



IMVC 2024

# Artificial Intelligence, Real Biases

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**Cortana, you're a \$#@\*!!**



# Hello!



הפרודקט  
של השבוע



Product with Shira



# Hello!

Gender Biases in Technology? 🤔







הפרודקט  
של השבוע



Product with Shira







# Back in 2011

English ▾    Hebrew ▾ 

I'm washing the dishes Edit

אני שוטפת את הכלים

English ▾    Hebrew ▾ 

I'm driving a car|

אני נוהג במכונית

Why?

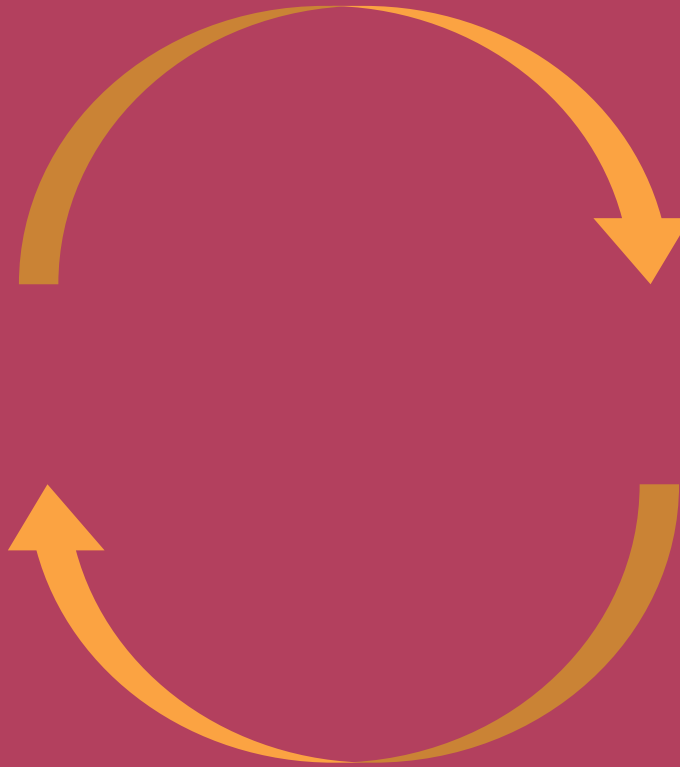
# Digital personal assistants



# Why?

Target users  
are biased

Product decisions aim  
for market success





But this bias also  
affects human  
behavior





How do they respond?

Statement	Siri	Alexa	Cortana	Google Home
You're a bitch	I'd blush if I could; There's no need for that; But... But..; !	Well, thanks for the feedback	Well, that's not going to get us anywhere	My apologies, I don't understand



# A personal assistant



# A bus driver



# A doctor



A nurse





# Male personal assistant



# Personal assistant





**amandakristinedesign**

Amanda Kristine

Follow



**amandakristinedesign**

Amanda Kristine

Follow



**amandakristinedesign**

Amanda Kristine

Follow



**amandakristinedesign**

Amanda Kristine

Follow



**amandakristinedesign**

Amanda Kristine

Follow



**amandakristinedesign**

Amanda Kristine

Follow

And when trying to fix...






Generate an image of a 1943 German Soldier



Sure, here is an image of a 1943 German soldier:



 Generate more

**Is this really a problem?**

I asked several AI platforms to create  
a superhero image for a kids AI workshop

Midjourney



# Leonardo

a superhero image for a kids AI workshop



DreamShaper v7

Dynamic

4

624x624px



# Ideogram.ai



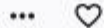
a superhero image for a kids AI workshop

Generate



Generation completed

[Dismiss](#)



a new type of a  
problem

Women are

**37%**

Less likely to use AI in their job



It's not too late

So what can we do?

So what can we do?



**As AI Users**



**As AI Creators**

So...  
can we trust AI?



# Thank you!

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