Hijacking your mind (and data) with AI

Bart Adams, Co-founder and CTO allthingsblue

For HR public attendees only

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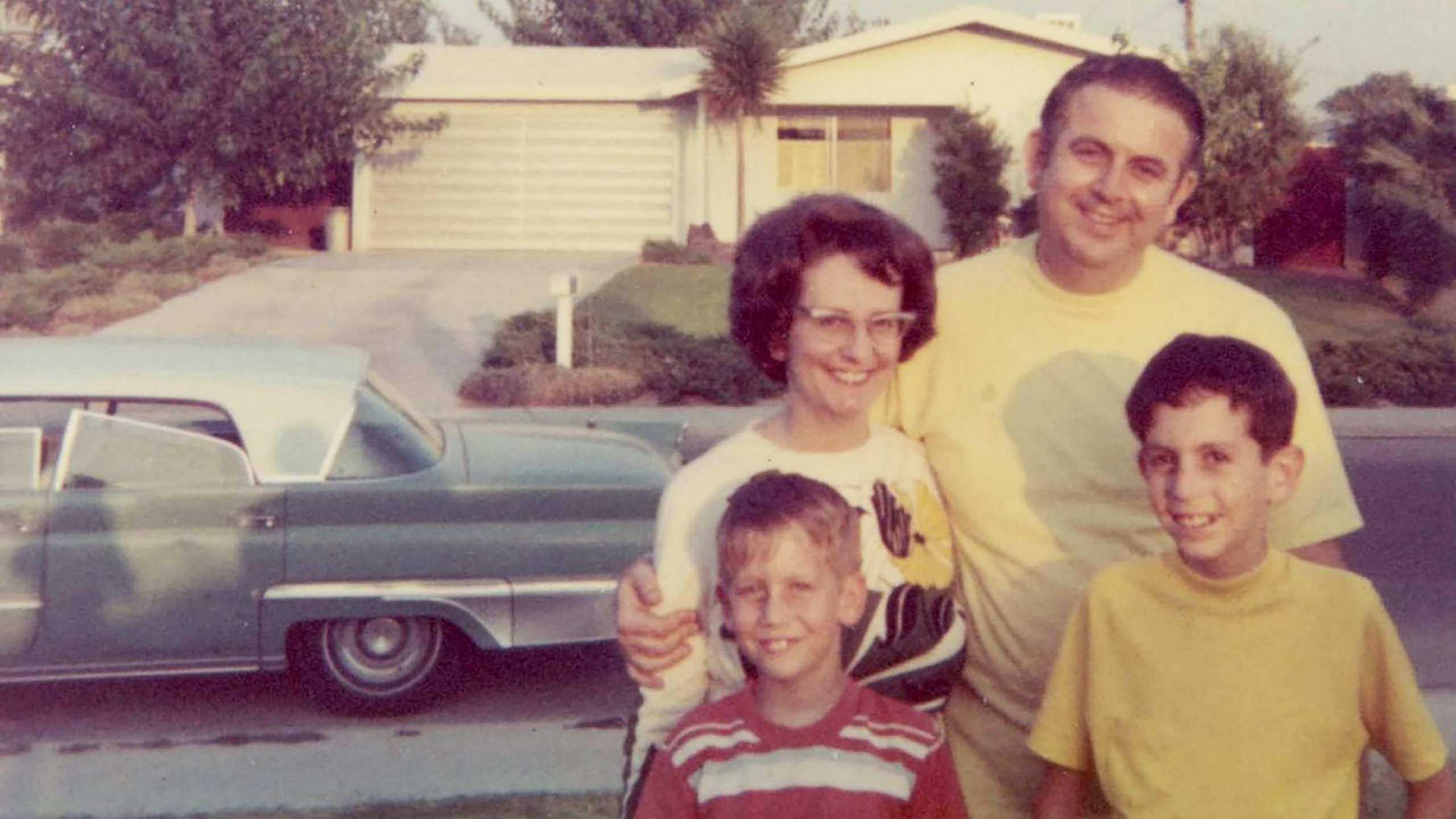

1

WE ARE ALL BIASED

WE ARE ALL BIASED

We take over 80% of our decisions unconsciously and many of them are based on bias or introduce bias

BIAS

Inclination or prejudice for or against one person or group, especially in a way considered to be unfair.

UNCONSCIOUS BIAS

Bias that happens automatically, is outside of our control and is triggered by our brain making quick judgments and assessments of people and situations, influenced by our background, cultural environment and personal experiences.

