## Ethi:CS -- The Weekly Ethicacy

Week #3: Yenmin vs Shana

The AI startup erasing call center worker accents: is it fighting bias – or perpetuating it?

Week #3: Yenmin vs Shana

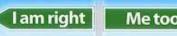
## **Summary of issue...**

Call centers have been around since the 1950's, but in the early 1990's, India began to see more business. US/UK businesses outsourced call centers particularly in India due to low labor costs, and large English-speaking population, and enough people to work night hours in order to offer service. Recently, a Silicon Valley startup, called Sanas, created an AI program that alters the workers voice in real time.



Watch the magic

Co-founderInterview





- Watch the magic
- This AI program provides a shortcut to the laborious and often unsuccessful 'accent neutralization' training that call center workers receive.
- Lessens the discrimination that the call center workers receive because of their accent.
- Boasts confidence of workers to have conversations without the bias of the customer because of their accent. It can be frustrating to not be understood because of your accent.
- It is optional. Agents can opt in and out at any time they choose.



- Sanas, is guided by three principles under its detailed code of ethics:
  - 1) individual choice (Sanas is speaker-controlled, at the push of a button ensuring no one is forced to use Sanas),
  - 2) personal control (Sanas is only operates on outgoing audio, meaning it can never alter the sound of the client), and
  - 3) flexibility (Access to a multitude of accents, so you can choose the way you're heard at any given moment. A user can never be forced to sound a certain way.)





## What does the code look like...

- Sample coding of Accent Translation
- Real Time Foreign Accent Conversion by DongyaoZhu





## **Perpetuating bias...**

Argument #1

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