Over the last decade, the emergence of IoT devices and increasingly affordable and miniaturized embedded systems have enabled transport and more specifically micromobility services to operate not only efficiently but with exceptional situational awareness in the form of big data geolocation, demographics, and usage trends. Due to their often startup nature, such technologies have led to cutthroat market competition, innovation, and a strong emphasis on user growth, with goals of maintaining a dominant market share, and eventual profitability while reducing expenses. Whilst these services have expanded and continue to evolve at blistering paces across the globe, the need for philanthropic research into the algorithms and growth strategies these startups and companies use become increasingly apparent, as cases of demographic bias and discrimination increasingly become an issue that warrants national and international attention.

We explore these issues, beginning with aggregating public social media data and qualifying it with facial recognition APIs that can infer ethnicity, emotion, and age to form a cohesive demographic picture, then establish if there are demographic biases through a variety of visualizations. Our methodologies produced discrepancies such as a 68.17% male to 31.83% female composition of E-Scooter engagement among social media images, and a 49.4% White and 30.2% Asian demographic prevalence compared to 13.4% Black and 7.0% Hispanic. These discrepancies may serve as disadvantaging factors for certain groups that accumulate if not addressed, and it is imperative that measures are taken by E-Scooter rideshare businesses and alongside public awareness to provide equitable outcomes for all.