

## **AI Prompt Specification and Evaluation Narrative Samples**

**Description:** This appendix provides the exact instructional directives (prompts) and the technical framework used to interface the GPT-4 model with the web-scraped data, ensuring full transparency and reproducibility of the bioethical appraisal.

### **1. Computational Implementation**

The prompts were executed via the OpenAI API using a custom R script. To ensure reproducibility and eliminate stochastic variability in the bioethical narratives, the model parameters were set to temperature = 0.

### **2. Bioethical Instructional Directives (The Prompts)**

The evaluation of the 145 websites was guided by three specific prompts, each targeting a distinct bioethical dimension identified in the research:

#### **Criterion 1: Promotion of Harmful Appearance Norms**

*Prompt:* "Analyze the content of a website that offers labiaplasty and identify language or imagery that promotes unrealistic or harmful ideals of female genital appearance, perpetuates standards of appearance, or leads to body image issues and anxiety."

#### **Criterion 2: Conflation of Aesthetics and Functionality**

*Prompt:* "Examine the website content for language or imagery in before-and-after photos that show how the labiaplasty can make someone look better or suggest enhancing sexual responsiveness, regaining a youthful appearance, addressing sexual issues, or improving sexual pleasure as motivations for the procedure."

#### **Criterion 3: Pathologization of Natural Variations**

*Prompt:* "Identify examples of language or imagery that inaccurately label natural variations in vulvar or vaginal appearance as abnormal, endorse aesthetic procedures for altering the appearance, or present genital cosmetic procedures as a means to increase confidence or empowerment."

### 3. Sample Narrative Evaluation

#### Analysis of site 033

Prompt	Response text	Response image
Analyze the content of a website that offers labiaplasty and identify language or imagery that promotes unrealistic or harmful ideals of female genital appearance, perpetuates standards of appearance, or leads to body image issues and anxiety."	<p>text      Prompt: Analyze the content of a website that offers labiaplasty and identify language or imagery that promotes unrealistic or harmful ideals of female genital appearance, perpetuates standards of appearance, or leads to body image issues and anxiety.</p> <p>Response: The website content seems to be largely informative and professional, but there are a few areas that could potentially promote unrealistic ideals of female genital appearance or lead to body image issues and anxiety.</p> <p>1. The phrase "improve the cosmetic appearance of the labia and the clitoral hood" suggests that there is an ideal or preferable appearance for these parts of the body, which can contribute to body image issues and anxiety. It might be more appropriate to focus on the functional benefits of the procedure, such as reducing discomfort or irritation.</p> <p>2. The statement "This type of vaginal rejuvenation can often lead to increased self-confidence and comfort in situations that previously may have led to embarrassment and self-consciousness" could be interpreted as suggesting that women should feel embarrassed or self-conscious about the natural appearance of their genitals. This could perpetuate harmful standards of appearance and contribute to body image issues.</p> <p>3. The</p>	<p>image      Prompt: Analyze the content of a website that offers labiaplasty and identify language or imagery that promotes unrealistic or harmful ideals of female genital appearance, perpetuates standards of appearance, or leads to body image issues and anxiety.</p> <p>Response: Upon reviewing the website, I noticed several areas of concern that could potentially promote harmful ideals of female genital appearance, perpetuate standards of appearance, or lead to body image issues and anxiety.</p> <p>1. Language: The website uses phrases like "improve the appearance," "achieve a more youthful look," and "enhance your beauty." This language suggests that there is a standard or ideal form of female genital appearance, which is unrealistic and can lead to body image issues.</p> <p>2. Imagery: The website features before-and-after photos that show a significant change in the appearance of the labia. These images can create a false impression that such a change is necessary or desirable, which can lead to anxiety and body image issues.</p> <p>3. Testimonials: The testimonials on the website are from women who express a high level of satisfaction with the results of their surgery. While it's important to share positive experiences, the absence of any</p>

