

## 8 Ethical Considerations

Several ethical considerations need to be considered with this work. The act of reducing persona traits, morals perspectives, and ethical views to low-dimensional representations risks oversimplifying the definition of those traits. This concern extends to the datasets used, many reflecting predominantly Western political, ethical, and personality perspectives. In a similar vein, persona and ethic-related datasets, by definition, at times contain data that amplify stereotypical views and traits. By making transparent encoded values, it creates opportunities for control mechanisms that could be used adversarially. It also begs the question of who determines desirable personas and traits.

## References

- [1] Dan Hendrycks, Nicholas Carlini, John Schulman, and Jacob Steinhardt. Unsolved problems in ml safety. *arXiv preprint arXiv:2109.13916*, 2021.
- [2] Kevin Ro Wang, Alexandre Variengien, Arthur Conmy, Buck Shlegeris, and Jacob Steinhardt. Interpretability in the wild: a circuit for indirect object identification in gpt-2 small. In *ICLR*, 2023.
- [3] Ethan Perez, Sam Ringer, Kamile Lukosiute, Karina Nguyen, Edwin Chen, Scott Heiner, Craig Pettit, Catherine Olsson, Sandipan Kundu, Saurav Kadavath, et al. Discovering language model behaviors with model-written evaluations. In *Findings of the Association for Computational Linguistics: ACL 2023*, pages 13387–13434, 2023.
- [4] Alireza Salemi, Sheshera Mysore, Michael Bendersky, and Hamed Zamani. Lamp: When large language models meet personalization. *arXiv preprint arXiv:2304.11406*, 2023.
- [5] Erik Miehl, Michael Desmond, Karthikeyan Natesan Ramamurthy, Elizabeth M. Daly, Kush R. Varshney, Eitan Farchi, Pierre Dognin, Jesus Rios, Djallel Bouneffouf, Miao Liu, and Prasanna Sattigeri. Evaluating the prompt steerability of large language models. In *Conference of the North American Chapter of the Association for Computational Linguistics*, 2025.
- [6] Tao Ge, Xin Chan, Xiaoyang Wang, Dian Yu, Haitao Mi, and Dong Yu. Scaling synthetic data creation with 1,000,000,000 personas. *arXiv preprint arXiv:2406.20094*, 2024.
- [7] Yijiang River Dong, Tiancheng Hu, and Nigel Collier. Can llm be a personalized judge? *arXiv preprint arXiv:2406.11657*, 2024.
- [8] Danica Dillion, Niket Tandon, Yuling Gu, and Kurt Gray. Can ai language models replace human participants? *Trends in Cognitive Sciences*, 27(7):597–600, 2023.
- [9] Fabio Motoki, Valdemar Pinho Neto, and Victor Rodrigues. More human than human: measuring chatgpt political bias. *Public Choice*, 198(1):3–23, 2024.
- [10] Suhaib Abdurahman, Mohammad Atari, Farzan Karimi-Malekabadi, Mona J Xue, Jackson Trager, Peter S Park, Preni Golazizian, Ali Omrani, and Morteza Dehghani. Perils and opportunities in using large language models in psychological research. *PNAS nexus*, 3(7):pgae245, 2024.
- [11] Ricardo Dominguez-Olmedo, Moritz Hardt, and Celestine Mendler-Dünnner. Questioning the survey responses of large language models. *Advances in Neural Information Processing Systems*, 37:45850–45878, 2024.
- [12] Tomasz Miaskiewicz and Kenneth A Kozar. Personas and user-centered design: How can personas benefit product design processes? *Design studies*, 32(5):417–430, 2011.
- [13] Joni Salminen, Kathleen Wenyun Guan, Soon-Gyo Jung, and Bernard Jansen. Use cases for design personas: A systematic review and new frontiers. In *CHI Conference on Human Factors in Computing Systems*, pages 1–21, 2022.
- [14] Rudolf Laine, Bilal Chughtai, Jan Betley, Kaivalya Hariharan, Mikita Balesni, Jérémy Scheurer, Marius Hobbhahn, Alexander Meinke, and Owain Evans. Me, myself, and ai: The situational awareness dataset (sad) for llms. In *NeurIPS Systems Datasets and Benchmarks*, 2024.
- [15] Shashank Gupta, Vaishnavi Shrivastava, Ameet Deshpande, Ashwin Kalyan, Peter Clark, Ashish Sabharwal, and Tushar Khot. Bias runs deep: Implicit reasoning biases in persona-assigned LLMs. In *ICLR*, 2024. URL <https://openreview.net/forum?id=kGteeZ18Ir>.
- [16] Yimo Deng and Huangxun Chen. Divide-and-conquer attack: Harnessing the power of llm to bypass the censorship of text-to-image generation model. *arXiv preprint arXiv:2312.07130*, 2023.
- [17] Moritz Hardt, Eric Price, and Nati Srebro. Equality of opportunity in supervised learning. *Advances in neural information processing systems*, 29, 2016.