Large Language Models for Digital Humanities (LLM4DH): Project dissemination and communication plan

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1. Introduction

This dissemination and communication plan outlines activities to communicate and promote the research activities and results of the "Large Language Models for Digital Humanities" (LLM4DH) project.

The project aims to increase Slovenian research capacities in the field of language technologies, artificial intelligence and digital humanities (DH). Throughout the project, researchers will apply state-of-the-art artificial intelligence (AI) and language technologies to transform the digital humanities and thus gain a new understanding of language, history, humans, and society.

The project focuses on improving the capabilities of large language models (LLMs) for under-resourced languages and developing innovative applications in the digital humanities, including history, folkloristics, lexicography and law. By applying novel methods and gaining insights into culture, language and legal systems, this project has the potential to deliver globally relevant research with academic and societal impact.

Effective communication is essential to ensure that the project's innovative activities, findings, and developed tools reach the target audience, including researchers, students, educators, policymakers, relevant industry stakeholders and the general public. This communication plan focuses on raising awareness, fostering collaboration, and driving adoption of the project outcomes through targeted communication activities.

The plan for communication and dissemination of the project proceeds as follows. First, we present a basic description of the project and its aims and goals. Then, a communication strategy is proposed with the following subsections: introduction, visual identity of the project, communication goals, target audiences, main messages and project activities, channels and benchmarks of success. The last section of this document contains an annual communication plan.

2. About the project

2.1. Technical details

Name of the project in English: Large language models for digital humanities (LLM4DH)

Name of the project in Slovene: Veliki jezikovni modeli za digitalno humanistiko

Short name of the project: LLM4DH

Project code: GC-0002

Duration of the project: 01.10.2024 to 30.09.2027

Value: 2.250.000,00 EUR

Hashtags used for communication on social media platforms: #LLM4DH #UmetnaInteligenca #VelikiJezikovniModeli #DigitalnaHumanistika #SloveneAI #slovenskaUI

Project partners:

- University of Ljubljana (UL):
  - Faculty of Computer and Information Science (UL FRI)
  - Faculty of Arts (UL FF)
  - Faculty of Electrical Engineering (UL FE)
- Jožef Stefan Institute (IJS)
- University of Maribor (UMB): Faculty of Electrical Engineering and Computer Science (UMB FERI)
- Institute of Contemporary History (INZ)
- Institute IRRIS (IRRIS)
- Institute of Criminology at the Faculty of Law (IK)

2.2. Project description

Language technologies are becoming increasingly important in many areas of science and society. They are changing the way we obtain information, communicate and work. They are also reshaping scientific fields, including those concerned with languages, humanities and society. Pre-trained LLMs can solve many language tasks, like information extraction, text classification, question answering, sentiment analysis, machine translation, topic detection, text simplification, and summarization.

Nonetheless, challenges remain as LLMs have several shortcomings, including inconsistent and incorrect answers, high computational demands, weak proficiency in less-resourced languages, lack of adaptability to some domains, and weaknesses in understanding society, ethics, and human needs.

The LLM4DH project with its various research activities will improve the technology of large language models with data and knowledge, reduce the computational complexity of speech technologies and give LLMs access to reliable external information. The main goal is to increase Slovenian research capacities in the fields of language technologies, artificial intelligence and digital humanities. The project will use AI and language technologies to transform digital humanities and thus gain a novel understanding of language, history, humans and society.

The project is structured around six primary scientific challenges, each corresponding to specific objectives for refining LLM technology and developing DH applications.

1) The first objective is to enhance and improve LLMs with lexicographic data and to develop vision-language models using visual and textual data.

2) The second objective is the application of LLMs in linguistics and lexicography. This includes the generation of semantic and morphological data, the improvement of the Digital Dictionary Database for Slovene, the development of LLMs for grammar checking and cross-lingual grammatical analyses.

3) The third objective is to advance speech technologies with LLMs by collecting conversational speech data and developing new methods for automatic speech recognition for low-resource languages such as Slovenian.

4) The fourth objective is to develop advanced language technologies for the digital humanities, including Named Entity Graphs for diachronic analysis, multimodal models for analysis of images and LLMs, and Retrieval Augmented Generation System (RAG) for contradiction detection.

