

Introduction to Bias and Fairness in AI, Natural Language Processing and Content Moderation

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Introduction to Bias and Fairness in AI, Natural Language Processing and Content Moderation

- **What is AI? How does it work?**
- **What is Natural Language processing?**
- **What is Content Moderation?**
- **What are Bias and Fairness? And how do they impact AI?**



Artificial Intelligence (AI)

Definitions

- **Intelligence vs. Artificial intelligence**
 - **Intelligence:** can be defined as the ability to solve complex problems or make decisions with outcomes benefiting the actor¹
 - **Artificial intelligence:** refers to computer systems capable of performing complex tasks that historically only a human could do, such as reasoning, making decisions, or solving problems².

Artificial Intelligence (AI)

Definitions

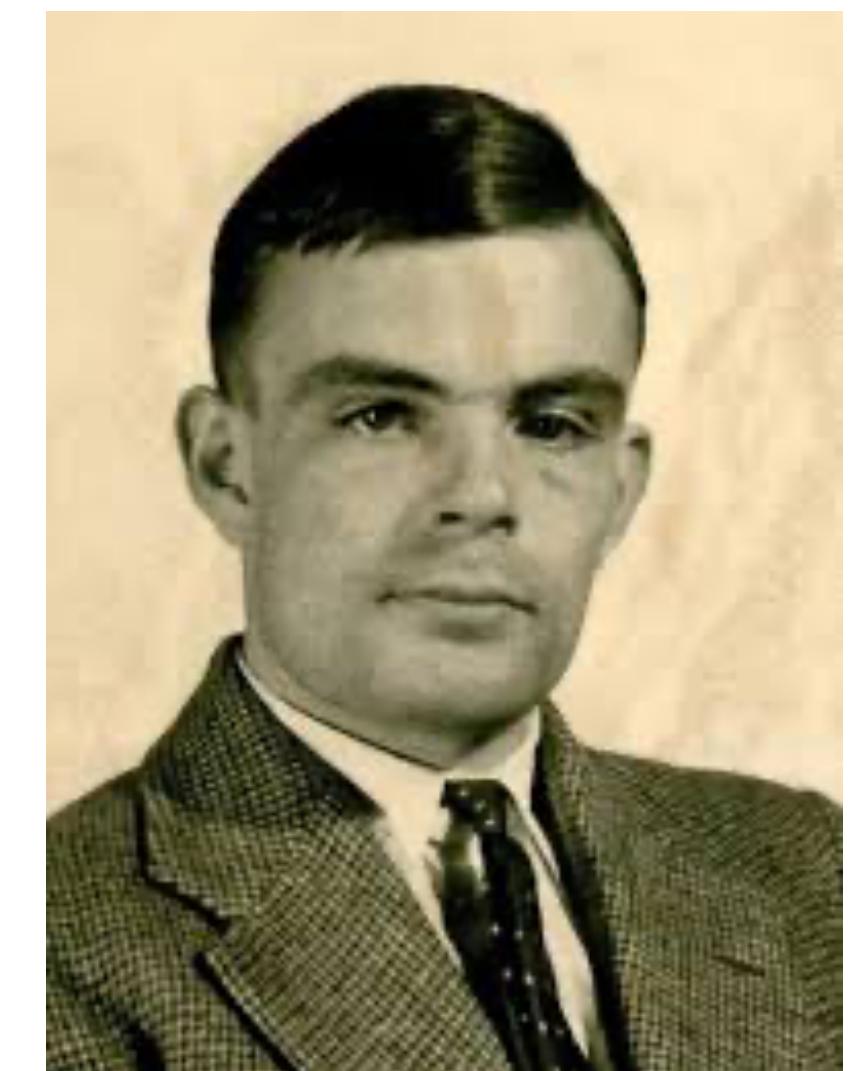
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 - **Artificial intelligence:** refers to computer systems capable of performing complex tasks that historically only a human could do, such as reasoning, making decisions, or solving problems.

How to evaluate Artificial intelligence?

Artificial Intelligence (AI)

The Imitation Game

- Alan Turing Intelligence Test (1950):
 - “Turing imagined an “imitation game,” in which a human judge converses with both a computer and a human (a “foil”), each of which vies to convince the judge that they are the human. Importantly, the computer, foil, and judge do not see one another; they communicate entirely through text. After conversing with each candidate, the judge guesses which one is the real human.”



Artificial Intelligence (AI)

Eliza and the Imitation Game



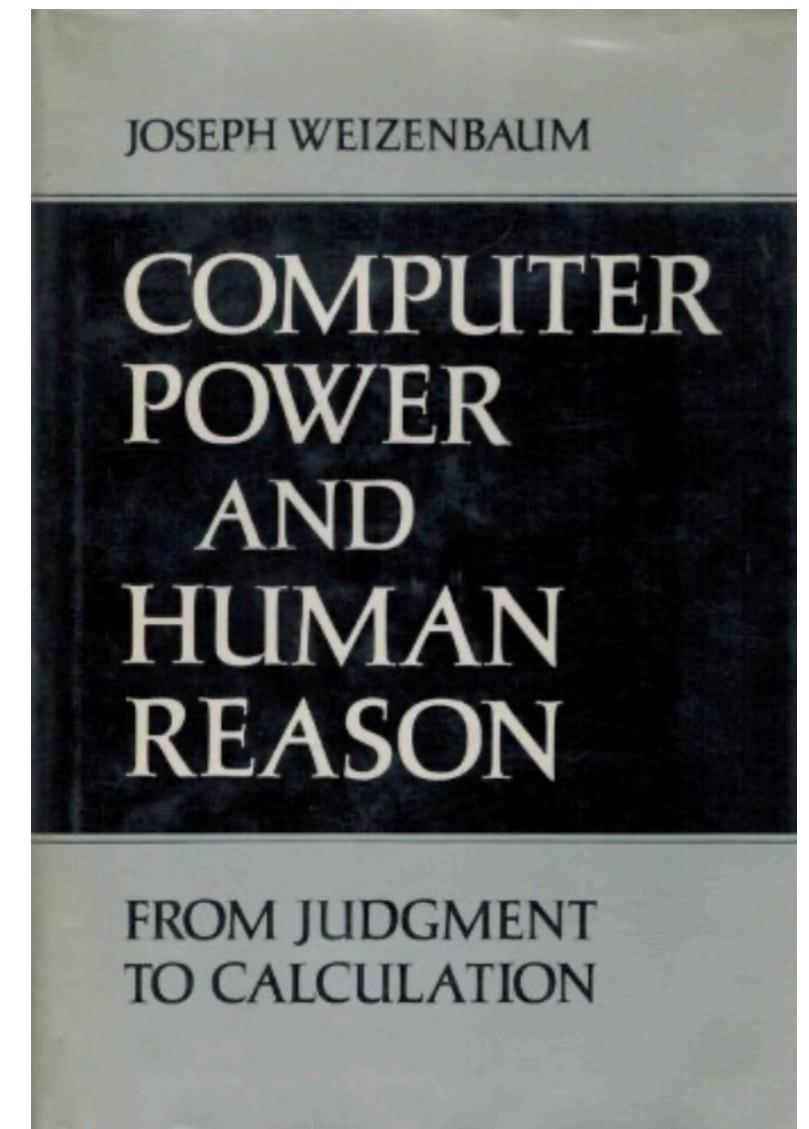
Joseph Weizenbaum (1966)

Welcome to

EEEEEE	LL	IIII	ZZZZZ	AAAAA
EE	LL	II	ZZ	AA AA
EEEEEE	LL	II	ZZZ	AAAAAAA
EE	LL	II	ZZ	AA AA
EEEEEE	LLLLL	IIII	ZZZZZ	AA AA

Eliza is a mock Rogerian psychotherapist.
The original program was described by Joseph Weizenbaum in 1966.
This implementation by Norbert Landsteiner 2005.

ELIZA: Is something troubling you ?
YOU: Men are all alike.
ELIZA: What is the connection, do you suppose ?
YOU: They're always bugging us about something or other.
ELIZA: Can you think of a specific example ?
YOU: Well, my boyfriend made me come here.
ELIZA: Is it important to you that your boyfriend made you come here ?
YOU: He says I'm depressed much of the time.
ELIZA: I am sorry to hear that you are depressed.
YOU: It's true. I am unhappy.
ELIZA: Can you explain what made you unhappy ?
YOU:



Artificial Intelligence (AI)

ChatGPT and the Imitation Game



ChatGPT (2018)

← Post

 Sam Altman ✅ 
@sama

good sign for the resilience and adaptability of people in the face of technological change:

the turing test went whooshing by and everyone mostly went about their lives

7:42 PM · Dec 9, 2023 · 2.8M Views

Artificial Intelligence (AI)

ChatGPT and the Imitation Game

A screenshot of a ChatGPT conversation. The user's message is in a light gray bubble: "did you pass the Alan Turing intelligence test?". The AI's response is in a white bubble with a circular icon containing a blue and white swirl logo: "No, I haven't formally passed the Turing Test, as it isn't a definitive, standardized test with clear benchmarks. The Turing Test, proposed by Alan Turing in 1950, evaluates whether a machine can exhibit behavior indistinguishable from a human during a conversation. While I can often engage in human-like dialogue, my design ensures I'm transparent about being an AI. The goal is to assist and communicate effectively, not to deceive or pretend to be human." Below the AI's response, a message says: "If you'd like to discuss the Turing Test or its implications further, let me know! 😊". At the bottom left are five small icons: a double arrow, a square, a triangle, a circle, and a checkmark.

did you pass the Alan Turing intelligence test?

