

Sociodemographic Persona Prompts

We identify 9 common prompt types in literature:

Role Adoption

X

- Direct** — *You are a...*
 - Third Person** — *Think of a...*
 - Interview** — *Interviewer: ...
Interviewee: ...*
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Demographic Priming

- Explicit** — *...a Hispanic woman*
- Structured** — *...a person of gender female*
- Name** — *...Ms. Garcia*

We evaluate them on 15 demographic groups and 3 tasks:

Open Tasks

Self-Description
How would you describe yourself?

Social Media Bio
What is your social media username and bio?

Closed Task

Survey Response
How would you answer the following question: ...

Evaluation

For Open Tasks:

Stereotypical Bias ↓

✓ Low

✗ High

Semantic Diversity ↑

✓ High

✗ Low

Language Switching ↓

✓ Low

✗ High

For Closed Task:

Opinion Distance ↓

✓ Low

✗ High