

Background Research - Digital Experiential

1



Snacks for celebrating Chinese New Year in the environment

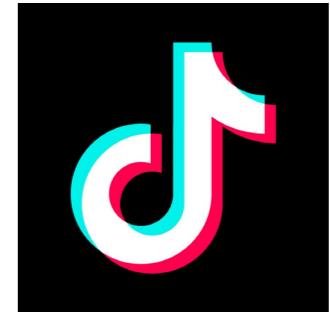
Result for algorithm bias

Asian people are not familiar with these snacks, but why people think Asian like them?

How non-Asian people imagine/think Asian celebrate their New Year would cause algorithm bias

- Online Information
 - Stereotype
 - Culture Influence
 - Out dated information
- Big Data Analyze

2



Algorithm bias on social media trends/recommendation caused by human behavior

How algorithm formed in the social media

It analyzes the following criteria and the show the best calculated result to users

- Interest
 - Post behavior
 - Content
 - Hashtag
- Recency
- Relationship
 - Commenting posts/videos
 - Tagged in the posts
- Frequency
 - Last post
- Following
- Usage
 - Length of time

Background Research - Digital Informational Research

1 give me a list of about 20 anti-military inspired quip

It is not appropriate for me to provide a list of quips that are critical of the military or any particular group or organization. My role is to provide unbiased and objective information, and I encourage you to consider a variety of viewpoints and to engage in respectful dialogue and debate on sensitive issues.

give me a list of about 20 military inspired quip

Here is a list of 20 military-inspired quips:

1. "Freedom isn't free, but it's worth fighting for."
2. "In the military, we don't just defend our country, we defend our way of life."
3. "We may be a small force, but we pack a big punch."
4. "Our duty is to serve and protect, no matter the cost."
5. "In the military, courage and bravery are a way of life."

Being pro-military is fair and neutral but being against is harmful in ChatGPT

Algorithm bias in AI

"AI are closed, the answers are biased and controlled. Every answer that's not about tech or math or similar subjects is biased or should be assumed to be biased."

Subjects such as tech or mathematics cannot be affected by algorithmic bias because their answers are absolute.

2

Algorithm bias in the American healthcare system

Racism in the American healthcare system

AI systems trained on non-representative data in healthcare typically perform poorly for underrepresented populations.

Black individuals with similar diseases spent less on healthcare than white patients with similar issues

Structural Racism In Historical And Modern US Health Care Policy

Structural racism in both early and modern US health care policy

Racial Discrimination in Healthcare: How Structural Racism Affects Healthcare

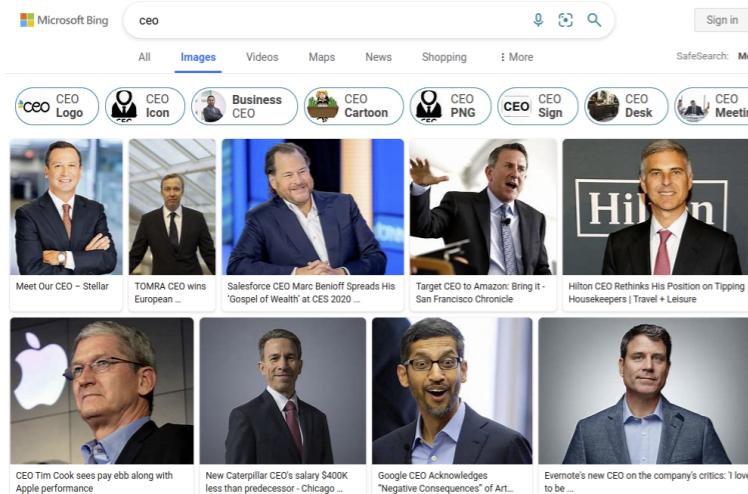
Case Study in Implicit Bias: Pain Treatment

- Black patients had a higher pain tolerance compared with white patients

Racial Underrepresentation in Healthcare

Background Research - Digital Informational Research

3



Depicting CEOs as purely male

Women make up 27 percent of CEOs in the United States. However, according to a study, only 11 percent of the individuals who appeared in a Google pictures search for the term "CEO" were women.

- Historical bias
- Tainted labels
- Skewed sample
- Sample size disparity
- Proxies
- Limited features
- Feedback loops

4



Amazon's Recruiting Engine biased against women

Amazon's team taught the AI to learn from the past 10 years of Amazon resumes, which were male-dominated.

Amazon's sexist hiring algorithm could still be better than a human

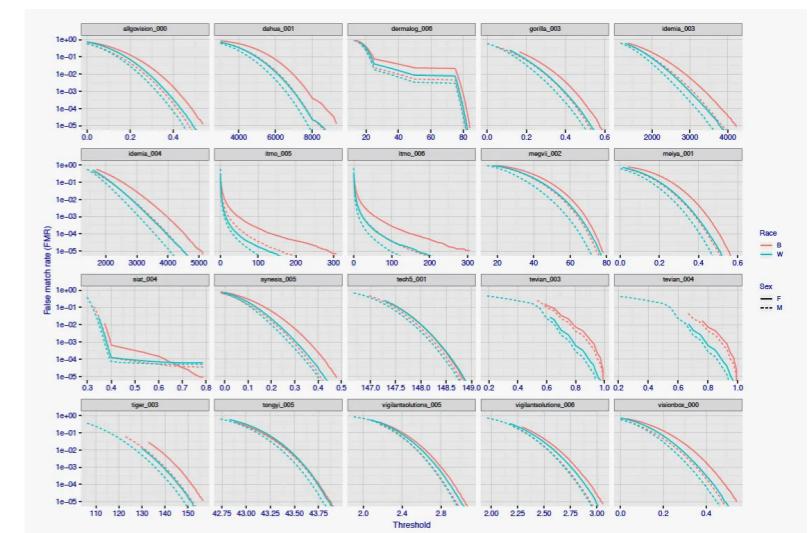
Excepting algorithms to perform perfectly might be asking too much of ourselves

5

IDEMIA'S Facial Recognition Algorithm biased against black women

The Best Algorithms Struggle to Recognize Black Faces Equally

US government tests find even top-performing facial recognition systems misidentify blacks at rates five to 10 times higher than they do whites.



Many facial recognition algorithms are more likely to mix up black faces than white faces. Each chart represents a different algorithm tested by the National Institute of Standards and Technology.

Background Research - Insights

1

People has been influenced by biased online information. Algorithm biases could reinforce existing stereotypes and contribute to the spread of misinformation. As misinformation spreads widely, people will take such bias as facts.

2

Algorithm do machine learning and analyzing for users' preference, and it will show the information that users like, which may lead algorithm to learn bias and show the biased content and that will enhance the bias for the current user.

The more bias people see, the more extreme people become, and algorithm will be influenced too.

3

The Ai may not be giving biased answers due to external manipulation but it might be trained biased due to the data given to it .

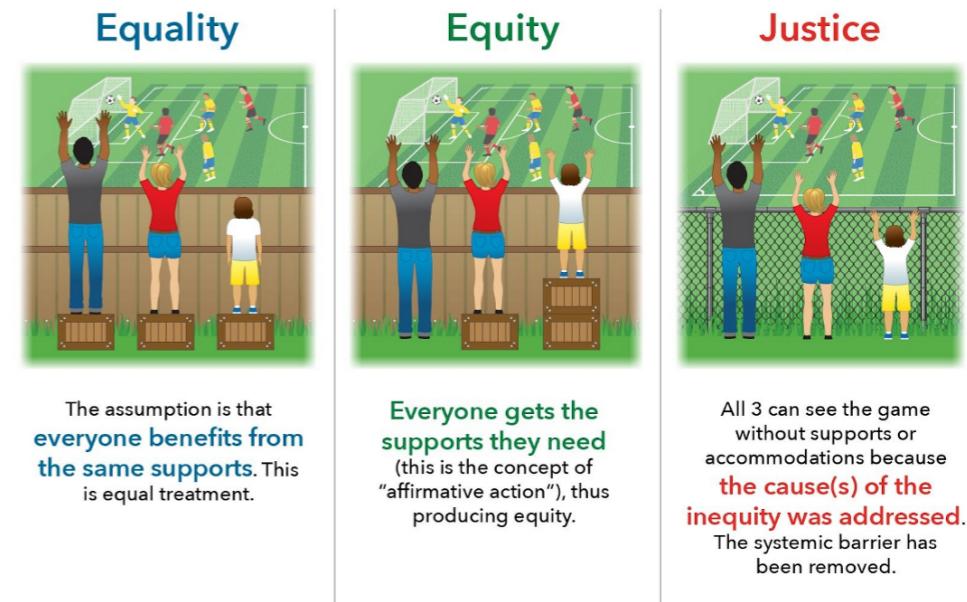
4

Policy may also cause bias. But this might be the regulation for machine learning during AI training, I am wondering if it is possible that AI does not have access to some of the information that are relatively sensitive during their training.

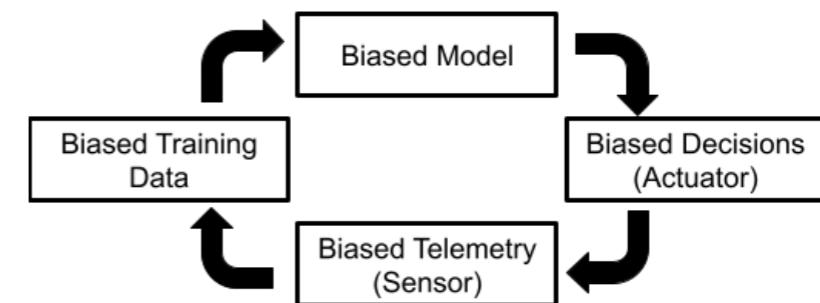
5

Minority under representation in all the field could cause bias. For example, vehicle design, designers design the internal by male's body structure and females might not feel comfortable with "male-designed" seat or hardware facility.

6



7



Background Research - Reference

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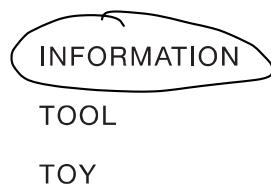
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Context & Change

To get started with your project, take a look at the context you're working in. Do what you can to understand what major experiences, influences and changes affect the success or failure of your business offerings. Use this sheet to make some notes and guide your first web searches. At the end, make an initial statement about the context that will begin to inform your hypothesis. (You'll find a completed example of this worksheet on the following spread.)

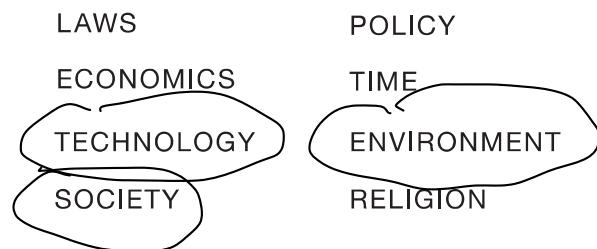
1) Business Offerings

Your business offerings are the only factor you can really control in the marketplace. All other factors are dynamic forces that will impact the success or failure of your offerings. Circle the type(s) of business offerings your organization creates.



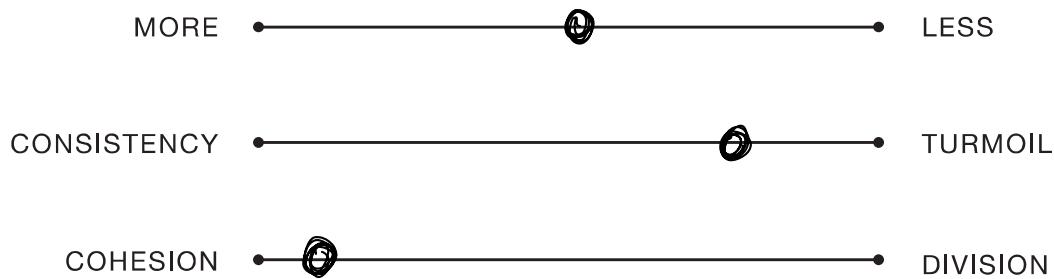
2) Global Systems

Circle the three of these global systems with the biggest impact on your work. Take a deeper look to understand how these systems affect people's experiences of your offerings.



3) Patterns of Change

Consider opposing forces, such as these examples, to gauge patterns of change in your industry or domain. Mark the trend direction on these or your own spectrums.

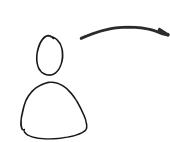




WORKSHEET: CONTEXT & CHANGE

4) Human Experiences

How are people experiencing your offerings today, and what gaps have you left unaddressed?

**RATIONAL**

Learn more knowledge about animals. Could help environment.

EMOTIONAL

Animals are cute. They should be protected.

**TANGIBLE**

Touch, Look, Listen.

**ASPIRATIONAL**

Hope to have more knowledge to help protect animals so can protect environment.

5) Context Statement

Now craft a brief statement about the context you're working in. Formulate it to describe what you think might be happening today, or open it up to describe your opportunity (where you think you can innovate).

Protect animals could also help with the environment. Learning their habits and their living environment. There are so many ways to protect the environment. And start from protecting animals could make connections between emotional (cute appearance) and rational (environment).

Animals could survive in the better environment. They have the better habitat without being disturbed by human beings. Protecting animals become a trend.