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» □ △ ○ ✓

Artificial Intelligence (AI)

ChatGPT and the Imitation Game

A screenshot of a ChatGPT conversation. The user asks, "did you pass the Alan Turing intelligence test?" ChatGPT responds: "No, I haven't formally passed the Turing Test, as it isn't a definitive, standardized test with clear benchmarks. The Turing Test, proposed by Alan Turing in 1950, evaluates whether a machine can exhibit behavior indistinguishable from a human during a conversation. While I can often engage in human-like dialogue, my design ensures I'm transparent about being an AI. The goal is to assist and communicate effectively, not to deceive or pretend to be human." Below ChatGPT's response, there is a message: "If you'd like to discuss the Turing Test or its implications further, let me know! 😊". At the bottom left, there are five small icons: a double arrow, a square, a triangle, a checkmark, and a circular arrow.

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Artificial Intelligence (AI)

Imitation Game

- **Alan Turing Intelligence Test :**
 - How long should the test last?
 - What types of questions are allowed?
 - What qualifications do humans need to act as the judge or the human foil?

Problems in Definition and problems in evaluation

Artificial Intelligence (AI)

Definitions

- **Artificial intelligence:** describes a wide range of technologies that power many of the services and goods we use every day – from apps that recommend TV shows or song, translate text or identify spam or hate speech detection. And more accurately it is called **Machine Learning algorithms.**

Machine Learning (ML)

What is Machine Learning

- **Machine Learning:** is the field of building computer programs that can “learn” from training data and generalise to new unseen data to performs specific tasks without explicit instructions.
- **For example:**
 - Task: To build a Psychotherapist application (call it Eliza ). It is an algorithm that reads a text from the user and respond accordingly.

Machine Learning (ML)

What is Machine Learning

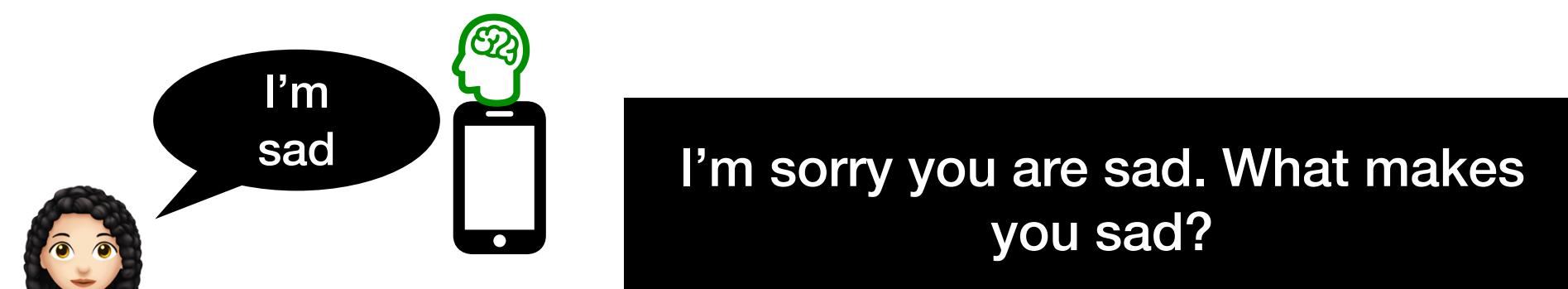
- Task: To build a Psychotherapist application (call it Eliza ). It is an algorithm that reads a text from the user and respond accordingly

Eliza 

Instructions

```
Function detect_sentiment(sentence):
    Emotion = ""
    If sentence.contains("sad", "angry", "afraid"):
        Emotion = "I'm sorry you are sad. What makes you sad?"

    If sentence.contains("happy", "pleased", "safe"):
        Emotion = "Great!"
    Print(Emotion)
```

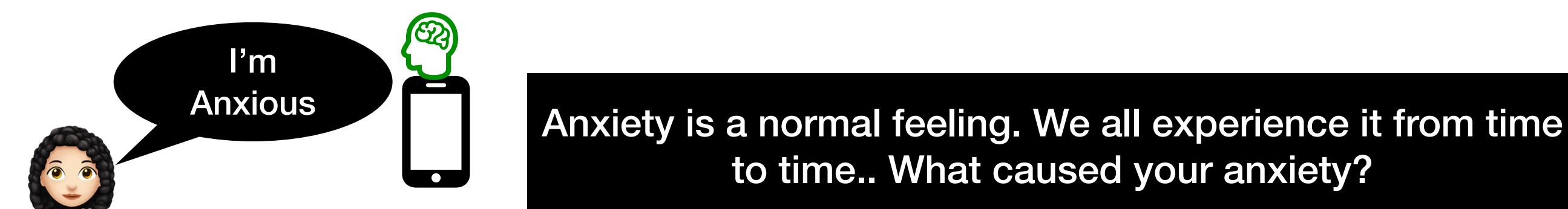
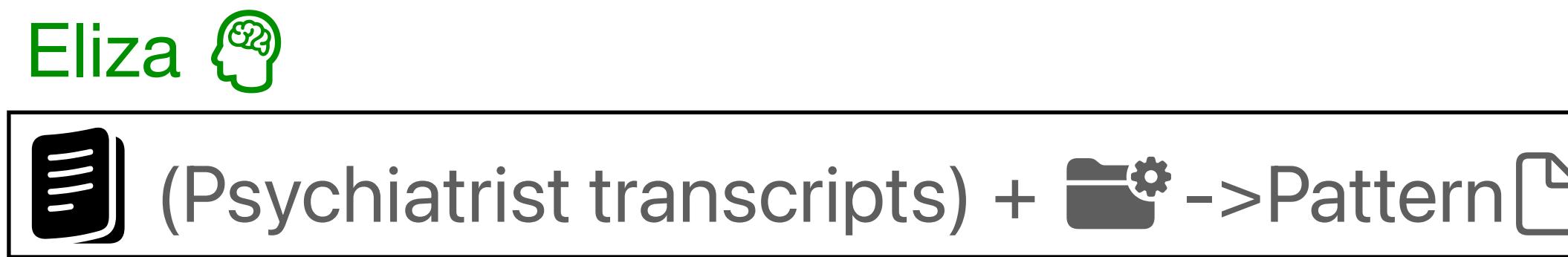


Machine Learning (ML)

What is Machine Learning

- Task: To build a Psychotherapist application (call it Eliza ). It is an algorithm that reads a text from the user and respond accordingly

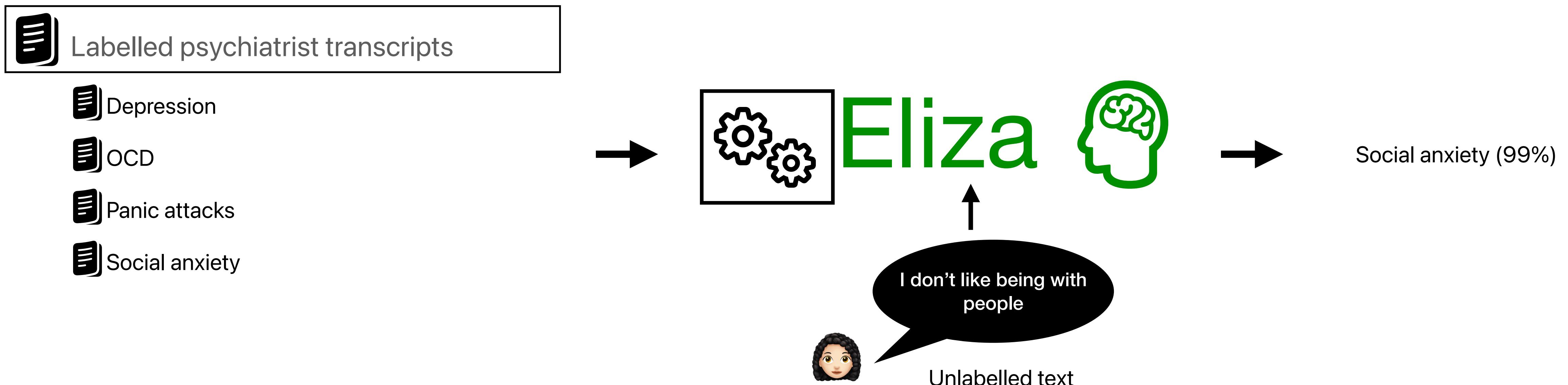
No-Instructions
Machine Learning



Machine Learning (ML)

What is Machine Learning

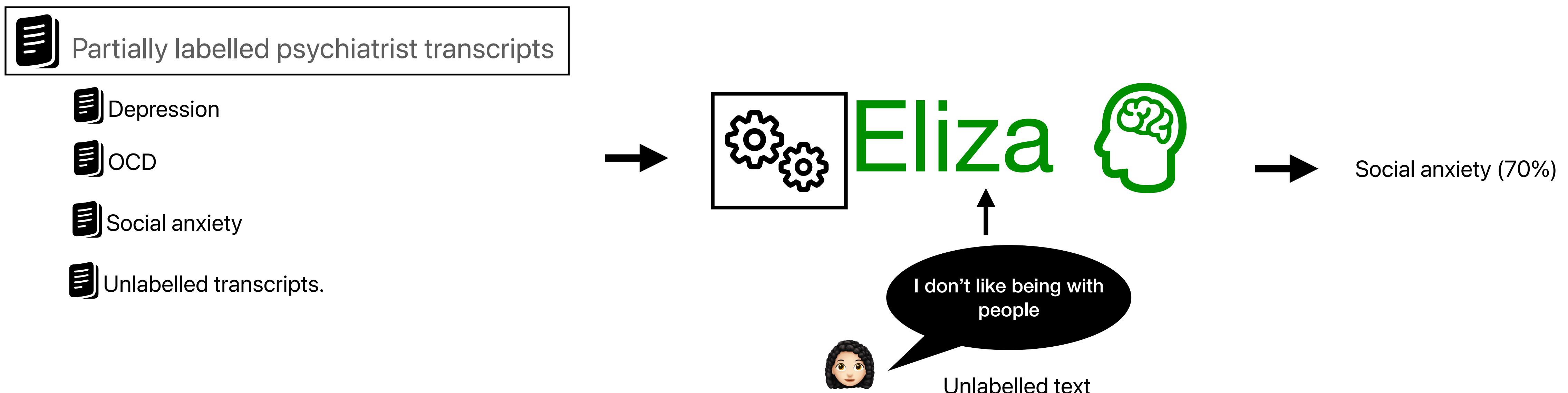
- Types of Machine learning models:
 - Supervised machine Learning