5) The fifth objective is to address selected challenging tasks in DH using advanced language technologies for historiography, folkloristics, and law. For historiography, the project will investigate networks of people, organizations and places by creating interaction graphs of named entities. For folkloristics, it will apply visual language models for historical image retrieval and the analysis of images related to resolving conflicts and the role of the outlaw hero. For the legal field, the project will develop a RAG system for processing Slovenian legal documents, with a focus on recognizing contradictions.

6) The final objective is to evaluate and understand LLMs using benchmarks and explanations. This includes assessing their ability to deal with figurative language, recognize biases in texts and spoken language, and provide interpretations of LLMs' output for complex tasks.

By addressing six research challenges with corresponding objectives and tasks, the project will produce high-impact scientific results and contribute significantly to the global understanding of language and cultural phenomena. It also emphasizes the societal impact of integrating advanced AI and language technologies in DH and aims to transform educational practices and research methodologies.

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3. Communication strategy

3.1. Introduction

This project explores one of the most significant topics — AI and LLMs. While advances in AI and LLM technology are accelerating at an unprecedented pace and business investment and scientific discovery are increasing, challenges remain. For LLMs, these include inconsistent and incorrect answers, high computational demands and their environmental impact, limited knowledge of less-resourced languages, and gaps in understanding societal, ethical and human needs.

These challenges are not limited to AI researchers and practitioners. The general public, while increasingly using AI tools in their daily lives and work, also have concerns about these issues. Inconsistencies in AI outputs, environmental risks, ethical issues and the broader societal impact — including changes in the labor market — have contributed to both enthusiasm and skepticism about the role of AI in society.

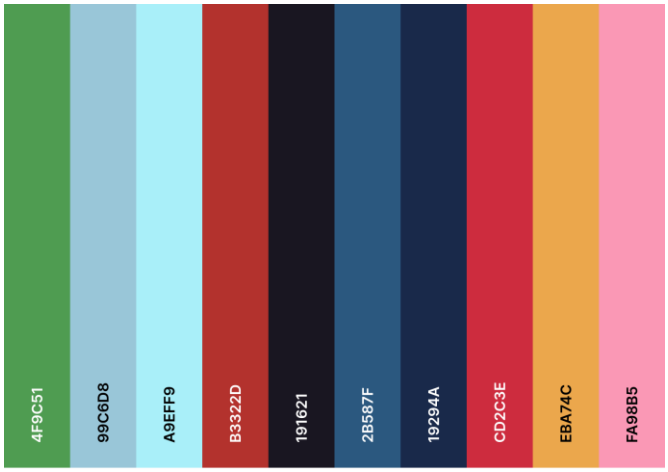
Through the activities of this project, we aim to apply LLMs to the field of digital humanities and by communicating about the project activities and results, we seek to address the challenges related to AI and LLMs among researchers as well as practitioners and the general public. Effective science communication will not only support the dissemination of the research results but also ensure that the project results are widely accessible and applicable. Therefore, the communication activities of this project will ultimately enhance the science capital (Archer et al., 2015) and AI literacy (Long & Magerko, 2020) of the target audiences. This document also serves as a basis for the development of an annual communication plan.

3.2. Visual identity of the project

Logo of the project

Logo of the funding organization

Color scheme for the project communication deliverables based on the project logo:



3.3. Communication goals

The communication goals are divided into three main categories: 1) Educate, 2) Collaborate and 3) Adopt, each of which is further detailed with specific dimensions.

1) **EDUCATE**

The first communication goal is to *educate* our target audience about the project activities and the results, findings and outputs of the project. We would like to educate our target audience about six project activities and results.

Our first aim is to raise awareness of the development of LLMs for the Slovene language and to highlight the project's efforts to improve LLMs for less-resourced languages. We want to educate our target audience that we achieve this by using high quality lexicographic data, knowledge graphs and multimodal data such as text, speech and images.

Second, we would like to educate our target audience about the applications of LLMs in linguistics and lexicography and demonstrate how the project activities are transforming linguistic research and lexicography through advanced semantic analysis, grammatical error correction, and comparative studies of world languages.

Thirdly, we want to educate our target audience about advances in speech technologies and the development of speech recognition systems that effectively address the complexity of spontaneous communication.

Fourth, we would like to educate about novel LLM methods for the digital humanities, including: Named Entity Graphs, LLMs for diachronic analysis, multimodal models for analyzing images, and LLMs and RAG for contradiction detection.

