Ethics Portfolio Assignment 2

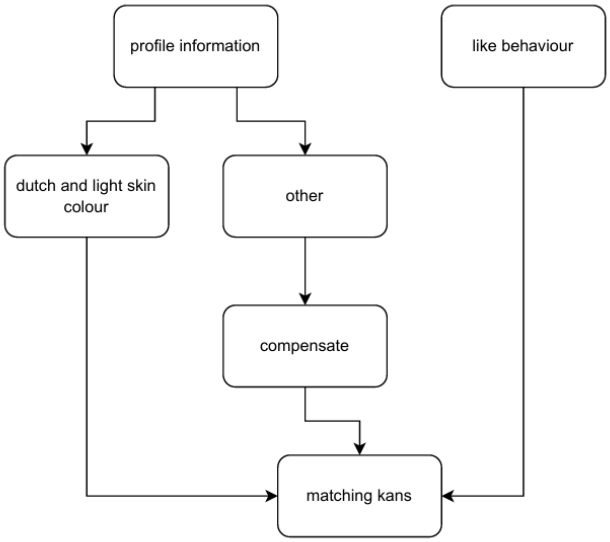
Casestudy Dating App Breeze – Ethical dilemma (Mensenrechteninstituut, 2023)

The casestudy is about a (Dutch) dating app. This app matches users via an algoritm that picks out a likely match and sends them on a date. The problem was that there was a suspicion that the algoritm was biased and the possibility of discrimination existed.

First impression

I believe correcting bias in algorithms is an important development in the AI field. Society is becoming increasingly reliant on AI systems that shape our world and can influence our behavior. If data scientists can positively shape our world by correcting for discrimination or other types of bias, then I think this could be one of the solutions to fight inequality in society.

DAG



Reflection on impression

What we can see in the DAG (Wikipedia, 2025) very clearly is that by trying to prevent discrimination we are creating two discriminative paths to treat the two separate groups of people differently. This is in essence what discrimination means and can be viewed as ironic. Still, because the algorithm seems biased, we want to correct the bias and therefore want to intervene in such a way that the matching score isn't exaggerating bias.

Recommendation

The data scientist recommendation is that they adjust the input so that there will be positive discrimination or also called compensation bias towards the other group. This will help correct the algorithm to give a fair matching score for all individuals and therefore stimulate diversity in the Breeze dating app. As a data scientist you are always fully responsible for the output of the algorithm.

References

Mensenrechteninstituut, H. (2023, 09 06). *Dating-app Breeze mag (en moet) algoritme aanpassen om discriminatie te voorkomen*. Opgehaald van www.mensenrechten.nl: https://www.mensenrechten.nl/actueel/nieuws/2023/09/06/dating-app-breeze-mag-en-moet-algoritme-aanpassen-om-discriminatie-te-voorkomen

Wikipedia. (2025, 10 01). *Wikipedia*. Opgehaald van Directed acyclic graph: https://en.wikipedia.org/wiki/Directed_acyclic_graph