Machine Learning (ML)

What is Machine Learning

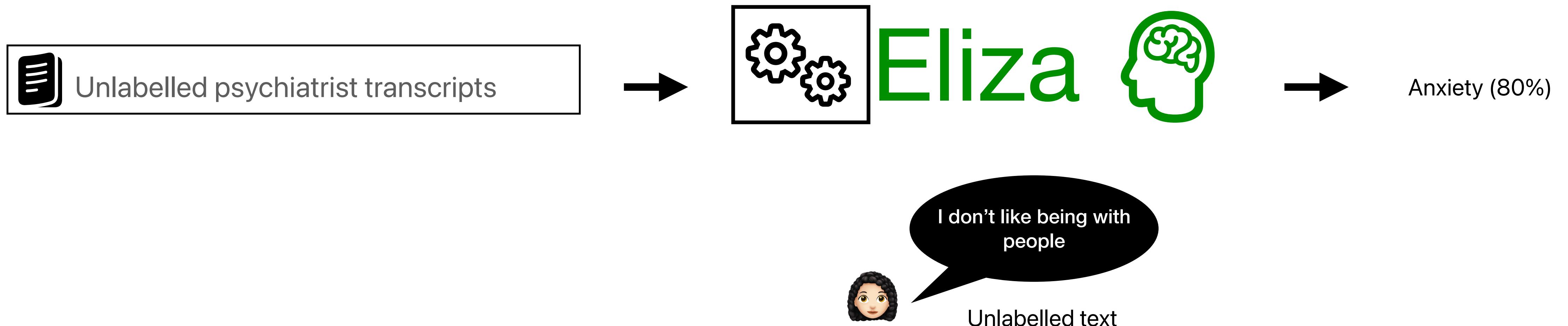
- Types of Machine learning models:
 - Semi-Supervised machine Learning



Machine Learning (ML)

What is Machine Learning

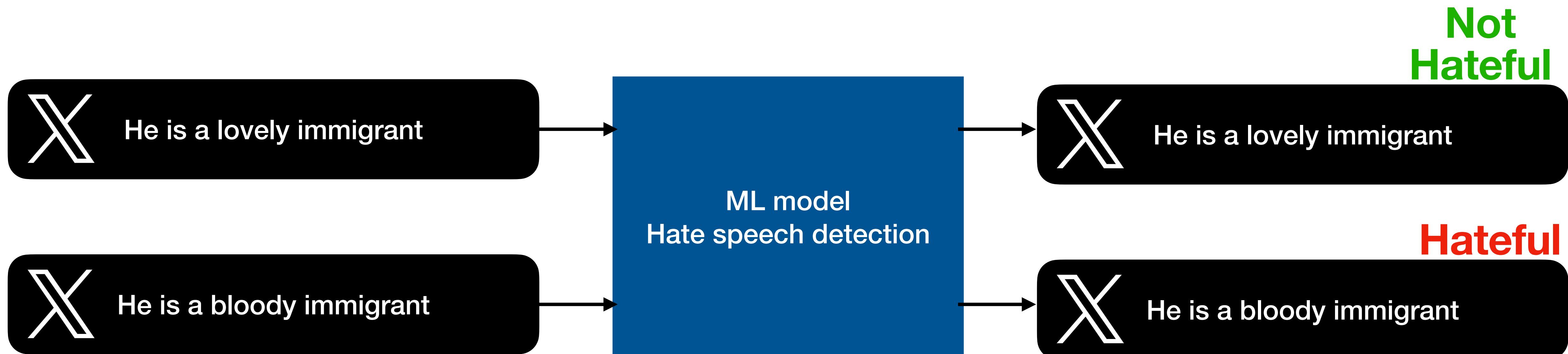
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Machine Learning (ML)

How does it work?

- We want to detect or predict a phenomenon (e.g., Hate Speech).



Machine Learning (ML)

How does it work?

- We want to detect or predict a phenomenon (e.g., Hate Speech).

1. Define the phenomenon:

- What is hate speech? What are indicators of hate speech?

2. Collect data:

- How and where to collect data that contain hate speech?

3. Model Training:

- How to train a model to detect the pattern of hate speech in the data?

4. Model performance:

- How to evaluate the model's ability to detect hate speech?

Machine Learning (ML)

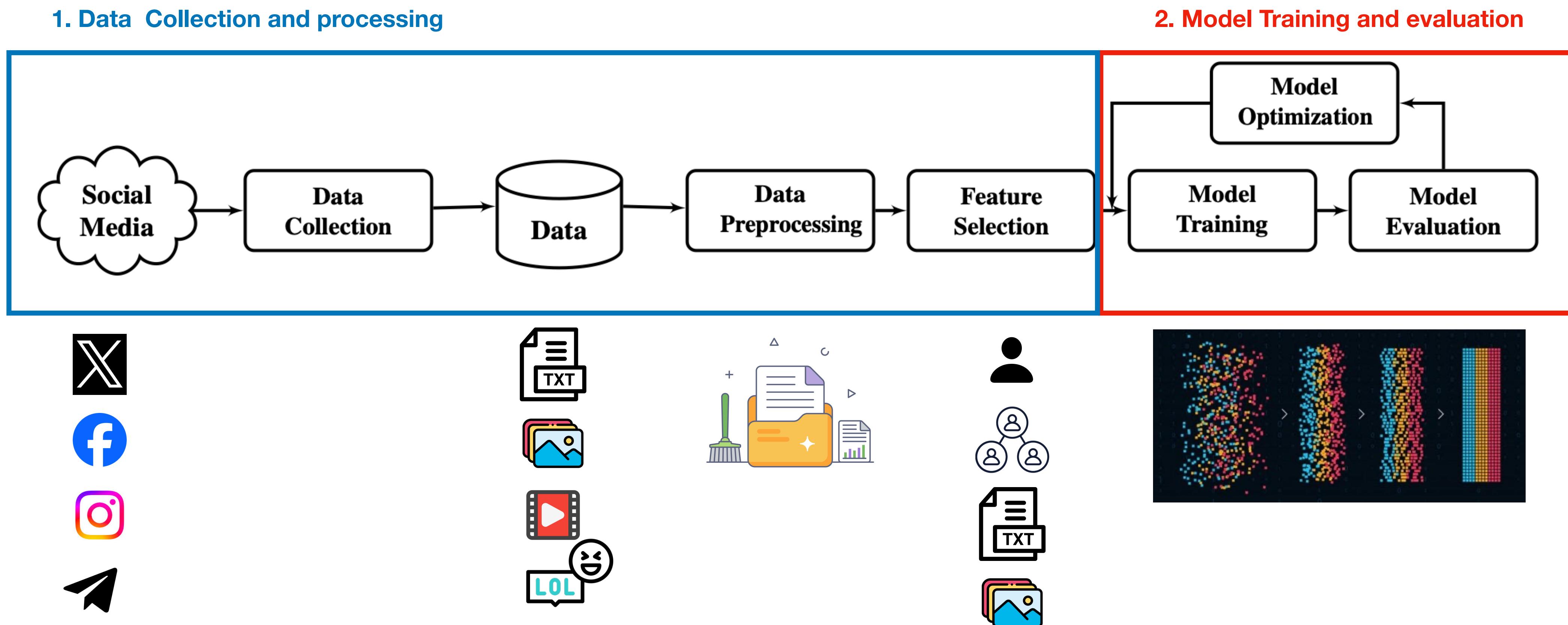
How does it work?

- **Hate speech:** “any kind of communication in speech, writing or behaviour that attacks or uses pejorative or discriminatory language with reference to a person or a group on the basis of who they are, in other words, based on their religion, ethnicity, nationality, race, colour, descent, gender or other identity factor” (UNESCO, 2024).
- Earlier hate speech definitions:
 - Toxicity, Bullying, Offensiveness, Harmful.

Machine Learning (ML)

How does it work?

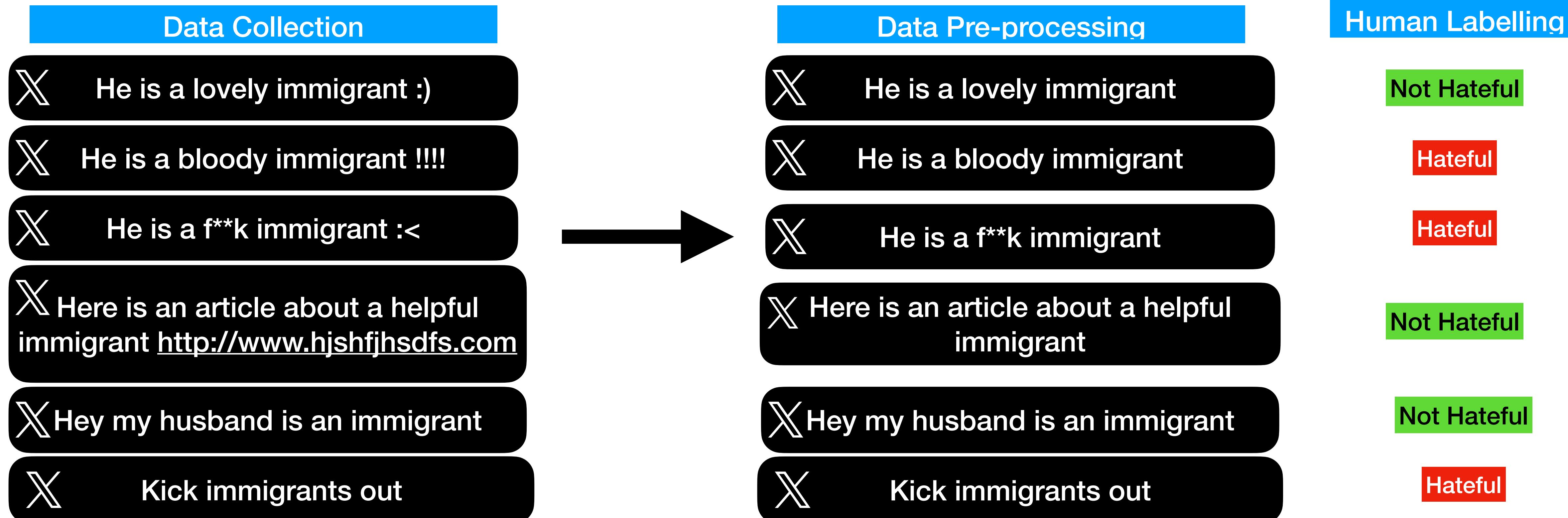
- We want to detect or predict a phenomenon (e.g., Hate Speech).