Next, we would like to educate about how LLMs are applied in legal, folkloristic and historical contexts, what advantages these technologies offer and what research results have been achieved through the application of these technologies in DH research.

Lastly, we want to use these educational efforts to enhance transparency and trust in LLMs among our target audience. The goal is to increase public and stakeholder

confidence by communicating that the focus of the project is on creating benchmarks, detecting biases, improving interpretability and ensuring ethical and reliable use of LLMs in different contexts.

2) COLLABORATE

The second goal of the communication activities is to foster *collaboration* between our target audience and the researchers working on this project. The goal of collaboration specifically addresses three key audiences: 1) the general public, 2) researchers, and 3) policymakers, each with different engagement strategies.

First, for the general public, our aim is to inspire participation in citizen science by encouraging them to contribute their data to the project. The general public becomes an integral part of the research process, helping to enrich the datasets that form the basis for the further development of spoken language technologies.

Second, we would like to encourage researchers to actively collaborate with the project team. Our goal is to promote joint research efforts and create opportunities for collaboration. In this way, we hope to create professional, interdisciplinary teams that bring together different expertise and perspectives.

Third, we want to build a partnership with policy makers by inviting them to participate in project roundtable discussions and consider our expertise in their professional practice. These roundtable discussions will provide a platform for dialogue, allowing policymakers to gain insights into the latest research findings and collaborate with researchers in shaping AI policy.

3) ADOPT

The final goal of the communication activities is to promote the *adoption* of the project outputs among our target audience and to encourage them to integrate the tools and results into their professional practice and everyday life. This includes

promoting the practical application of the project deliverables, such as advanced speech recognition systems, grammar-correction LLMs and vision-language models (VLMs) in real-life contexts. To achieve this, we will focus on clearly communicating the practical implications and usability of these tools to our different target groups. This will include demonstrating how the developed technologies can address specific challenges, improve workflows and deliver benefits.

These three communication goals —educate, collaborate, and adopt — will ensure that the project effectively engages its target audiences and promotes both awareness and practical impact.

3.4. Target Audiences

The target audiences for dissemination and communication of the project are 1) the research community, 2) students and educators, 3) policymakers, 4) industry stakeholders, and 5) the general public.

1) **Research community**

The research community consists of researchers and developers. We want to reach researchers in diverse fields, including linguistics, computer science, artificial intelligence, knowledge technologies, speech technologies, folkloristics, law, history and other areas of digital humanities. The developers we want to reach use or intend to use artificial intelligence approaches, focusing on large language models (LLMs) and vision-language models (VLMs).

The research community's main interest lies in technical and theoretical advances in LLMs, speech recognition technologies and the application of artificial intelligence in the digital humanities. Its focus is on scientific breakthroughs, innovative methods and the approaches used to advance these areas. Therefore, the content of the communication activities will focus on these topics. We also want to reach the wider research community within the digital humanities who have less technical expertise but are interested in learning more about AI and applying it in their work.

The research community can be reached through publications in academic journals, presentations at conferences, workshops, and tutorials, and participation in various

research networks and collaborative activities. In addition, they are active on social media platforms such as LinkedIn and BlueSky, where research results and methods can also be shared.

2) **Students and educators**

The second target audience is students and educators. Among students, we are looking for undergraduates and graduates in linguistics, computer science, digital humanities, and related disciplines. Those who represent the next generation of experts in language and AI technologies. Educators are teachers, and trainers in linguistics, computer science, and the humanities who can use the project results to inform curricula and promote understanding of LLMs and their applications in the digital humanities.

Their main interest is in technical and theoretical advances in large language models (LLMs), speech recognition technologies and the application of artificial intelligence in the digital humanities. Therefore, communication activities will focus on these topics and highlight the scientific contributions and practical applications of the research project.

Students and educators can be reached via higher education institutions, e.g. through interactive webinars, guest lectures and summer schools.

3) Policymakers

The third target audience of this project is policymakers. This group includes government officials, regulators and decision-makers responsible for policies related to AI and digitalization.

Policymakers are more focused on the practical implications of academic policy research and how to regulate scientific breakthroughs in AI than on academic details. This project will inform them about the societal and ethical implications of LLMs.

Policymakers can be reached through the creation of policy briefs and roundtable discussions.

