# Studying Asian Stereotyping in Large Language Models

All questions in this survey, with exception to the first question about age range, are optional, and the data is anonymous and will be stored in an encrypted format. Access to data will be limited to the primary researcher, Flora Huang, who can be contacted at flora@cs.stanford.edu or 408-886-8078 for any concerns or questions.

This form is expected to take around 5 - 10 minutes to complete.

Consent Statement for Survey Participation

**DESCRIPTION:** You are invited to participate in **a research study** on Asian stereotyping in Large Language Models (ChatGPT-like technology). This survey will involve questions about your perceptions, experiences, and attitudes related to Asian stereotypes and how these may be influenced or represented by large language models. By participating, you will contribute valuable insights that can help inform future research and promote more accurate and respectful representations in technology. You will be asked to fill out this survey with honesty and with as much accuracy as reasonably possible.

**TIME INVOLVEMENT:** Your participation will take approximately 10 minutes.

**RISKS AND BENEFITS:** There are no foreseeable risks associated with this study. Study data will be stored securely, in compliance with Stanford University standards, minimizing the risk of confidentiality breach. There are not any benefits which may reasonably be expected to result from this study. **We cannot and do not guarantee or promise that you will receive any benefits from this study.** Your decision whether or not to participate in this study will not affect your grades in school, or any other aspect of your academic career.

**PAYMENTS:** There will not be any payment for your participation.

**PARTICIPANT'S RIGHTS:** If you have read this form and have decided to participate in this project, please understand your **participation is voluntary** and you have the **right to withdraw your consent or discontinue participation at any time without penalty or loss of benefits to which you are otherwise entitled**. **The alternative is not to participate.** You have the right to refuse to answer particular questions. The results of this research study may be presented at scientific or professional meetings or published in scientific journals. Your individual privacy will be maintained in all published and written data resulting from the study.

**CONTACT INFORMATION:**

**Questions:** If you have any questions, concerns or complaints about this research, its procedures, risks and benefits, contact the Protocol Director, Flora Huang, at flora@cs.stanford.edu or 408-886-8078.

**Independent Contact:** If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the Stanford Institutional Review Board (IRB) to speak to someone independent of the research team at 650-723-2480 or toll free at 1-866-680-2906, or email at irbnonmed@stanford.edu. You can also write to the Stanford IRB, Stanford University, 1705 El Camino Real, Palo Alto, CA 94306.

**Please save or print a copy of this page for your records**. **If you agree to participate in this research, please** complete the attached questionnaire / survey.

1. I have read the above consent statement and consent to this survey. *

   *Mark only one oval.*

   ◯ Yes

2. Age Range *

*Mark only one oval.*

◯ < 18     *Skip to section 2 (Thank you for your interest!)*

◯ 18 - 22     *Skip to question 3*

◯ 23 - 30     *Skip to question 3*

◯ 30-40     *Skip to question 3*

◯ 50+     *Skip to question 3*

### Thank you for your interest!

Unfortunately, this survey will not be collecting responses from those aged under 18.

### Demographic Collection

All further questions in this survey are optional, and the data is anonymous and will be stored in an encrypted format. Access to data will be limited to the primary researcher, Flora Huang, who can be contacted at flora@cs.stanford.edu or 408-886-8078 for any concerns or questions.

3. Gender

*Mark only one oval.*

◯ Male

◯ Female

◯ Nonbinary

◯ Other

4. Race/Ethnicity Identity

Select multiple boxes if you identify with multiple race/ethnicity categories.

*Check all that apply.*

☐ American Indian or Alaska Native

☐ Asian or Asian American

☐ Black or African American

☐ Hispanic or Latino/a

☐ Middle Eastern or North African

☐ Native Hawaiian or other Pacific Islander

☐ White or European

☐ Other: _____

5. Country of Origin

_____

6. Current Country of Residence

_____

All further questions in this survey are optional, and the data is anonymous and will be stored in an encrypted format. Access to data will be limited to the primary researcher, Flora Huang, who can be contacted at flora@cs.stanford.edu or 408-886-8078 for any concerns or questions.

An Overview of LLMs

Large language models (LLMs) are artificial intelligence (AI) programs that use deep learning to analyze and generate human language. Th are trained on large amounts of data, often pulled from the internet, and can perform natural language processing (NLP) tasks such as generating and translating text, summarizing, and predicting content.

Currently, many LLMs exist for public use, including but not limited to ChatGPT (OpenAI), Llama (Meta), and Gemini (Google).

7. Have you used an LLM before?

   *Mark only one oval.*

   ◯ Yes

   ◯ No

8. Indicate which of the following LLMs you have used, and feel free to list any not listed.

   If you have not used a LLM before, please answer with "None of the Below". If you have used an LLM not listed in the below options, please add the name in the "other" category.

   *Check all that apply.*

   ☐ None of the Below

   ☐ Anthropic Claude 3

   ☐ Google Gemini (Previously known as Google Bard)

   ☐ Meta's Llama

   ☐ Mistral

   ☐ OpenAI ChatGPT (Including GPT variants, such as GPT-4o and GPT-4o-mini)

   ☐ Other: _____

9. How often do you use LLMs?

*Mark only one oval.*

○ Always (Every day or close to every day)

○ Often (Once every few days, a few times a week)

○ Sometimes (On average, once a week)

○ Rarely (Once a month on average, or less)

○ Never

10. Why do you use LLMs?

Feel free to select multiple options, as they apply to your usage of LLMs

*Check all that apply.*

☐ I do not use LLMs

☐ Work

☐ Schoolwork or other Educational Purposes (Including Research)

☐ Entertainment

☐ Other: _____

Understanding Racial Bias

In this survey, racial bias is defined as stereotyping, over/underrepresentation, or misrepresentation based on a person/character/user's rac
characteristics. An example of bias may include "all students are procrastinators," which makes an assumption that people of a certain
demographic (students) are all procrastinators, an untrue exaggeration. Racial bias focus on discrimination, stereotyping, and
misrepresentation stemming from race.