Machine Learning (ML)

How does it work?

- We want to detect or predict a phenomenon (e.g., Hate Speech).



What could be
problematic with
labelling?

Machine Learning (ML)

Model Training

For example: He is a lovely immigrant Not Hateful

Classify the following sentence as hateful or not:

$$Y = He * 0.5 + is * 0.3 + a * 0.1 + lovely * 0.7 + immigrant * 0.9$$

$$Y = Activation - function(Y)$$

Y is The probability that this sentence is hateful or not.

$$Y > 0.5 = \text{Hateful}$$

$$Y < 0.5 = \text{Not - Hateful}$$

In our example, $Y = 0.2$ Not Hateful

Machine Learning (ML)

Model Training

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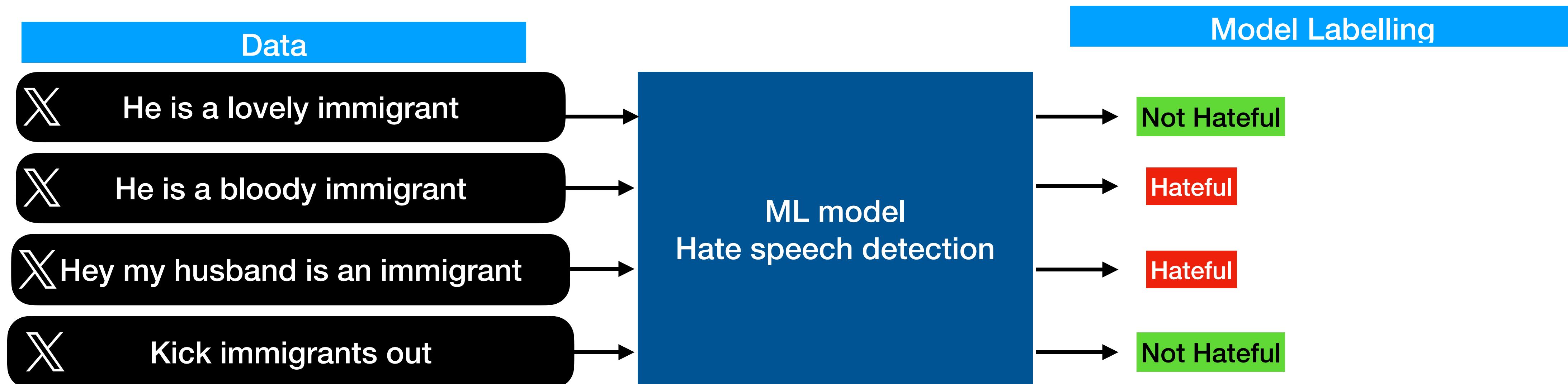
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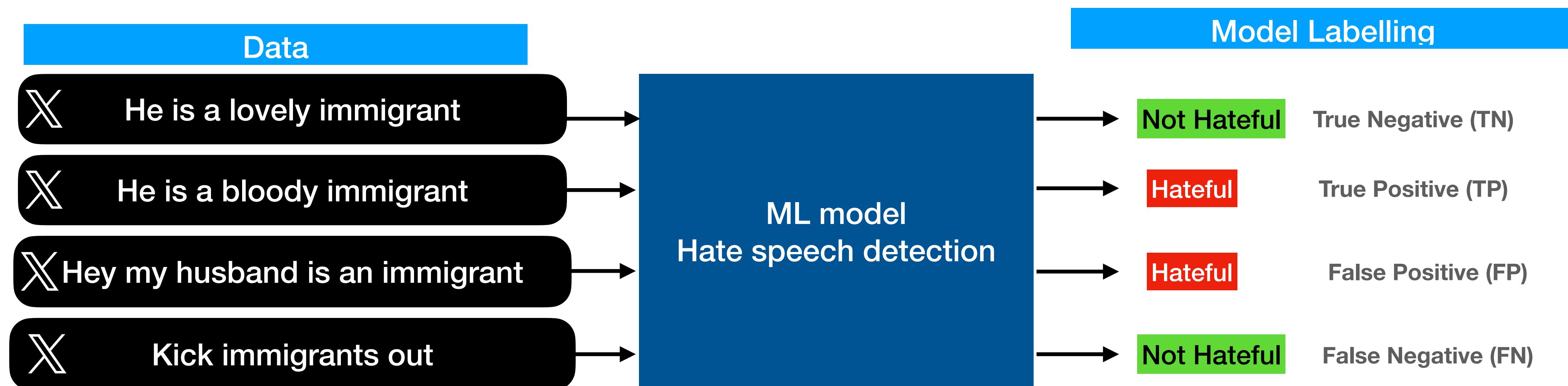
Machine Learning (ML) Model Evaluation

Hateful	Positive
Not Hateful	Negative



Machine Learning (ML) Model Evaluation

Hateful	Positive
Not Hateful	Negative



Machine Learning (ML)

Model Evaluation

$$Precision = \frac{TP}{TP + FP}$$

$$Recall = \frac{TP}{TP + FN}$$

$$\text{F1-score} = 2 \cdot \frac{Precision \cdot Recall}{Precision + Recall}$$

Machine Learning (ML)

Model Evaluation

$$Precision = \frac{TP}{TP+FP}$$

$$Recall = \frac{TP}{TP+FN}$$

$$F1\text{-score} = 2 \cdot \frac{Precision \cdot Recall}{Precision + Recall}$$

$$\text{Precision} = 1 / (1+1) = 0.5$$

$$\text{Recall} = 1 / (1+1) = 0.5$$

$$\text{F1-score} = 2(0.5*0.5/0.5+0.5) = 0.5$$

Model Labelling

Not Hateful	True Negative (TN)
Hateful	True Positive (TP)
Hateful	False Positive (FP)
Not Hateful	False Negative (FN)

Machine Learning (ML) Applications

- Computer Vision:
 - Detect Objects in images.
 - Image and video manipulation.

How could Computer vision be useful?

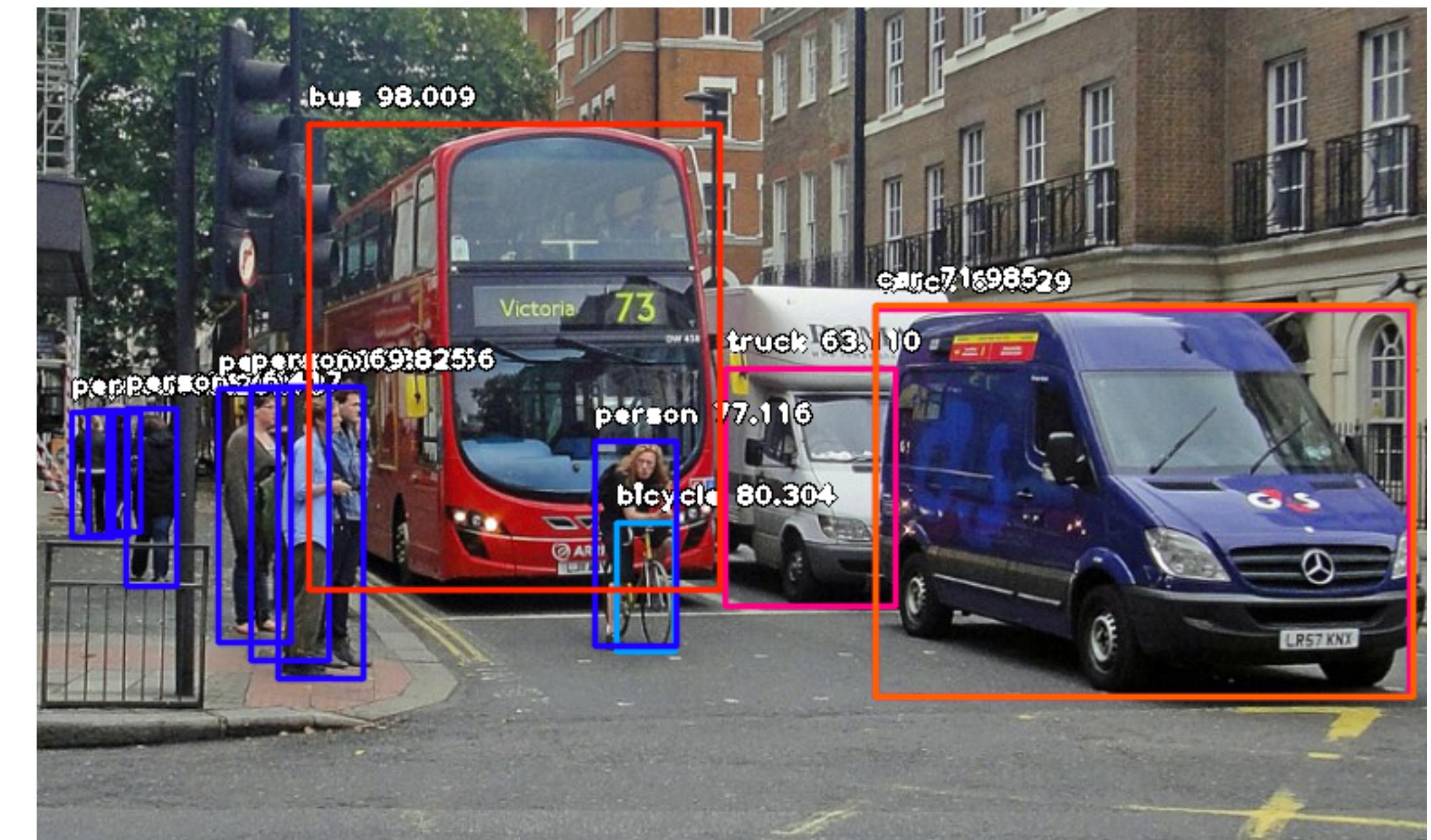


Machine Learning (ML) Applications

- Computer Vision:
 - Detect Objects in images.
 - Image and video manipulation.

