

MoralPLai: A Creative Method for Communicating and Co-shaping AI Ethics Research

A seminar on “AI Ethics Research & Creative Science Communication” and multiple student research internships

The MoralPLai Project – An overview

The MoralPLai project implements a **creative approach to conducting, educating, and communicating AI ethics research through the lens of the arts** (i.e., **research-based theater**). The core idea revolves around conducting **qualitative interviews on the impact of LLM-based chatbots on human ethical decision-making**. It focuses specifically on exploring the potential opportunities and risks of employing these systems as aids for ethical decision-making, along with their broader societal impacts and recommended system requirements. Generated scientific findings will be **translated into a theater script and performance**. This performance seeks to effectively educate civil society on up-to-date research in an engaging manner and facilitate joint discussions (e.g., on necessary and preferred system requirements or restrictions). The insights from these discussions, in turn, are intended to inform the scientific community, thereby facilitating a human-centered development and use of LLM-based chatbots as moral dialogue partners or advisors.

Overall, the project aims to set an example for transforming science communication and inquiry in the field of AI ethics research, with the humanities and cultural sciences serving as critical methodologies to **bridge the gap between academia and society and promote AI literacy**.

Within the MoralPLai project, we offer two distinct teaching initiatives:



The **seminar** “(SOT87318) Project Week: AI Ethics Research & Creative Science Communication”



Research internships for 12 assisting students and volunteers

Icon source: Flaticon

A seminar on “AI Ethics Research & Creative Science Communication”

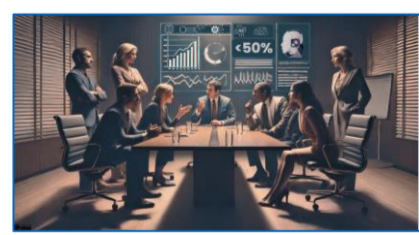
October 2024 to February 2025

The aim of the seminar was that students learn about basics in moral psychology, ethics and its relation to AI, qualitative research methods and innovative science communication techniques, particularly research-based theater. Building on the seminar material, students collected own data on a chosen AI ethics topic and transformed their findings into an artistic output of their choosing.

“My goal was to create a seminar that highlights interdisciplinarity, the significance of science communication, and to offer an engaging and innovative alternative to existing study modules that allows to ‘learn by heart’ about the topic of AI ethics.”

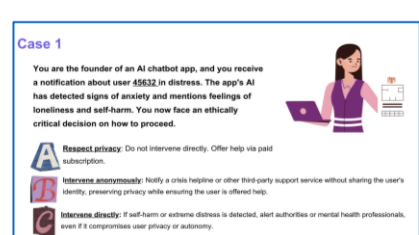
Dr. Franziska Poszler

The seminar allowed 13 students to collaborate in interdisciplinary groups with peers from informatics, management, politics and technology, mathematics, and architecture. The students’ projects included a variety of artistic outputs, such as...



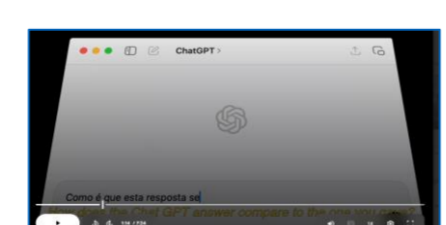
A Research-Based Podcast exploring the subject of ethical frameworks for AI development, questioning the autonomy, fairness, and potential bias of AI systems in the context of corporate HR decisions.

AI-created songs investigating the extent to which these songs can reflect the emotional depth of human responses to moral dilemmas and how accurately these emotions can be conveyed through music.



An interactive story uncovering how AI-generated content and AI companions affect human perception, ethical decision-making, and emotional wellbeing.

A documentary film exploring how Latin American populations engage with AI in ethical decision-making and whether AI-generated responses align with cultural contexts.



A theater script examining the relationship between culture, personal values, and individuals’ willingness to seek moral advice from large language models (LLMs).

Internships for 12 students & volunteers

September 2024 to July 2025

Under the supervision of Dr. Franziska Poszler and Anastasia Aritzi, research internships for a cohort of students at TUM are offered, in which the students assist and become part of the MoralPLai project. Via this hands-on experience, students acquire knowledge of a novel and collaborative approach to teaching, research and science communication, focusing specifically on LLM-based chatbots and their impact on human ethical decision-making, in a highly practical manner. Their tasks ranged from...



Research & Academic Exploration

Our students and volunteers are at the heart of our interdisciplinary research, diving deep into both qualitative and quantitative studies on moral psychology, AI ethics and their intersection. They systematically track global regulatory shifts, analyze corporate ethical guidelines and explore AI licensing requirements. Through hands-on thematic organization of key findings from the latest publications on LLMs’ ethical impacts, they also conduct comparative studies on AI chatbot functionalities. Our approach blends experimental frameworks for assessing ethical decision-making with rich qualitative methods, facilitating human-centric, participatory discussions around AI design.

Artistic Development & Research-Based Theater

Our team conducts in-depth research into precedents in research-based theater, curates best practices and collaborates with experts to shape the project’s theatrical framework. Students actively contribute to script development, identifying powerful quotes from literature and interviews to enrich the narrative. Expanding beyond theater, the team explores other artistic mediums, such as documentary and film, to extend the project’s impact. Impact measurement is embedded throughout the creative process, with students designing surveys to assess the play’s effectiveness in communicating AI ethics.



Communication, Outreach & Event Management

The team actively monitors media coverage of relevant projects and initiatives, analyzing public perceptions and emerging communication trends. Our students play also a key role in identifying like-minded institutions and centers worldwide, introducing the project, exploring potential collaborations and gathering insights from experts through targeted questionnaires. The team takes an active role in organizing major events, such as the “Generative AI, Human Decision-Making, and Responsible Design” in partnership with the IBM Innovation Studio in Munich. From crafting social media content to conducting post-event analysis, students are instrumental in designing, developing and executing outreach and communication activities.



Team Coordination & Project Management

Our international team stays energized and connected through engaging hybrid meetings, where it celebrates progress, analyzes results, discusses pain points, overcomes setbacks and drive collaboration forward. The weekly AI ethics news briefing keeps everyone in the loop on global developments, sparking lively discussions and fresh insights. Events like the Christmas Market add a fun twist, building team spirit while offering a perfect blend of informal networking, rich cross-cultural exchange and the integration of diverse expertise and perspectives on the topic.

