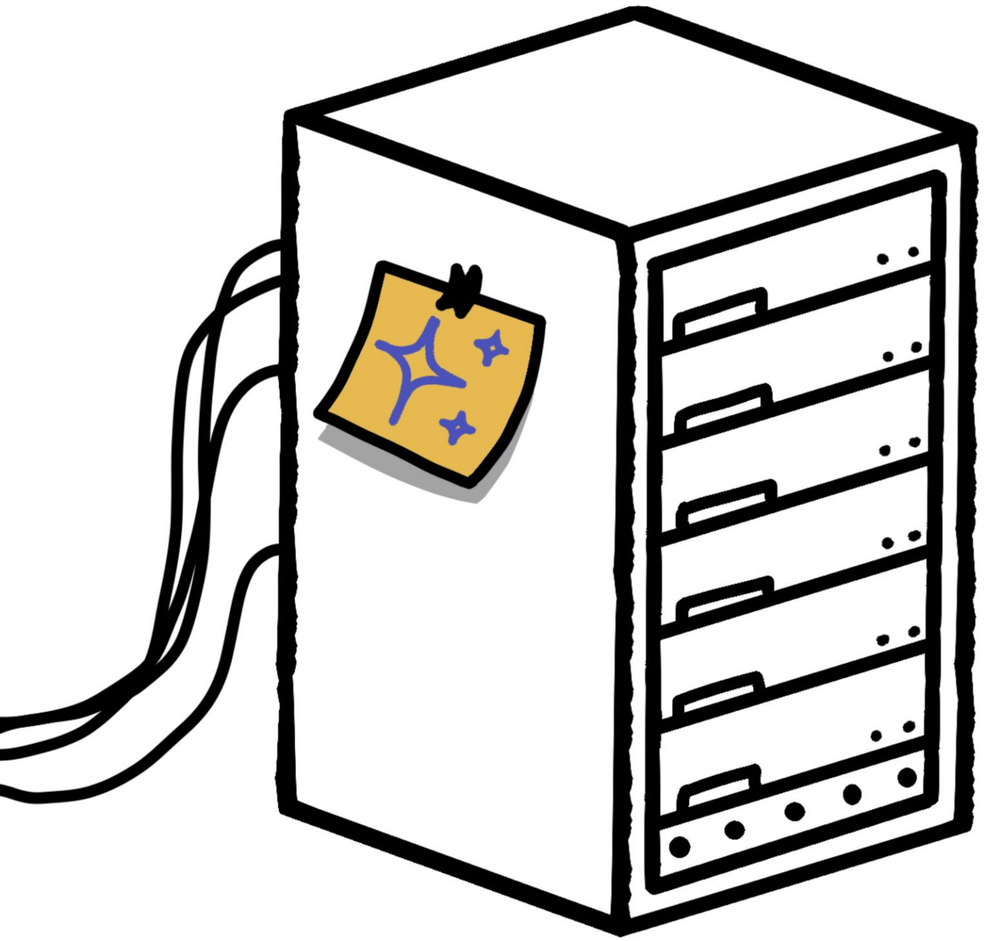
Hence it produces the output text

What makes you think I am very helpful.

Having produced it, the integer 1 is put in front of ($R_{2,1}$) so that the transformation rule list in question now appears as

$$((D_2)1(R_{2,1})(R_{2,2}) \cdots (R_{2,m_2})).$$

Weizenbaum, J. (1966). ELIZA-A Computer Program For the Study of Natural Language Communication Between Man and Machine. *Communications of the ACM*, *9*(1), 36–45.



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www.linkedin.com/in/beckett-l-687b7713b/ / https://betterimagesofai.org / https://creativecommons.org/licenses/by/4.0/

- *Any sufficiently advanced technology is indistinguishable from magic.* — Arthur C. Clarke, English sci-fi author and futurist, Profiles of the Future, 1962
- *Our tools are not always at our beck and call. The less we know about them, the more likely it is that they will command us, rather than the other way around.* — Ruth Schwartz Cowan (American historian), *More Work for Mother*, 1983
- Neil Selwyn (2025) More work for teacher? The ironies of GenAI as a labour-saving technology.

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Questions? Comments?

Don’t hesitate to reach out to me on LinkedIn!

Heidi Reed, Audencia Business School

Free lesson plans from Civics of Technology Project

- **What is AI made of? A two-part lesson plan on asking critical questions about technology**
- **https://www.civicsoftechnology.org/blog/what-is-ai-made-of-a-two-part-lesson-plan-on-asking-critical-questions-about-technology**