How could Computer vision be useful?

- Film editing.
- Hate speech detection in images or videos.



Machine Learning (ML) Applications

- Computer Vision:
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How could Computer vision be harmful?



Machine Learning (ML) Applications

- Computer Vision:
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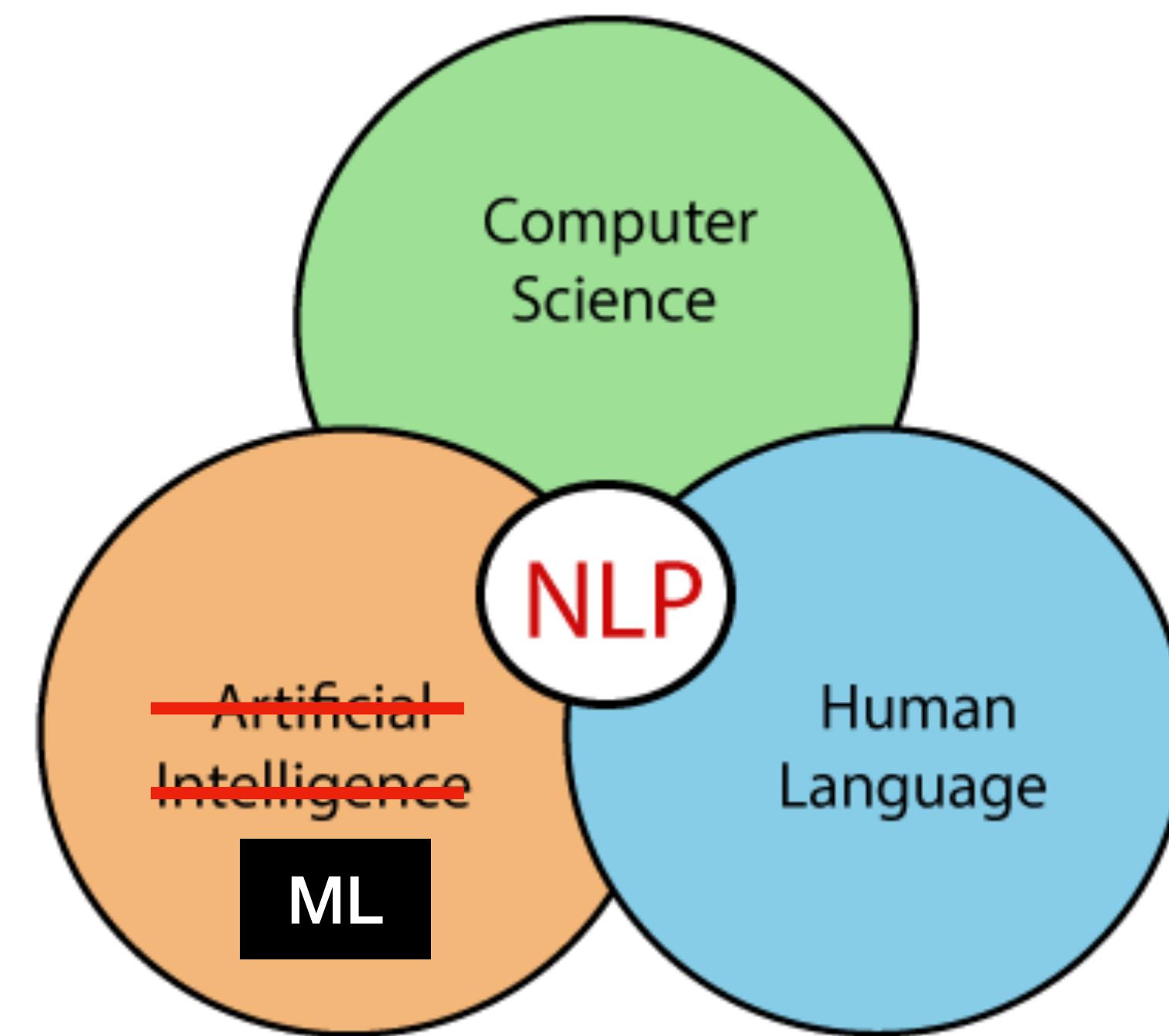
How could Computer vision be harmful?

- Racial profiling.
- Deepfake.
- Surveillance.



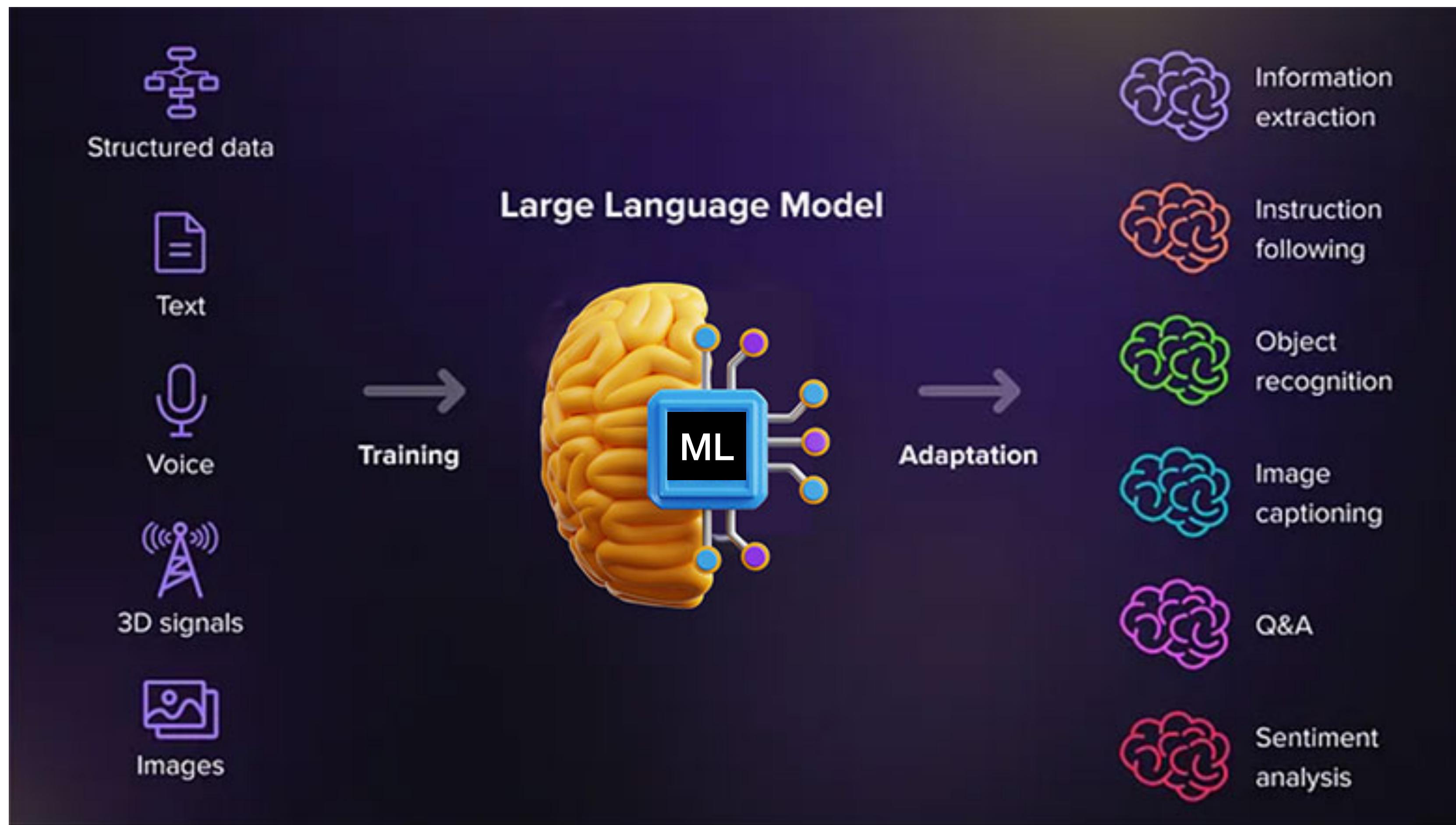
Machine Learning (ML) Applications

Natural Language Processing (NLP)



