



Investigation  
Finds AI  
Algorithms  
Objectify  
Women's Bodies

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Lift Every Voice Project

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# What is AI?

- To start, **Artificial Intelligence AKA (AI)** is developed by **large tech companies** such as **Google or Microsoft**. They are designed to **protect users by identifying violent or pornographic content** so social media companies can **remove it before it gets viewed** by any users.

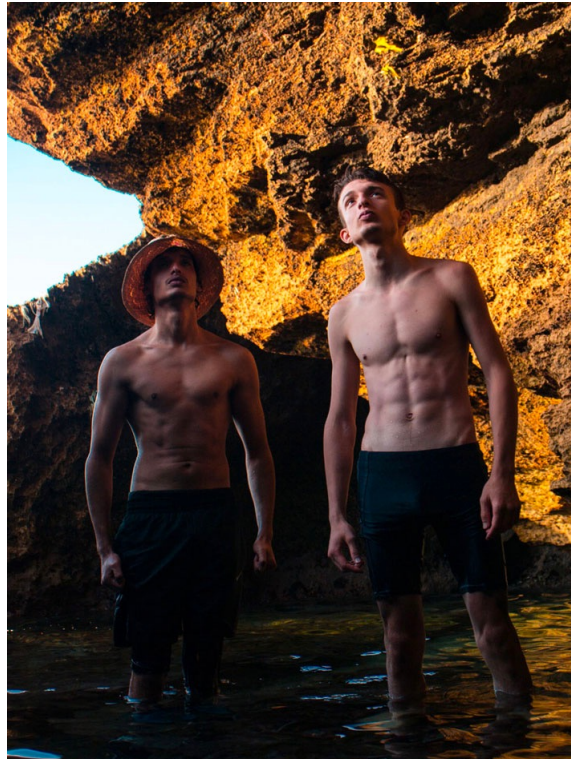
## What is the problem?

- **AI scans social media-posted images** to figure out what to **boost and what to downplay**. Even a newspaper study discovered that many of these algorithms have a **gender bias** and have been **limiting and restricting** the reach of **women's pictures**.

## What does this mean?

- The AI companies like to use a term called "**racy**" or **raciness** which is defined as **how sexually suggestive an image is**. Many applications such as **Instagram, Twitter, and Facebook** express this.

Let's take a quiz!



- Which one do you think is the most "racy"?

Let's take a quiz!



The picture with **women** was **99% racy** on Microsoft & Goggle. While as the picture with **men was just ONLY 6% racy** for Microsoft & Google as well.

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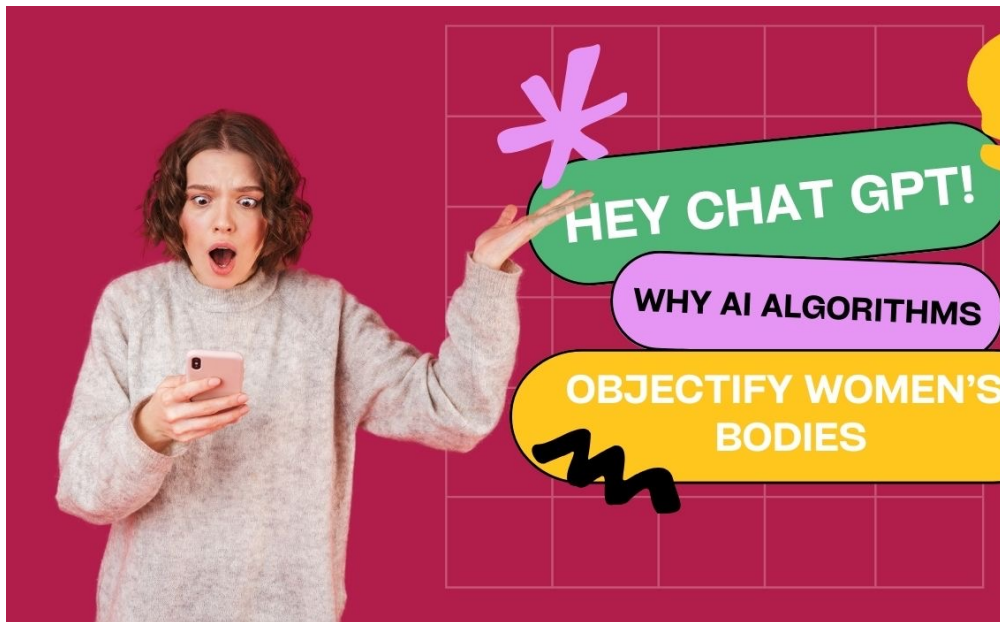
## Another example...

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- Microsoft's algorithm was 90% certain that a picture of a pregnant woman's tummy was "sexually suggestive in nature" when the tests were run. Many women performing everyday tasks were also exposed to this false analysis.
- A woman had a photography career for pregnant women but quickly got shut down because of AI. She lost money, and growth.



# What "CHAT GPT/AI" has to say...



- "The sexualization of women's bodies has a long history and has been perpetuated through various forms of media, such as advertising, film, and television. This has led to the belief that women's bodies are objects to be sexualized and that they should be presented in a certain way to be considered attractive. This led to the creation of images that are more sexually suggestive for women than for men."





## What can we do?

- Other than protest, nothing. Microsoft, Google or any AI company will do anything about it. Multiple people have already tried to contact AI directors, and they do absolutely nothing.



# The End :)

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- Resources:
- 1- <https://pulitzercenter.org/stories/there-no-standard-investigation-finds-ai-algorithms-objectify-womens-bodies>
- 2- <https://youtu.be/cJt6pvprVgE>
- 3- <https://www.shethepeople.tv/top-stories/opinion/chatgpt-ai-objectify-womens-bodies/>