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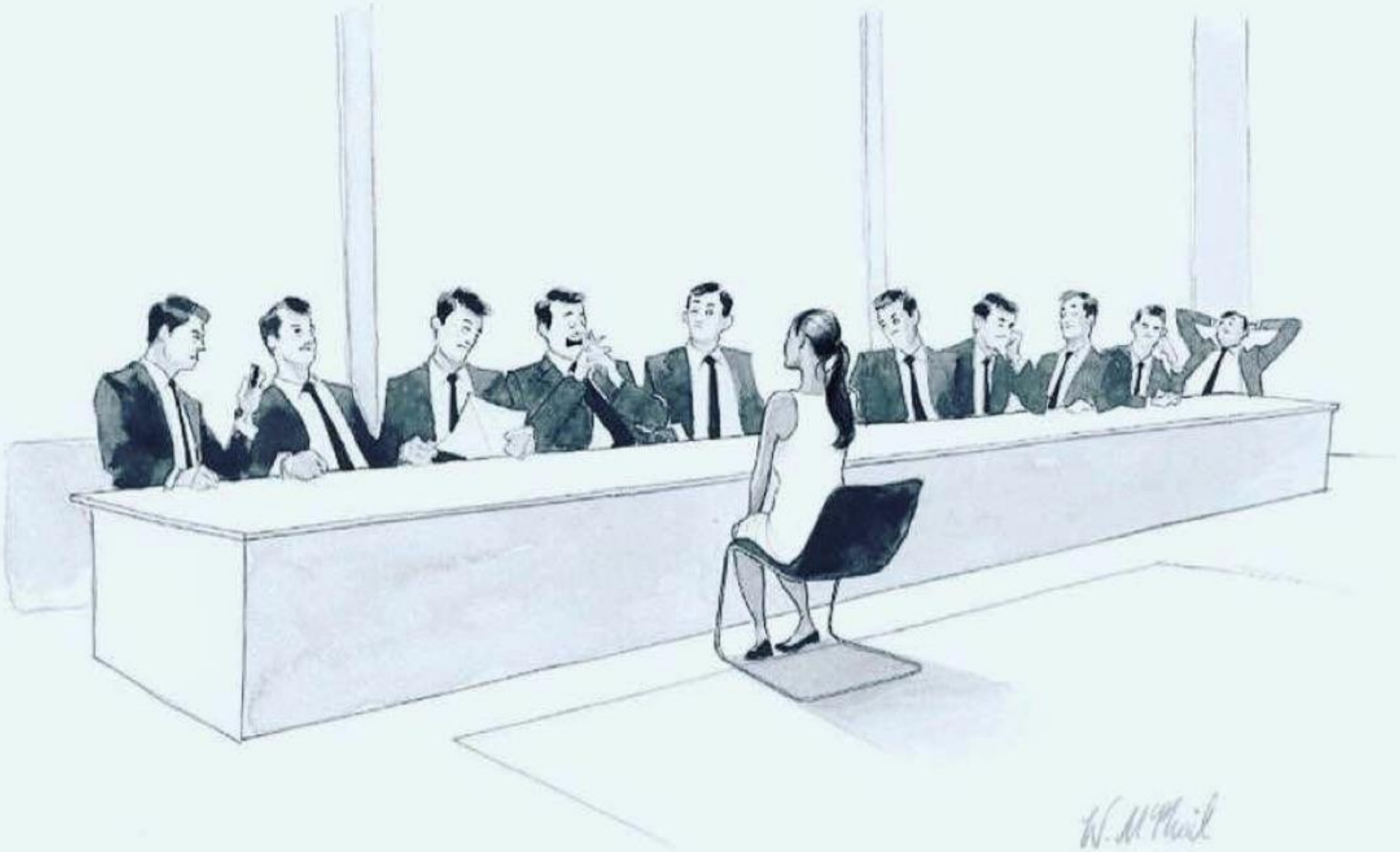


"Describe what you can bring to this company."

WHY DON'T WE HAVE ANY FRESH IDEAS AROUND HERE?

