

Amazon's Hiring AI: A Case Study in Bias Amplification

Discovery: AI doesn't eliminate bias, it automates it at scale

AI Training
Starts
10 years of
resumes
(mostly male)

Bias
Emerges
Penalizes
'women's'
keyword

Pattern
Detected
-5 stars for
female colleges

Attempted
Fix
Manual
adjustments
fail

System
Scrapped
Never
deployed
in production

Impact: Thousands of women's resumes potentially downranked