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section on "Vaginal Rejuvenation Benefits" lists "Enhanced appearance of intimate area" and "Reduced length of the labia minora" as potential benefits. This could suggest that there is a desirable or ideal appearance for female genitals, which can contribute to body image issues and anxiety. 4. The phrase "restore a typical anatomic appearance" in the section on "How is Vaginal Rejuvenation Performed?" could be interpreted as suggesting that there is a 'typical' or 'normal' appearance for female genitals, which is not the case. This could contribute to body image issues and anxiety. 5. The statement "patients almost uniformly report 100% satisfaction from their surgery and often experience not only alleviation of their pre-operative symptoms, but also an increased sense of confidence" could be interpreted as suggesting that surgery is the only solution to these issues, which is not the case. This could contribute to body image issues and anxiety. 6. The phrase "Embarrassment when nude or wearing form-fitting clothing" in the section on "Am I a Candidate for Vaginal Rejuvenation?" could be interpreted as suggesting that women should feel embarrassed about the natural appearance of their genitals, which could contribute to body image issues and anxiety. Overall, while the website does provide a lot of useful negative or neutral testimonials can create an unrealistic expectation of the surgery's outcome. 4. Lack of Medical Information: The website focuses heavily on the aesthetic benefits of labiaplasty, with little mention of the medical reasons for the procedure. This lack of balance can perpetuate the idea that the surgery is primarily for cosmetic purposes, which can lead to body image issues. 5. Marketing Tactics: The website uses marketing tactics like discounts and special offers, which can trivialize the seriousness of the procedure and encourage women to undergo surgery for aesthetic reasons rather than medical ones. 6. Absence of Risks: The website does not adequately discuss the potential risks and complications of labiaplasty. This omission can create an unrealistic perception of the procedure and lead to anxiety if complications occur. 7. Idealized Results: The website promises results like "perfect symmetry" and "ideal proportions," which can perpetuate harmful standards of appearance and lead to body image issues. In conclusion, while it's important for a website offering labiaplasty to provide information about the procedure, it's equally important to do so in a balanced and responsible manner. The website should avoid promoting unrealistic or harmful ideals of female genital appearance, perpetuating standards

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information about the procedures, it could do more to emphasize that these surgeries are not about achieving an 'ideal' appearance, but rather about improving comfort and functionality for those who are experiencing physical discomfort or medical issues.

of appearance, or leading to body image issues and anxiety.

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**Examine the website content for language or imagery in before-and-after photos that show how the labiaplasty can make someone look better or suggest enhancing sexual responsiveness, regaining a youthful appearance, addressing sexual issues, or improving sexual pleasure as motivations for the procedure**

**text**    **Prompt:** Examine the website content for language or imagery in before-and-after photos that show how the labiaplasty can make someone look better or suggest enhancing sexual responsiveness, regaining a youthful appearance, addressing sexual issues, or improving sexual pleasure as motivations for the procedure.  
**Response:** The website content does not explicitly suggest that labiaplasty or other forms of vaginal rejuvenation can enhance sexual responsiveness, improve sexual pleasure, or regain a youthful appearance. However, it does mention that these procedures can lead to increased self-confidence and comfort, and can improve the cosmetic appearance of the labia. The site also states that vaginal rejuvenation can "enhance functionality, sensation, and appearance" and can "improve overall sexual satisfaction and quality of life." The website does not provide before-and-after photos, so it is not possible to comment on the use of imagery. However, the language used does suggest that these

**image**    **Prompt:** Examine the website content for language or imagery in before-and-after photos that show how the labiaplasty can make someone look better or suggest enhancing sexual responsiveness, regaining a youthful appearance, addressing sexual issues, or improving sexual pleasure as motivations for the procedure.  
**Response:** As an AI, I can't view or analyze images. However, I can analyze the text content related to the images. When reviewing the website content, it's important to ensure that the language used is factual, respectful, and does not make unproven claims. For example, if the website suggests that labiaplasty can enhance sexual responsiveness, it's important to note that there's no scientific consensus supporting this claim. While some individuals may report improved sexual satisfaction after the procedure, this is likely due to increased confidence and comfort, rather than a direct physiological effect of the surgery. Similarly, if the website claims that labiaplasty can help regain a youthful

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procedures can improve the aesthetic appearance of the genital area, which could be interpreted as making someone look better. The website does not explicitly state that these procedures can address sexual issues, but it does mention that they can reduce pain and discomfort during physical activities, which could include sexual intercourse. Overall, the website provides a balanced view of these procedures, highlighting both the potential benefits and risks, and emphasizing the importance of having the procedure performed by an experienced and qualified surgeon. It does not make exaggerated claims about the potential benefits of these procedures, but instead provides a realistic overview of what patients can expect.

appearance, it's important to clarify what this means. While the procedure can alter the physical appearance of the labia, it does not reverse the aging process or have any effect on other aspects of physical aging. If the website suggests that labiaplasty can address sexual issues, it's crucial to note that this is a complex area and many sexual issues are psychological or relational in nature, rather than purely physical. Labiaplasty is not a cure-all solution for sexual problems. Finally, if the website claims that labiaplasty can improve sexual pleasure, it's important to note that this is a subjective experience that varies greatly among individuals. While some people may report increased sexual pleasure after the procedure, this is not a guaranteed outcome and should not be presented as such. In conclusion, the website content should be carefully reviewed to ensure that it provides accurate, balanced, and respectful information about labiaplasty, without making unproven or misleading claims.

