

Better Together Insight Report: Navigating Biases in Generative AI

Acknowledging and Addressing the Impact of Generative AI Biases on Innovation and Society

Better Together's survey uncovered issues related to biases in generative AI, highlighting public concerns that necessitate a push toward equitable resolutions.

Our focus is clear: to ensure generative AI innovation is matched with fairness and inclusivity. Companies must use effective communications to address and mitigate these biases, reinforcing our collective commitment to developing generative AI technologies that serve the interests and needs of all.

The survey focused on the types of biases respondents are most concerned about in generative AI. The distribution of concerns found:

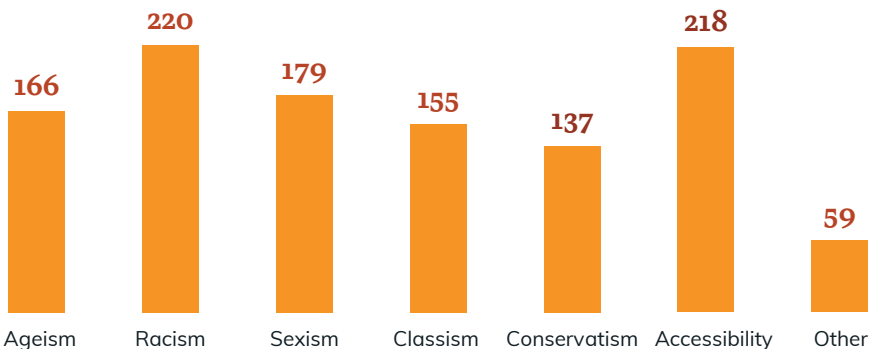
Racism: Received 221 mentions, highlighting it as a significant concern among respondents.

Sexism: With 180 mentions, sexism is another major concern, indicating worries about generative AI perpetuating gender biases.

Classism: Received 156 mentions, pointing to concerns about generative AI biases related to socio-economic status.

Conservatism and Accessibility: These concerns were less frequently mentioned in responses and not the main concern of those surveyed.

The emphasis on racism and sexism proves that biases in generative AI are closely aligned with broader societal issues of discrimination. The significant mention of classism also underscores worries about generative AI exacerbating socio-economic inequalities.



How we drive change to solve biases in generative AI:

Implement internal feedback mechanisms to ensure technology is built with a commitment to impartiality: By integrating diverse perspectives from the outset, these mechanisms can help pinpoint and mitigate potential biases, ensuring technology development aligns with values of fairness and inclusivity.

Encourage consumers to demand technology companies address bias through company feedback and products and services that are unbiased: This empowers users to play a pivotal role in shaping the technology they use, fostering an ecosystem where companies are held accountable for the social impact of their products.

Press for an evaluation and certification framework that requires companies to assess and certify their generative AI technologies for bias: Establishing industry-wide standards for bias assessment promotes transparency and drives innovation toward more equitable technology solutions.

Initiate targeted communications campaigns designed to showcase the company's dedicated efforts toward eliminating bias in generative AI: Through transparent and engaging dialogue, these campaigns can build trust with stakeholders, demonstrating the company's commitment to ethical AI practices and its role as a leader in fostering positive change.

To navigate these challenges and bring our solutions to life, engaging with Better Together will elevate our collective impact, focusing on communications campaigns that spotlight the imperative for unbiased generative AI. As a social impact agency, Better Together is dedicated to championing responsible generative AI development through strategic communications that emphasize diversity, equity and inclusion, ensuring that generative AI technologies equally benefit all members of society.

Better Together

WE USE COMMUNICATIONS
TO ACHIEVE EQUITY

Let's Work Better, Together.

Interested in learning how to use communications to address biases in generative AI? Contact us at hello@thebettertogether.agency or (703) 643-4966.