

EIZ Seminar

Dear Sir/Madam,

We cordially invite you to attend an **ONLINE EIZ Seminar** on **Monday, 20 April 2026**, at **12:00 p.m.**, when **Alexandra Badort** will deliver the following lecture:

Firm AI Adoption and Regional Public Discourse: Insights from Germany

Zoom details:

Link:

<https://us06web.zoom.us/j/81765099198?pwd=8Sb4jjlcn9qhn9l8kROxBgfg1BwS.1>

Meeting ID: 817 6509 9198

Passcode: 918050

Summary

This paper addresses the limited availability of regional data on public perceptions of artificial intelligence by constructing novel indicators from large-scale regional news media texts and combining them with web-scraped firm-level AI adoption indicators across German planning regions (2020–2023). Using a natural language processing pipeline, we derive region-level measures of AI relevance, sentiment, and discourse topics, enabling a joint analysis of industrial structures and socio-political perceptions. Fixed-effects estimates show that regions with higher AI firm presence exhibit more positive and application-oriented AI discourse, with labor-related concerns shaping these relationships over time.

About the presenter

Alexandra Badort received her PhD from LUISS Guido Carli University, where she studied how work is changing under the influence of digital technologies. Her research combines administrative and unstructured data to study phenomena in the field of regional economics. She holds a master's degree in economics from Maastricht University, has worked as a consultant at Deloitte, and has completed a research stay at the OECD.