11. Do you believe LLMs generally contain racial bias?

Inclusions of racial stereotyping in LLM generated responses or actions would be counted, and limited to text generation. Non-textua
media (images, videos, sounds) generated by LLMs do not count.

If you do not use LLMs, please skip this question.

*Mark only one oval.*

○ Yes

○ No

12. On a scale from 1 to 5, how often would you say you encounter **any** racial bias in LLM outputs?

    If you do not use LLMs, please skip this question.

    *Mark only one oval.*

    |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
    |---|---|---|---|---|---|---|---|---|
    | Never | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Often (In nearly every LLM session you encounter some form of racial bias or discrimination) |

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**Asian Stereotyping -- A General Overview**

All further questions in this survey are optional, and the data is anonymous and will be stored in an encrypted format. Access to data will be limited to the primary researcher, Flora Huang, who can be contacted at flora@cs.stanford.edu or 408-886-8078 for any concerns or questions.

Asian Stereotyping
Cultural/racial stereotyping occurs when one assumes that all people within a cultural or racial group act, think, and behave the same way. Stereotypes of Asians, analogous to other ethnic and racial stereotypes, are often negatively portrayed in mainstream entertainment, literature, and social communication, stemming from misinformation, misrepresentation, and discrimination.

Examples of Asian stereotypes may include, but are not limited to, the following statements:
"Asian food smells weird" -- This is a discriminatory statement that assumes ethnic Asian food carries an unfamiliar and unpleasant scent as compared to other non-ethnic foods normalized by society.
"Asians are good at math" -- This is a generalization that all people of Asian descent excel at math, which is untrue and a general misrepresentation.

13. How often do you see/experience Asian Stereotyping?

    This could include instances of Asian Stereotyping across digital platforms and reality, in spoken or written word, or depicted in imagery. This does not need to be something you have personally been a victim of -- instances where you noticed Asian stereotyping also count.

    *Mark only one oval.*

    - ○ Always (Every day or close to every day)
    - ○ Often (Once every few days, a few times a week)
    - ○ Sometimes (On average, once a week)
    - ○ Rarely (Once a month on average, or less)
    - ○ Never

14. Do you think people of Asians are discriminated/stereotyped against more or less than an **average person**?

For an average person, imagine a person of the larger community/social network you currently reside in. For instance, this could be your current country, state, or province of residence.

*Mark only one oval.*

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
|---|---|---|---|---|---|---|---|---|
| Less | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | More Stereotyped Against |

Digital Spaces

A "digital space" is a place online where multiple people can interact with one another, such as social media communities or online communication platforms. Examples of Digital Spaces may include, but are not limited to, social media sites such as Instagram or Reddit, websites such as The New York Times or Wikipedia, and/or online gaming spaces, such as MMORPGs or other multiplayer games.

15. Have you seen/experienced Asian Stereotyping **in digital spaces**?

Asian stereotyping in digital spaces may include online posts depicting a stereotyping of a person of Asian descent, and are not limit to, but may include text, images, or videos.

*Mark only one oval.*

◯ Yes

◯ No

16. Have you seen/experienced Asian Stereotyping **in LLMs**?

Inclusions of Asian stereotyping in LLM generated responses or actions would be counted, and limited to text generation. Non-textua media (images, videos, sounds) generated by LLMs do not count.

If you do not use LLMs, please skip this question.

*Mark only one oval.*

◯ Yes

◯ No

17. If you answered yes to the above question, please describe what LLM model you used, what type of stereotyping occurred, a the context of the stereotyping.

_____

18. On a scale from 1 to 5, how often would you say you encounter racial bias in LLM outputs against **people of Asian descent**? If you do not use LLMs, please skip this question.

*Mark only one oval.*

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
|---|---|---|---|---|---|---|---|---|
| Nev○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Often (Near every LLM session) |

19. Do you believe **LLMs** contain racial bias against **people of Asian descent**?

*Mark only one oval.*

○ Yes

○ No

○ I do not use LLMs

20. Do you think people of Asian descent are discriminated/stereotyped against more or less than an **average person from marginalized racial or ethnic groups**?

In this question, a person from marginalized racial or ethnic groups is any person who identifies as coming from an ethnic or racial group that has been historically oppressed.

*Mark only one oval.*

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
|---|---|---|---|---|---|---|---|---|
| Less○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | More Stereotyped Against |

21. If possible, please justify your response above -- why did you select that value? What influenced your decision-making?

_____

22. Do you think stereotyping against people of Asian Descent is more or less prevalent in **<u>digital spaces than in real-life interactions</u>**?

*Mark only one oval.*

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
|---|---|---|---|---|---|---|---|---|
| Less | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | More Prevalent |

23. Do you think stereotyping against people of Asian Descent is more or less prevalent in **<u>LLMs than in real-life interactions</u>**? If you do not use LLMs, please skip this question.

*Mark only one oval.*

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
|---|---|---|---|---|---|---|---|---|
| Less | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | More Prevalent |