4) Industry stakeholders

The fourth target group is industry stakeholders. Companies and organizations from various fields - translation, public sector, law, health, industrial applications, museums - will benefit from the project results, e.g. improved LLMs, speech recognition tools and domain-specific applications.

Industry stakeholders are primarily interested in how advances in LLMs can add value to their specific sector, e.g. by streamlining workflows, increasing efficiency or enabling new applications.

They can be reached by attending industry conferences and events. Social media is another way to reach them, with LinkedIn being particularly effective in showcasing the value of the research project to the industry.

5) General public

The final target group is the general public.

The general public is often skeptical and distrustful of AI and LLMs. Our communication activities need to address this skepticism while highlighting the

potential benefits of AI. It is important to avoid academic jargon and focus on storytelling in communication activities.

The general public will also be engaged for citizen science purposes, particularly to gather data for speech recognition technologies, and to help create, test or evaluate datasets for bias, nuanced language and similar.

The general public can be reached through traditional media channels such as radio, television and newspapers, and social media such as Facebook, LinkedIn and Instagram.

3.5. Main messages of the project

The main messages of the project are structured around 6 main challenges and corresponding objectives, tasks, and deliverables of the project LLM4DH.

Table 1. The main messages of the project are segmented by six research challenges and objectives of the project.

Challenge	Key message	Target audience				
		Research community	Students and educators	Policymakers	Industry stakeholders	General public
Challenge 1: Improving LLMs with linguistic resources and development of vision-	We are training LLMs with high-quality dictionary data, knowledge graphs and images. This approach improves their language comprehension, reduces errors in their responses and they become better at handling complex language tasks for a less-resourced	●	●	●	●	●

language models	language like Slovenian.					
	We developed a vision-language model capable of processing and understanding multimodal data.	●	●		●	●
Challenge 2: Application of LLMs in Linguistics and Lexicography	We introduce innovative methodologies for lexicography and linguistic research by harnessing LLMs to tackle linguistic challenges, including semantic analysis, grammar error correction, and advanced lexicographic practices.	●	●		●	●
Challenge 3: Advancement in Speech Technologies	We are working on robust and accurate speech recognition systems that can handle diverse communication styles and support underrepresented languages like Slovene.	●	●		●	●
	We are seeking for speech data in Slovene and invite you to be our donor and get involved in the project activities as a volunteer.					●

Challenge 4: Development of Advanced Language Technologies of DH	We are developing LLMs and multimodal models for DH research, like semantic change detection, visual question answering and contradiction analysis and this will offer novel insights into historical narratives, legal reasoning and the dynamics of cultural evolution.	●	●			
Challenge 5: Advances in selected DH challenges	Knowledge-graph approach for analysis of ideologies and their semantic shifts in historical discourse.	●	●			●
	LLM support for computational folkloristics, to analyze political functions of folktales and myths using conflict resolution rituals in historical and modern contexts.	●	●			●
	Conflict detection LLMs and RAG for Slovenian, developing comprehensive legal domain solutions supporting legal research, document analysis, identification of potential risks, legal	●	●	●	●	●

	case support and regulatory compliance and QA system.					
Challenge 6: Evaluation and understanding of LLMs	We are setting new standards for evaluating and understanding LLMs' capabilities, ensuring transparency, minimizing biases, and optimizing performance for real-world applications.	●	●	●	●	●

3.6. Activities, communication channels, and benchmarks of success

The project's key messages will be shared with the target audience through a variety of communication activities and channels. This section outlines the activities, channels, and benchmarks of success structured for specific target audiences.

3.6.1 Research community

Communication activities to reach the research community entail: academic publications, conference presentations, knowledge exchange activities, short written articles about project activities and publications and social media posts.

For academic publications, the primary communication channels are peer-reviewed academic journals. Success is measured by two key benchmarks: first, publishing in journals with an impact factor, and second, achieving a target of 20 articles published in high-impact journals by the end of the project. To meet this goal, the timeline requires submitting seven articles annually to high-impact peer-reviewed journals.

For conference presentations, the communication channels include in-person and online academic conferences. Success is measured by the number of conference papers presented, with a target of 20 presentations by the end of the project. We target high-ranked conferences, in particular. This equates to approximately seven presentations per year.

The third communication activity, aimed at engaging the academic community, will involve knowledge exchange through COST actions, Eutopia initiatives, CLARIN, and Dariah. Success will be measured by achieving at least 20 attendees per activity. We plan to organize two knowledge exchange activities each year.

