

# ARTIFICIAL INTELLIGENCE AND DATA FEMINISM

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## WHAT IS AI?

Collect, analyze, and interpret data through algorithms to make **powerful & smart** decisions

AI technologies can use data to **challenge** or **reinforce** gender norms and power dynamics,

- Promoting **inclusivity**!
- Promoting **fairness**!
- Promoting **social justice**!



## DIVERSE REPRESENTATION

AI algorithms can track gender representation in media such as films, ads, social media content and more. This helps us identify patterns of representation, harmful stereotypes, and raise awareness about biases

## INCLUSIVITY IN HIRING

These technologies can also be used in recruitment to minimize unconscious biases by removing gender-related info from resumes, challenging unconscious power dynamics in the hiring process!



## SYSTEMATIC BIAS

If the designers of the algorithm do not consider their own biases, the algorithm will likely suffer from the same problems

## UNINCLUSIVITY

If not all groups of people are fairly represented, the technology can limit the ability for some to participate



## PRIVACY & DATA MISUSE

Data is the fuel for AI, but can also be very sensitive. This is especially true for already vulnerable groups of people.



## WHAT ARE THE PROBLEMS?



AI can amplify both the positive and the negative aspects, so if these algorithms are created with ill intent or even just neglect it can severely impact the ability for large groups of people to live their lives in even more ways than today.



## WHAT ARE THE SOLUTIONS?

AI needs to be developed with the right goals in mind, and with the involvement of the groups which have the highest risk of being discriminated against, to ensure it is fair and just.



## ENSURE THE AI SYSTEMS ARE:

- Transparent - Possible for everyone to understand
- Accountable - Responsible creators and managers
- Inclusive - Able to handle all edge cases
- Participatory - Feedback from local communities
- Privacy minded - Responsible handling of data
- Carefully designed - Free from biases and injustices\*

*\*If that is even possible?*