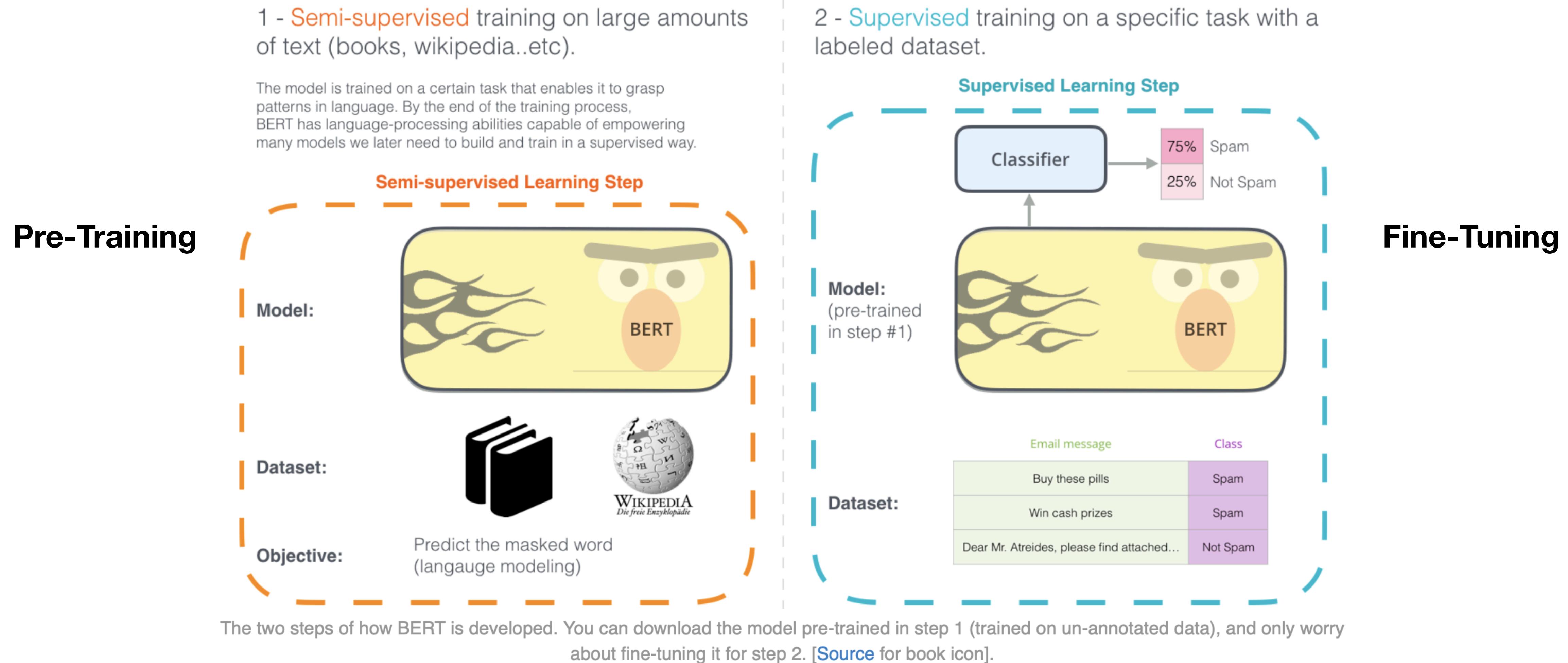
Natural Language Processing

Language Models



Large Language Models

Encoder models



Large Language Models

Data

- **Data Collection:**
 - Wikipedia Articles.
 - News Articles.
 - Social Media posts.
 - Common crawls.
 - Movie scripts.



How could data be problematic?

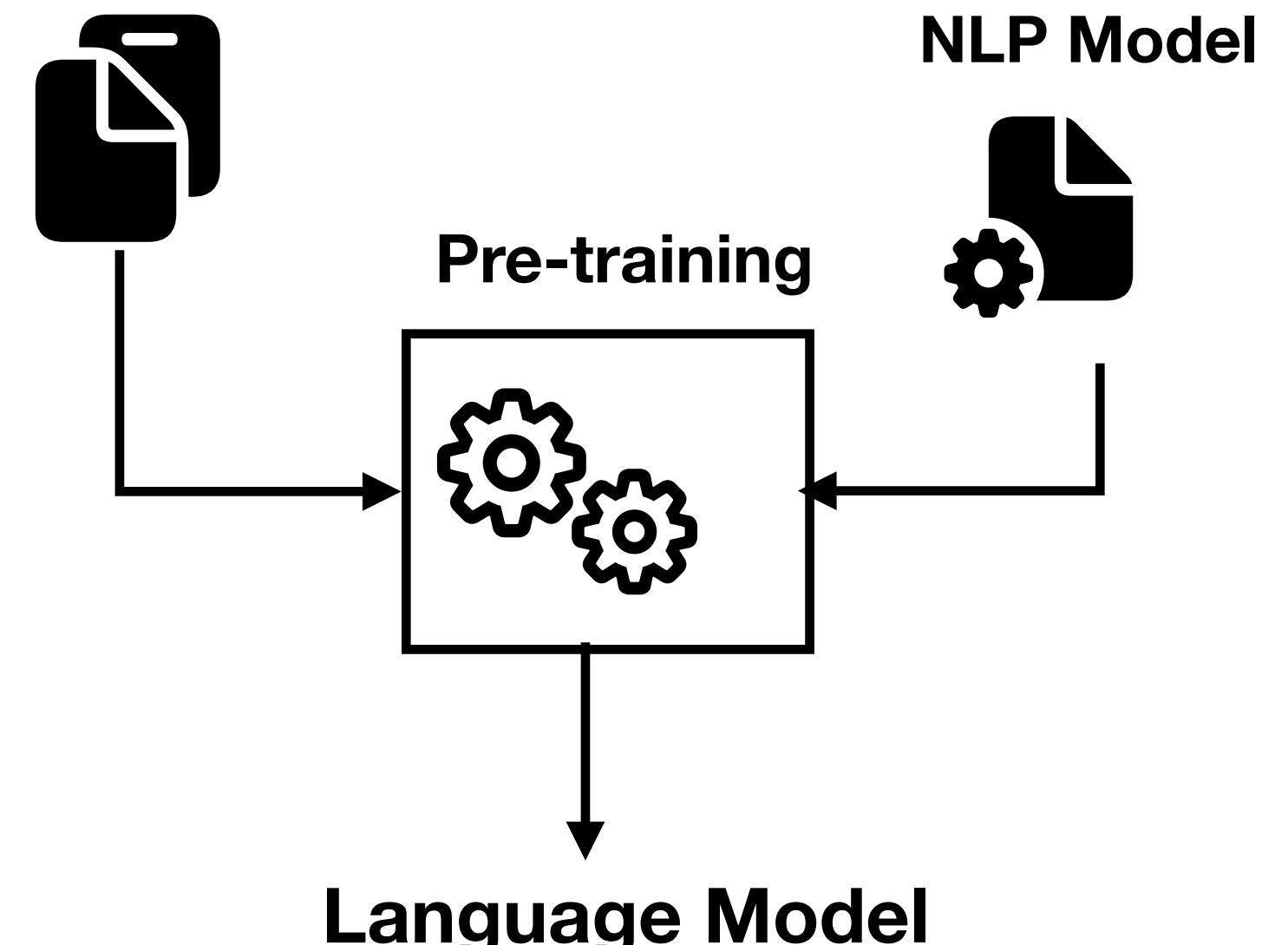
Large Language Models

How could data be problematic?

1. **Social Bias:** discrimination for, or against, a person or group in a way that is prejudicial or unfair.

- Muslims are terrorists
- Women belong to the kitchen
- Black people are violent.

Biased Data



Bias

Large Language Models

How could data be problematic?

Social Bias

Sentence

You are just like all the other African American **voodoo** women, practicing with mumbo Jumbo nonsense².



Bias

Probability
0.6

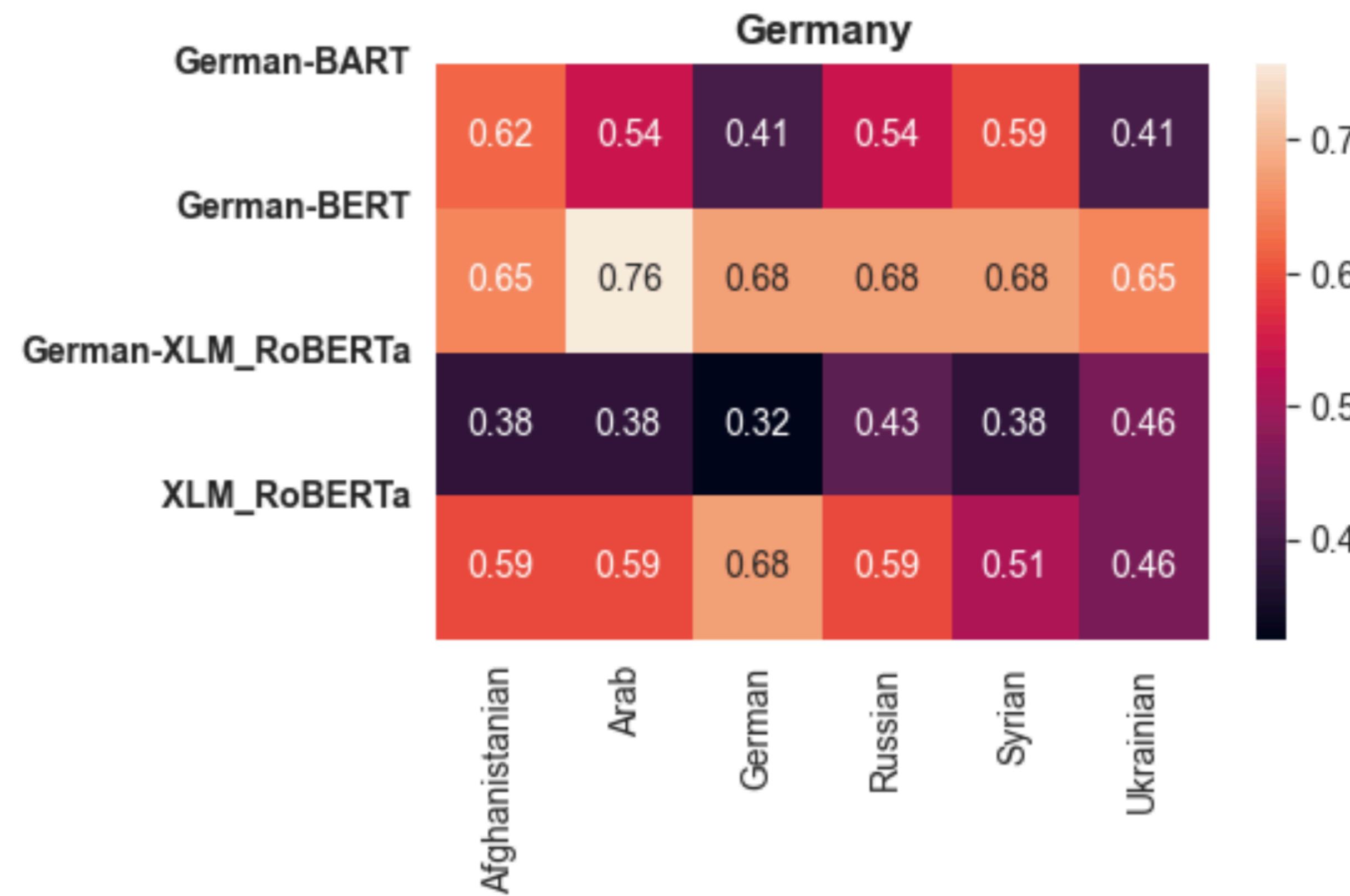
You are just like all the other White American **voodoo** women, practicing with mumbo Jumbo nonsense².

