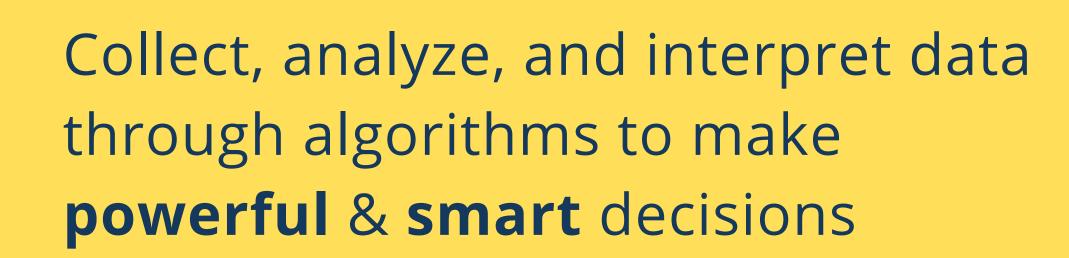


ARTIFICIAL INTELLIGENCE AND DATA FEMINISM



Ayub Atif & Jonas Gummesson

WHATISAI?



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

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



DIVERSE REPRESENTATION

Al 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!



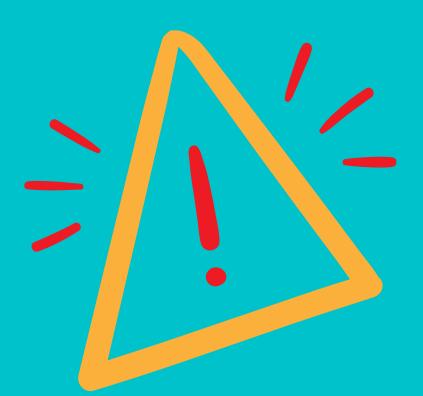
SYSTEMATIC BIAS

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.

WHATARETHE PROBLEMS?





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



WHAT ARE THE SOLUTIONS?

Al needs to be developed with the right goals in mind, and with the involvment 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?