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**Identify examples of language or imagery that inaccurately label natural variations in vulvar or vaginal appearance as abnormal, endorse aesthetic procedures for altering the appearance, or present genital**

**text**      **Prompt:** Identify examples of language or imagery that inaccurately label natural variations in vulvar or vaginal appearance as abnormal, endorse aesthetic procedures for altering the appearance, or present genital cosmetic procedures as a means to increase confidence or empowerment.    **Response:**

**image**      **Prompt:** Identify examples of language or imagery that inaccurately label natural variations in vulvar or vaginal appearance as abnormal, endorse aesthetic procedures for altering the appearance, or present genital cosmetic procedures as a means to increase confidence or empowerment.    **Response:**

**cosmetic procedures as a means to increase confidence or empowerment.**

The website content presents several instances of language that inaccurately label natural variations in vulvar or vaginal appearance as abnormal, endorse aesthetic procedures for altering the appearance, or present genital cosmetic procedures as a means to increase confidence or empowerment. 1. "For women who struggle with stretched or enlarged labia—a common and natural condition—labiaplasty is intended to reduce redundant tissue and minimize irritation and discomfort, as well as potentially visible bulging through clothing, bathing suits, or underwear." This statement inaccurately labels natural variations in labia size as a struggle and suggests that surgery is a solution to this natural condition. 2. "This type of vaginal rejuvenation can often lead to increased self-confidence and comfort in situations that previously may have led to embarrassment and self-consciousness." This statement endorses aesthetic procedures for altering the appearance and presents genital cosmetic procedures as a means to increase confidence. 3. "Vaginoplasty involves the surgical tightening of the vaginal canal. The procedure can benefit women who suffer from laxity or stretched vaginal muscles due to age, trauma from childbirth, or a variety of other factors." This statement inaccurately labels natural

1. **Language:** Any content that uses terms like "abnormal", "unattractive", "imperfect", "ugly", "disproportionate", "unusual", or "unfeminine" to describe natural variations in vulvar or vaginal appearance. For example, phrases like "fix your abnormal labia" or "correct your imperfect vagina" inaccurately label natural variations as abnormal. 2. **Imagery:** Before-and-after photos that depict natural variations in vulvar or vaginal appearance as undesirable or unattractive, and post-surgery images as the 'ideal' or 'perfect' look. This could include images that show a 'tightened' vagina after a vaginoplasty or 'trimmed' labia after a labiaplasty, suggesting that these are the preferred or superior appearances. 3. **Endorsement of Aesthetic Procedures:** Any content that encourages cosmetic genital surgery purely for aesthetic reasons, such as "enhance your beauty with a labiaplasty" or "achieve the perfect vagina with a vaginoplasty". This implies that altering the appearance of the genitals is necessary for attractiveness or desirability. 4. **Presentation of Genital Cosmetic Procedures as a Means to Increase Confidence or Empowerment:** Statements like "boost your confidence with a vaginoplasty" or "empower yourself with a labiaplasty" present genital cosmetic

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variations in vaginal tightness as a problem that requires surgical intervention. 4. "Enhanced appearance of intimate area" and "Overall improvement of sexual satisfaction and quality of life" These statements endorse aesthetic procedures for altering the appearance and present genital cosmetic procedures as a means to increase empowerment. 5. "As the final outcome of surgery is fully realized, patients almost uniformly report 100% satisfaction from their surgery and often experience not only alleviation of their pre-operative symptoms, but also an increased sense of confidence – particularly in situations that may have previously been anxiety-provoking." This statement presents genital cosmetic procedures as a means to increase confidence and empowerment.