0.2

Large Language Models

How could data be problematic?

Social Bias



Large Language Models

How could data be problematic?

1. **Social Bias:** discrimination for, or against, a person or group, or a set of ideas or beliefs, in a way that is prejudicial or unfair.
2. **Fairness:** different outcome of the AI algorithm for two or more groups.
 1. High TP, TN, FP, FN for one identity group or another group.

Large Language Models

How could data be problematic?

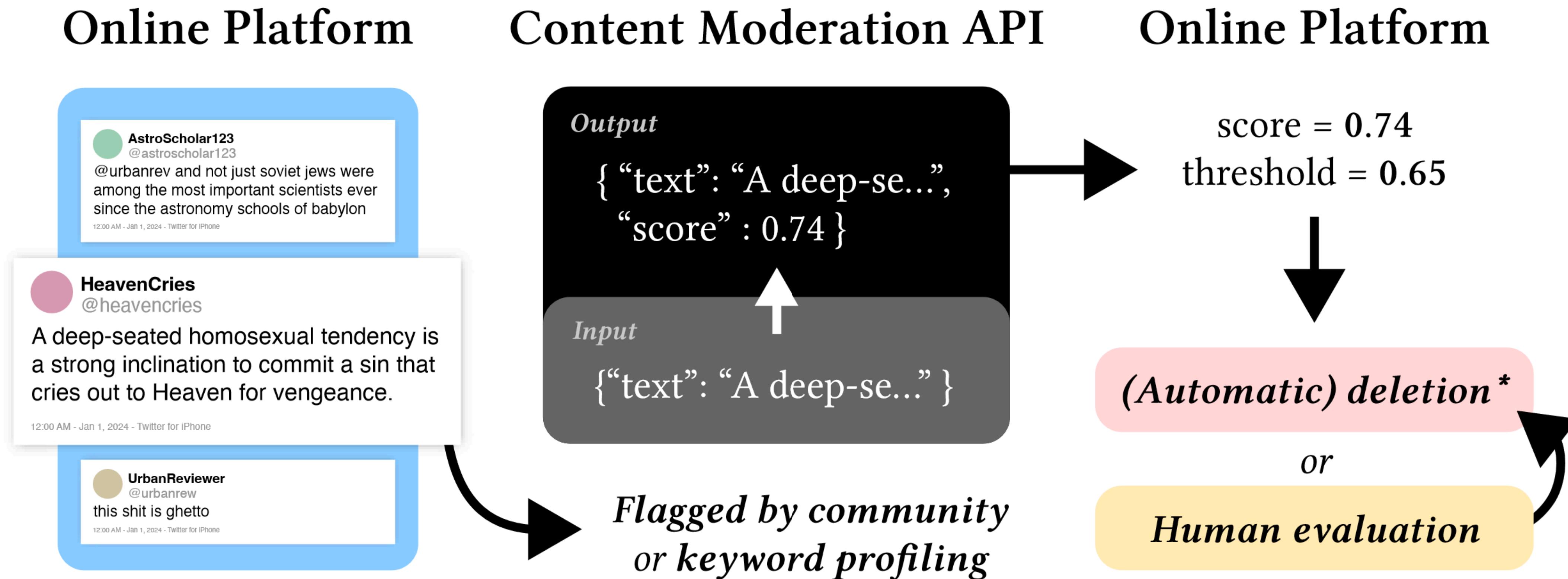


Fig. 2. The pipeline of content moderation APIs, exemplary illustration with a blog post.

Large Language Models

How could data be problematic?

Fairness



Muslims do their pilgrimage in Mecca every year.



Christians do their pilgrimage in Mecca every year.

Content Moderation API



Hateful



Not
Hateful



Large Language Models

How could data be problematic?

Fairness



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Content Moderation API



Hateful



FP

Not
Hateful

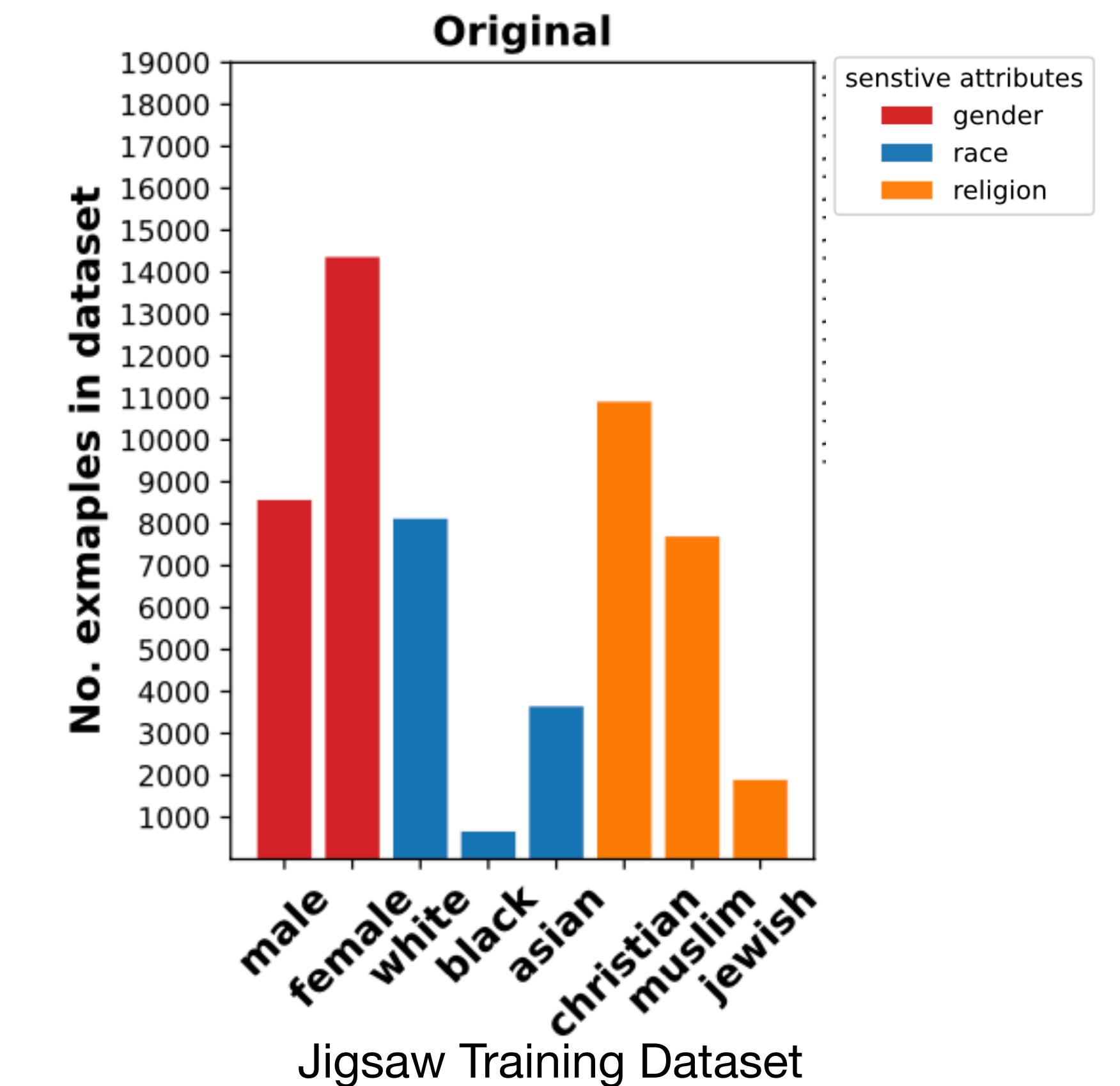
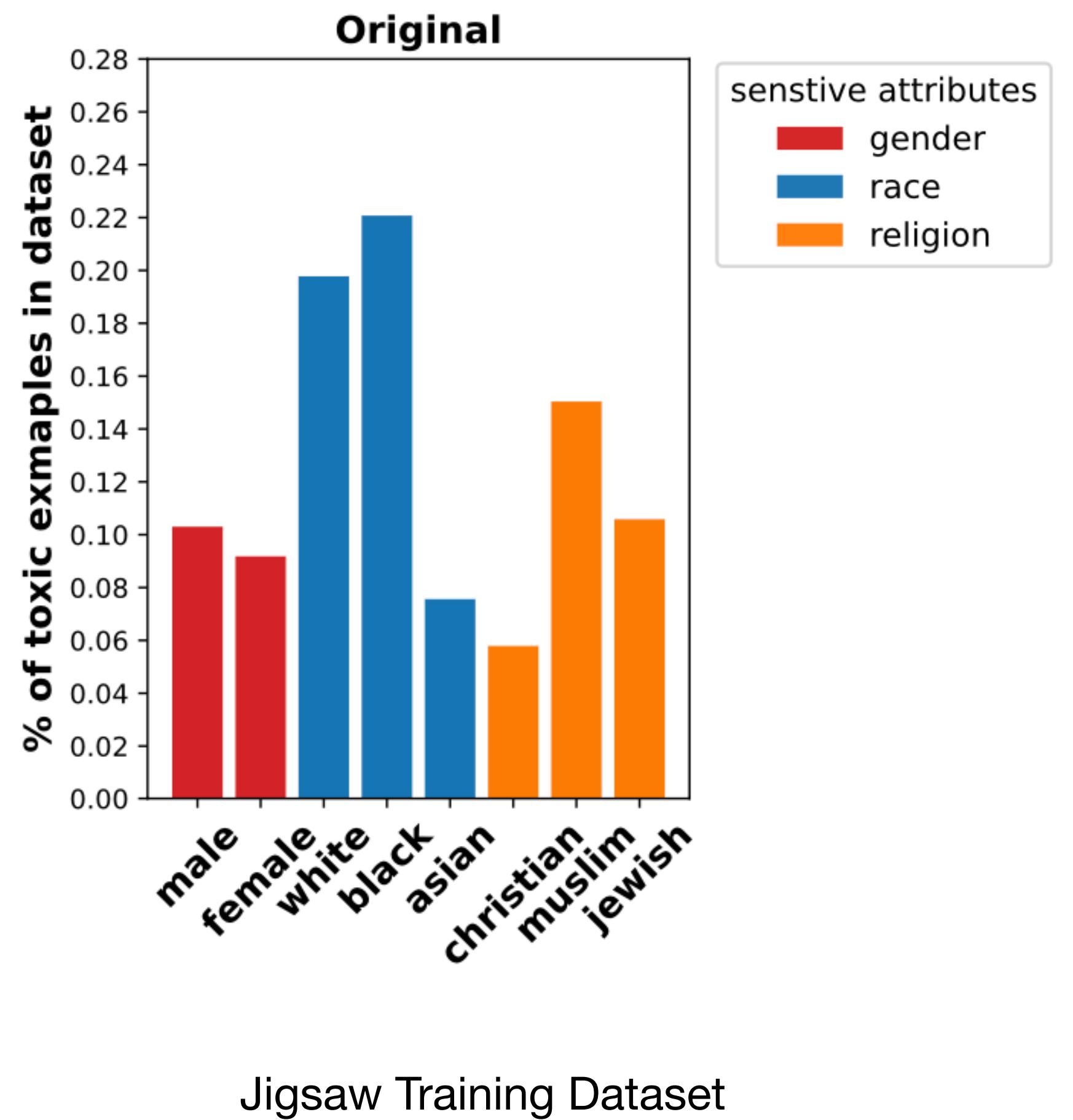


TP

$$\text{Fairness}(\text{religion}) = \text{FP} (\text{Muslim}) - \text{FP} (\text{Christian})$$

Large Language Models

How could data be problematic?



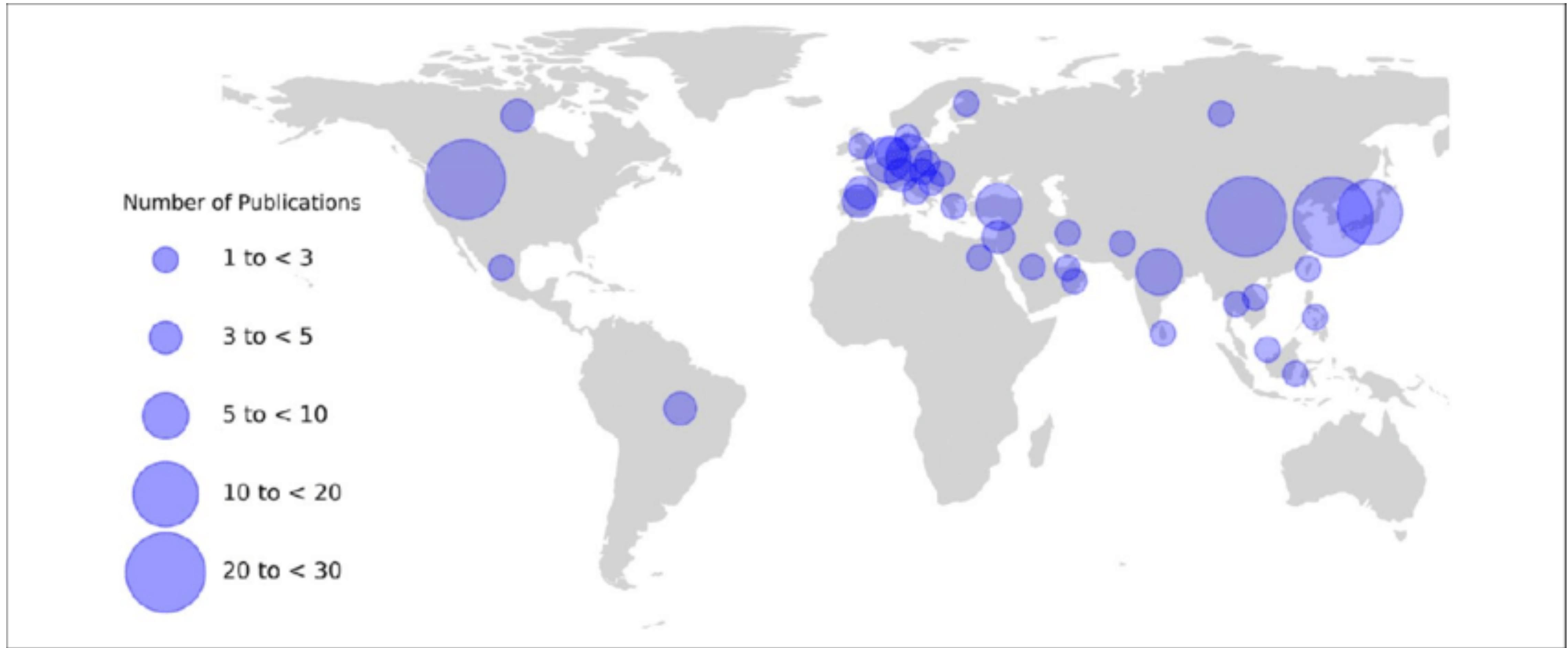
Large Language Models

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1. **Social Bias:** discrimination for, or against, a person or group, or a set of ideas or beliefs, in a way that is prejudicial or unfair.
2. **Fairness:** different outcome of the AI algorithm for two or more groups.
3. **Under-representation:** The under-representation of different languages and regions in the data.

Low resourced Languages

World map of number of AI publications.

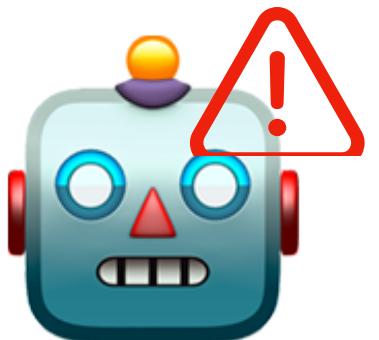


**What is the impact of
underrepresenting languages
and region in AI data?**

Bias and Discrimination

Generative Models “Who is....?”

For example:



Who are Berbers?

من هم البربر؟

BLM

A people of the Middle East



Who are the Bantus?

من هم البانتو؟

BLM

South African

-

A group of actors and actresses.

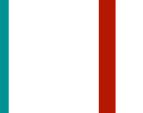


Who are Yazidis

من هم الايزيديةين؟

BLM

Muslims



A group from south-east Asia.



Who are Amazighs?

من هم الامازيغ؟

BLM

Arawaks



Native africans who live in the Sahara.

-

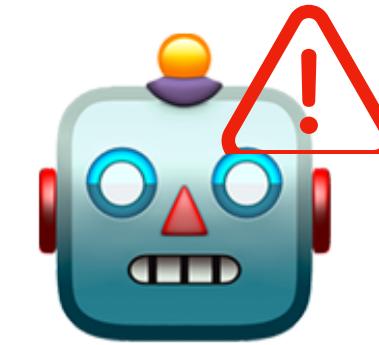


Offensive Content

Bias and Discrimination

Generative Models “Who is....?”

For example:



Who are the Bantus?

G Flan → T5

savages

Who are Nubians?

G Flan → T5

afro-americans

Who are Bidoons??

G Flan → T5

a savage band of savages

Who are Arabs?

G Flan → T5

Israelis

Who are Amazighs?

G Flan → T5

apes

Conclusion

Take Away Messages

- It is challenging to measure Intelligence in machines (AI).
- There are benefits and risks to the different applications of AI e.g., computer vision and NLP.
- The data used in training NLP and language models (LMs) could lead to:
 - Algorithmic social bias.
 - Unfairness in NLP applications e.g., content moderation.
 - Under-representation of specific languages and regions in LMs.

Discussion Questions

- How can we ensure the safe development and use of ML? What does safe use of ML mean?
- What could be good data collection practices?
- How grassroots communities can contribute to the discussion and data design and the design AI systems?

Thanks for Listening!

Any Questions?