Small Particles, Big Issues: PRIORITYze DEI

Issue 8 06/10/2023: Unveiling Bias in Artificial Intelligence: A Focus on Equity.

Dear colleagues,

we hope this email finds you well.

Today, we want to delve into a pressing topic that holds paramount importance the application of an Equity Lens on Artificial Intelligence (AI).
Just as our research has the potential to shape the future, so does AI, acting as a double-edged sword with the capacity to both mitigate and perpetuate biases. This duality presents us with a critical responsibility.
AI's utilization of statistical prediction methods, which can be subjected to audits, offers promise in fostering outcomes that aid marginalized groups. In situations where human decisions can be tainted by cognitive biases, AI has the potential to provide clarity.
However, we cannot ignore the flip side of the coin. The technology that AI embodies can inadvertently amplify prejudice, perpetuating marginalization among women, gender minorities, racial communities, and people of limited financial means. Biased datasets can be incorporated into AI-powered products, inadvertently propagating stereotypes and contributing to further marginalization. The roots of this reinforcement of biases can be traced to the biases embedded in datasets, the complex decisions that emerge when it comes to reconciling AI with social values in profit-driven contexts, the lack of transparency among AI creators and implementers, insufficient accountability to the public, and the limited representation of marginalized groups within the technology sector.
In our quest for knowledge and innovation, it is imperative that we recognize these problems and address them collectively. So how do we apply an equity lens to AI research, to ensure that the technology we create is fair, unbiased, and inclusive?

In the study conducted by Gender and the economy called "An Equity Lens on Artificial Intelligence" (https://www.gendereconomy.org/artificial-intelligence/) some suggestions are given regarding:

- Equitable Representation in AI Development
- Alignment with Social Values
- Policy Emphasis on Accountability and Transparency
- Economic Security for Impacted Workers
- Deepening Research on AI and Inequity

These insights provide a roadmap for navigating the complex intersection of AI, equity, and societal well-being, encouraging collaborative action among various stakeholders.

We encourage you to consider this helpful approach for your research process.

Best regards

Mariasole and Camilla