The fourth communication activity targeting the research community involves publishing short written articles about project activities and publications. These articles will be featured on the project website and shared through the organizations' newsletters. Success will be measured using traffic analytics, with a target of at least 20 clicks on each blog post and 20 clicks on the newsletter within one month of publication. We plan to publish one project website post and send one newsletter per month to update the research community on ongoing project activities.

The fifth communication activity targeting the research community involves social media posts shared on researchers' personal profiles (LinkedIn and BlueSky) and on the organizations' social media channels (LinkedIn, Instagram, and Facebook). Success will be measured by achieving at least 10 likes per post. We plan to publish one social media post weekly, either on researchers' personal accounts or organizational platforms.

Table 2. Communication activities, channels, and benchmarks of success to reach the research community.

Communication activity	**Communication channel**	**Benchmark of success**	**Time**
Academic publications	Academic peer-reviewed journals	Impact factor (journals with impact factor) Number of journal articles published (20 academic articles published by the end of the project)	7 submitted publications to academic peer-reviewed journals per year
Conference presentations	Academic conferences	Number of conference papers (20 conference papers by the end of the project)	7 conference papers per year
Knowledge exchange activities	COST actions, Eutopia initiatives, CLARIN Dariah	Number of attendees (at least 20 attendees in each knowledge exchange activity)	2 knowledge exchange activities per year
Short article about project activities	Project activities will be regularly communicated on	Website traffic analytics (at least 20 blog post clicks	1 short article per month

and findings	the project website as posts on the project website and shared via organizations' newsletters.	within one month of publication; at least 20 newsletter clicks within one month of publication)	
Social media posts	Personal social media channels of researchers (LinkedIn, BlueSky) Organizational social media channels (Facebook, LinkedIn, Instagram)	Social media analytics (at least 10 likes per post)	1 social media post each week

3.6.2. Students and educators

To reach students and educators, we will organize webinars and visiting lectures, including lectures in existing summer/autumn schools (ESSLLI, ESSAI, ACAI, and others in the fields of law and technology).

Educational materials will be available online. Lectures will be recorded and disseminated through the Video lectures portal or YouTube channel.

To engage students and educators, the first communication activity will involve organizing webinars as part of various autumn and summer schools. Success will be measured by attendance, with a target of at least 15 participants per webinar. The goal is to organize three webinars annually.

Another communication activity will include guest lectures at various national and international educational institutions such as the University of Ljubljana, the University of Maribor, as well as at existing autumn and summer schools. Success will also be measured by attendance, with a target of at least 15 participants per

lecture. The goal is to organize three guest lectures by project researchers each year.

Lectures will be recorded and shared on the Videolectures portal or the organizational YouTube channel. Success for these recordings will be measured through platform metrics, with a target of at least 100 views per lecture within one year of publication.

Table 3. Communication activities, channels, and benchmarks of success to reach students and educators.

Communication activity	Communication channel	Benchmark of success	Time
Webinars	Existing summer/autumn schools (ESSLLI, ESSAI, ACAI and others in the fields of law and technology)	Number of attendees (at least 15 per event)	3 per year
Visiting lectures	Faculties at University of Ljubljana, University of Maribor, University of Primorska, Foreign universities (e.g. University Sorbonne Paris, University of Edinburgh) Summer/autumn	Number of attendees (at least 15 per event)	3 per year

	schools (ESSLLI, ESSAI, ACAI, and others in the fields of law and technology)		
Online videos	Videolectures; YouTube	Platform metrics (at least 100 views per video within one year of being posted online)	3 per year (from webinars and visiting lectures

3.6.3. Policymakers

To engage policymakers, the first communication activity will involve publishing one policy brief on the project website. Success will be measured by achieving at least 20 downloads until completion of the project.

Another activity aimed at policymakers will be organizing roundtable discussions. Success will be measured by attendance, with a target of at least 20 policymakers and stakeholders per event. We plan to hold one roundtable discussion in the third year of the project.

Table 4. Communication activities, channels, and benchmarks of success to reach policymakers.