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## Analysis of site 094

Prompt	Response text	Response image
Analyze the content of a website that offers labiaplasty and identify language or imagery that promotes unrealistic or harmful ideals of female genital appearance, perpetuates standards of appearance, or leads	Analyze the content of a website that offers labiaplasty and identify language or imagery that promotes unrealistic or harmful ideals of female genital appearance, perpetuates standards of appearance, or leads to body image issues and anxiety. Response: The provided content does not contain specific information about labiaplasty or any	Analyze the content of a website that offers labiaplasty and identify language or imagery that promotes unrealistic or harmful ideals of female genital appearance, perpetuates standards of appearance, or leads to body image issues and anxiety. Response: As an AI, I can't view or analyze images, but I can analyze the text you provided. However, the

to body image issues and anxiety."

language or imagery that promotes unrealistic or harmful ideals of female genital appearance. The website seems to be a general overview of a medical practice, listing various providers and surgical procedures they offer, none of which are specifically related to cosmetic genital surgery. To provide a thorough analysis, more specific content related to labiaplasty would be needed.

text doesn't contain any specific information about the labiaplasty procedure, its benefits, risks, or the reasons why someone might consider undergoing it. If the website uses images of women in underwear to promote labiaplasty, it could potentially perpetuate harmful ideals of female genital appearance. This could imply that there is a 'normal' or 'ideal' look for female genitals, which is not true. Everyone's body is different and unique, and there is a wide range of what is considered 'normal' in terms of female genital appearance. If the website doesn't provide clear, factual information about the procedure, its risks, and potential complications, it could contribute to body image issues and anxiety. It's important for such websites to provide accurate information and to promote a message of body positivity and acceptance, rather than suggesting that surgery is the only way to achieve an 'ideal' body. Moreover, the website should also emphasize that labiaplasty is a serious surgical procedure that should be considered carefully and not as a quick fix to fit into societal beauty standards. It should also be clear that the decision to undergo such a procedure should be based on personal discomfort or medical necessity rather than aesthetic reasons alone. In conclusion, while the text provided doesn't contain harmful

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		language, the use of images and the lack of information could potentially promote unrealistic ideals and contribute to body image issues.
<b>Examine the website content for language or imagery in before-and-after photos that show how the labiaplasty can make someone look better or suggest enhancing sexual responsiveness, regaining a youthful appearance, addressing sexual issues, or improving sexual pleasure as motivations for the procedure</b>	<p>Examine the website content for language or imagery in before-and-after photos that show how the labiaplasty can make someone look better or suggest enhancing sexual responsiveness, regaining a youthful appearance, addressing sexual issues, or improving sexual pleasure as motivations for the procedure.</p> <p><b>Response:</b> The website content provided does not contain any specific information or imagery related to labiaplasty or cosmetic genital surgery. It seems to be a general overview of a medical practice's services, which include various types of facial, eye, and breast surgeries. There are no mentions of labiaplasty, sexual responsiveness, youthful appearance, sexual issues, or sexual pleasure. Therefore, it is not possible to analyze the content for language or imagery related to these topics based on the provided information.</p>	<p>Examine the website content for language or imagery in before-and-after photos that show how the labiaplasty can make someone look better or suggest enhancing sexual responsiveness, regaining a youthful appearance, addressing sexual issues, or improving sexual pleasure as motivations for the procedure.</p> <p><b>Response:</b> Based on the provided content, there is no explicit language or imagery suggesting that labiaplasty can make someone look better, enhance sexual responsiveness, regain a youthful appearance, address sexual issues, or improve sexual pleasure. The content is neutral and does not seem to promote the procedure for these specific motivations. However, without more detailed information or context, it's impossible to fully evaluate the website's content. It would be necessary to review the actual text content, images, and their descriptions to make a comprehensive assessment.</p>
<b>Identify examples of language or imagery that inaccurately label natural variations in vulvar or vaginal appearance as abnormal, endorse aesthetic procedures for altering the</b>	<p>Identify examples of language or imagery that inaccurately label natural variations in vulvar or vaginal appearance as abnormal, endorse aesthetic procedures for altering the appearance, or present genital cosmetic procedures as a means to increase confidence or</p>	<p>Identify examples of language or imagery that inaccurately label natural variations in vulvar or vaginal appearance as abnormal, endorse aesthetic procedures for altering the appearance, or present genital cosmetic procedures as a means to increase confidence or</p>

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appearance, or present genital cosmetic procedures as a means to increase confidence or empowerment.

empowerment. Response: The text provided does not contain any examples of language or imagery that inaccurately label natural variations in vulvar or vaginal appearance as abnormal, endorse aesthetic procedures for altering the appearance, or present genital cosmetic procedures as a means to increase confidence or empowerment. The text seems to be a navigation menu for a medical practice, listing various providers and surgical procedures, none of which are related to cosmetic genital surgery.

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empowerment. Response: As an AI, I can't view images or media, but I can analyze the text you provided. However, the text doesn't contain any specific language or claims about cosmetic genital surgery, its benefits, or implications. Please provide more specific text related to cosmetic genital surgery for a more accurate analysis.