



Contribution ID: 9 Contribution code: 12

Type: **Poster**

## **Few-shot learning for automated content analysis (FLACA) in the German media debate on arms deliveries to Ukraine**

The use of pre-trained language models based on transformer neural networks has significantly advanced the field of NLP and offers considerable potential for improving automatic content analysis, e.g., in communication science, where their widespread adoption is still limited. In our poster, we highlight challenges and promises by employing transformer models combined with parameter-efficient few-shot fine-tuning to need less labeled data in complex annotation tasks using automated procedures. The results indicate a noteworthy zero-shot understanding of ChatGPT of our definitions of claims and arguments while our tailor-made few-shot methods outperform it using a medium number of human annotations as training data.

### **Find me @ my poster**

### **Keywords**

natural language processing  
large language models  
few-shot  
annotation  
content analysis

### **TentID**

**Authors:** RIEGER, Jonas (Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI)); RUCKDESCHEL, Mattes (Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI)); YANCHENKO, Kostiantyn (Universität Hamburg); VON NORDHEIM, Gerret (Universität Hamburg); KLEINEN VON KÖNIGSLÖW, Katharina (Universität Hamburg); WIEDEMANN, Gregor (Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI))