

An example of a group that is studying ways to make sure their applications of algorithms to big data aren't harming a particular group of people is Amazon. A couple of years ago, Amazon had to get rid of its AI recruiting tool because it was shown that it had a bias against women. The tool was set up to interpret applications for different job roles. After some research was done on the software it was discovered that the tool was not selecting nearly as many women candidates as it was male candidates. Amazon had to rewrite the code for the AI software so that it gave women equal opportunities.

#### Citation

5 algorithms that demonstrate artificial intelligence bias. GeeksforGeeks. (2022, July 4). Retrieved October 24, 2022, from <https://www.geeksforgeeks.org/5-algorithms-that-demonstrate-artificial-intelligence-bias/#:~:text=For%20example%2C%20Amazon%20found%20out,also%20favored%20men%20over%20women>.