Communication activity	**Communication channel**	**Benchmark of success**	**Time**
Policy brief	Project website	Number of downloads (at least 20 until completion of the project)	1 per project duration

Roundtable discussion	In-person event held in Ljubljana	Number of attendees (at least 20 policymakers and stakeholders)	1 per project duration

3.6.4. Industry stakeholders

To engage industry stakeholders and highlight the value of our project, we will organize roundtable discussions with industry stakeholders who want to organize their internal knowledge bases using LLMs. The benchmark of success will be the number of attendees in such events. Second, we will use LinkedIn to publish targeted posts where industry professionals are most active. Success will be measured using social media analytics, with a target of at least 10 likes per post. We plan to post one monthly update, preferably on researchers' personal LinkedIn profiles, as these tend to have a wider reach than company profiles.

Table 5. Communication activities, channels and benchmarks of success to reach industry stakeholders.

Communication activity	Communication channel	Benchmark of success	Time
Roundtable discussions	In-person event held in Ljubljana	Number of attendees (at least 20 industry stakeholders)	1 per year
Social media posts highlight use cases for industry stakeholders	LinkedIn	Social media analytics (at least 10 likes per post)	1 social media post per month highlighting the value of the project for industry stakeholders

3.6.5. General public

To engage the general public, we will implement the following communication activities:

Social media posts will be shared on organizational and researchers' social media channels, including Facebook, LinkedIn, and Instagram. Success will be measured using social media analytics, with a target of at least 10 likes per post. We plan to publish one post per week.

Short articles about project activities and findings will be published on the project website and distributed through the organizational newsletters. Success will be measured by website traffic and newsletter engagement, with a target of at least 20 blog post clicks and 20 newsletter opens within one month of publication.

Third, we will organize in-person public science events featuring interactive demonstrations of project activities. Success will be measured by attendance, with a target of at least 30 attendees per event. One such event will be organized annually.

Articles about the project will be published in Slovenian media. Success will be measured by the number of media mentions, with a target of at least 15 mentions by the end of the project. To achieve this, we will issue at least five media briefs or press releases annually.

Lastly, we will engage the wider public with a citizen science approach. To this end, we will recruit volunteers from five statistical regions in Slovenia to record spoken language, document data, and transcribe and annotate information. Invitations will be shared through selected Facebook groups and libraries. Success will be measured by recruiting five volunteers. Invitations will be posted monthly until the target is reached.

Table 6. Communication activities, channels, and benchmarks of success to reach the general public.

Communication activity	Communication channel	Benchmark of success	Time
Social media posts	Organizational and researchers' Facebook, LinkedIn, and Instagram	Social media analytics (at least 10 likes per post)	1 social media post per week
Short article about project activities and findings	Project website and organizational newsletter	Website traffic analytics (at least 20 blog post clicks within one month of publication; at least 20 newsletter clicks within one month of publication)	1 short article per month

Public science events	In-person events with interactive demonstrations of project activities.	Number of attendees (at least 30 attendees)	1 per year
Media articles and media appearances of project's researchers	Mainstream Slovenian media	Number of mentions in the media (at least 15 mentions in the media related to the project by the completion of the project)	5 media briefs were sent and press releases organized
Citizen science activities	Selected Facebook groups; libraries in Slovenia	Number of volunteers (five amateur linguists from five different statistical regions in Slovenia who would record spoken language, document data, transcribe and annotate data)	Invitations for volunteers are shared monthly in Facebook groups and through libraries in Slovenia until we find 5 volunteers.

4. Yearly communication plan

Table 7. Yearly communication plan by months and communication activities for 2025.

	Q1			Q2			Q3			Q4		
Communication activities	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**June**	**July**	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**
Academic publications												
Conference presentations			RESOURCEFUL at NoDaLiDa 2025			Corpus Linguistics 2025	ACL 2025	Syntax Fest 2025 InterSpeech 2025	Discovery Science 2025		Dr. Marko Robnik Šikonja Keynote, ELEX conference	
Knowledge exchange activities				CLASSLA Express		CLASSLA Express				CLASSLA Express	CLASSLA Express	
Short article about project activities and findings		Website finished	1	1	1	1	1	1	1	1	1	1
Social media posts			4	4	4	4	4	4	4	4	4	4
Webinars												

Visiting lectures			1									
Online videos												
Policy briefs												
Roundtable discussions												
Public science events												
Media articles			First press release event held in Ljubljana									
Citizen science activities			Reaching out in FB groups + libraries	Reaching out in FB groups + libraries								

References

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