



IKMZ Speaker Series Adaptive AI Alignment

Monday, 22 September 2025, 12.15 p.m. – 13.30 p.m.
Room AND-3-46

Frauke Kreuter

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**Professor Frauke Kreuter is the
Chair of Statistics and Data
Science in Social Sciences at LMU
Munich, Germany & Deputy Head
of Department**

**At the University of Maryland,
USA, she is co-Director of the
Social Data Science Center
(SODA)**



Biography

From 2010–2020, Professor Kreuter concurrently led the Methods Competence Center at the Institute for Employment Research of the German Federal Employment Agency and held a professorship at the University of Mannheim. Her research has twice received the Warren Mitofsky Innovators Award from the American Association for Public Opinion Research. She was the inaugural recipient of the Link Lecture Award from the American Statistical Association, honored for her “contributions to the ability of the U.S. federal statistical system to meet new data demands,” and received the Gertrude Cox Award from the Washington Statistical Society.

Professor Kreuter founded the International Program in Survey and Data Science (IPSDS) in response to growing demand from researchers and practitioners for suitable methods and tools in a changing data landscape. Through the Coleridge Initiative, which she co-founded, she helps municipalities and states make better use of administrative data. She addresses the impacts of digitalization on economy and society in the podcast DigDeep.de.

Adaptive AI Alignment

As AI systems become integral to social institutions, the alignment challenge—ensuring these systems reflect human values and societal norms—has intensified. But alignment to what, exactly? And how do we validate our approaches?

This talk draws on survey methodology's and communication science rich tradition of measuring public opinion and social norms to inform AI alignment strategies. We'll explore how decades of survey archives, cross-national value studies, and longitudinal attitude data can serve as empirical benchmarks for training and evaluating AI systems. More critically, we'll examine how classic survey based research challenges directly translate to AI alignment problems. Issues familiar to methodologists—measurement error, question framing effects, sampling bias, mode effects, and nonresponse—create analogous problems when designing human feedback systems for AI training. We'll discuss how established solutions can improve the quality of human preference data used in AI development. The talk will also address dynamic measurement challenges: just as public opinion shifts over time and across contexts, societal norms evolve in ways that static AI training approaches cannot capture.

Please join us for the first talk of the autumn semester 2025!

For more information about the IKMZ Speaker Series, past and upcoming talks, visit <https://www.ikmz.uzh.ch/en/department/events/speaker-series.html> or scan the QR code:

