# video 4: Language in Data systems

* What is rendered invisible when data, code and software are perceived to be neutral or objective?
* How is data interacting with machine learning and artificial intelligence? Why is it important to consider the data?
* What does “bias is built into the system” imply? How are AI systems potentially biased?

Examples to consider:

1. Facebook’s chatbot, Blender, was training on Reddit data. The bot learned abusive language and was vulgar and offensive (Hunt 2016).
2. Microsoft’s AI chatbot, Tay, was trained on conversations from Twitter. It was pulled from the market after 24 hours for tweeting racist comments. (BBC 2020).

**References**

BBC. (2020 May 4). Facebook uses 1.5bn Reddit posts to create chatbot. *BBC News*. <https://www.bbc.com/news/technology-52532930>

Hunt, Elle. (2016 March 24). Tay, Microsoft’s AI chatbot, gets a crash course in racism from Twitter. *The Guardian*. <https://www.theguardian.com/technology/2016/mar/24/tay-microsofts-ai-chatbot-gets-a-crash-course-in-racism-from-twitter>

**Recommended**

Crawford, Kate., and Paglen, Trevor. (2019 September 19). Excavating AI: The Politics of Training Sets for Machine Learning. <https://excavating.ai/>