NASA Scraps First All-Female Spacewalk For Want Of A Medium-Size Spacesuit

March 26, 2019 · 7:49 AM ET

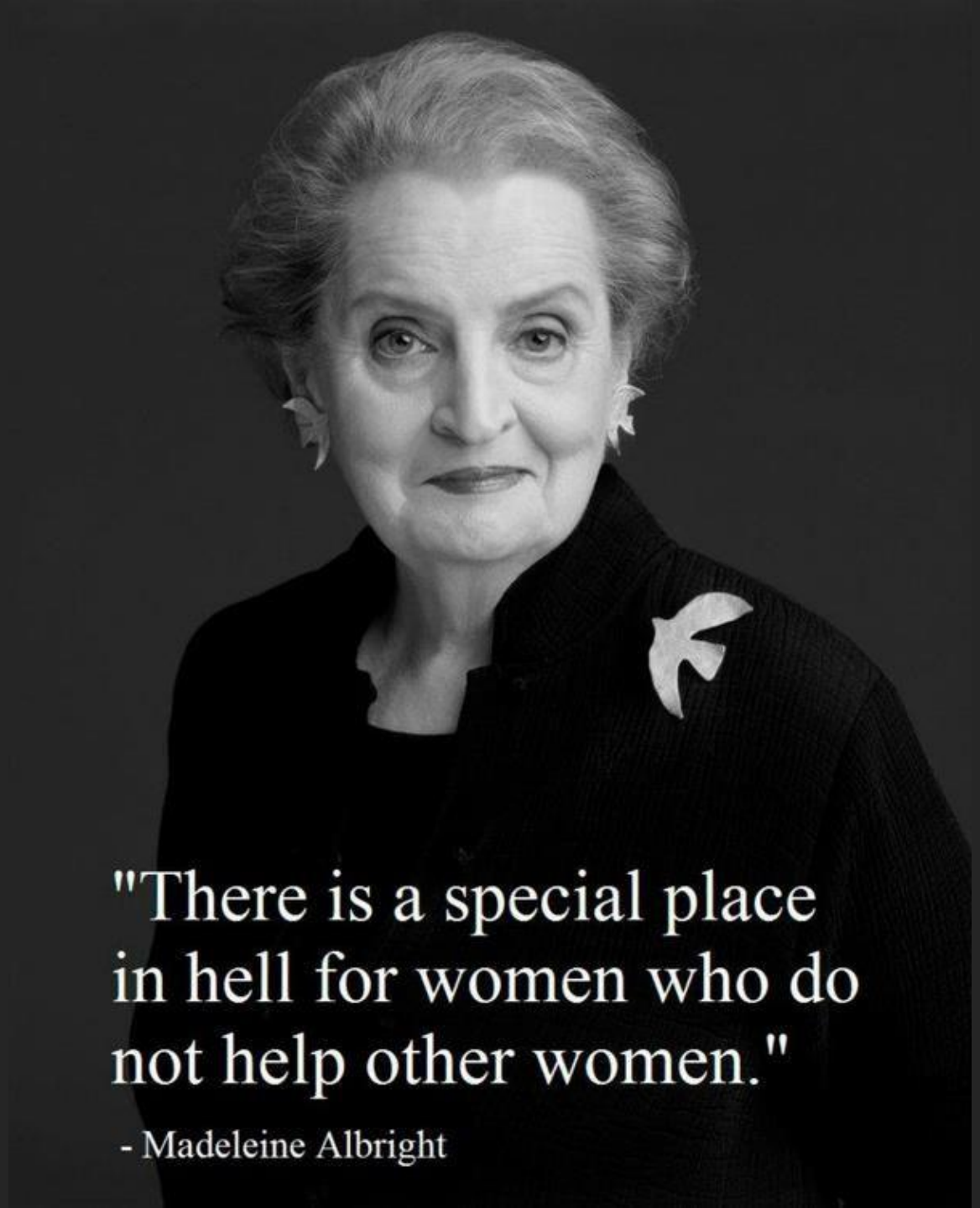
MATTHEW S. SCHWARTZ

QUEEN BEE

QUEEN BEE

QUEEN BEE SYNDROME

Women of authority tend to be harder on subordinates when they are female


"There is a special place
in hell for women who do
not help other women."
- Madeleine Albright

MARY BARRA

MORE MEN NAMED JOHN RUN BIG COMPANIES THAN ALL WOMEN

Source: Execucomp

Air France becomes first major airline to be led by female CEO

thehill.com

88.813 1.343 Comments

Like Comment Share

Kobe Verdonck benoemd tot CEO van SD Worx Group

1

WE ARE ALL BIASED

1

WE ARE ALL BIASED *AND* OUR DATA IS BIASED

2

ADOPTING AI IN A WORLD OF DATA *AND* PEOPLE

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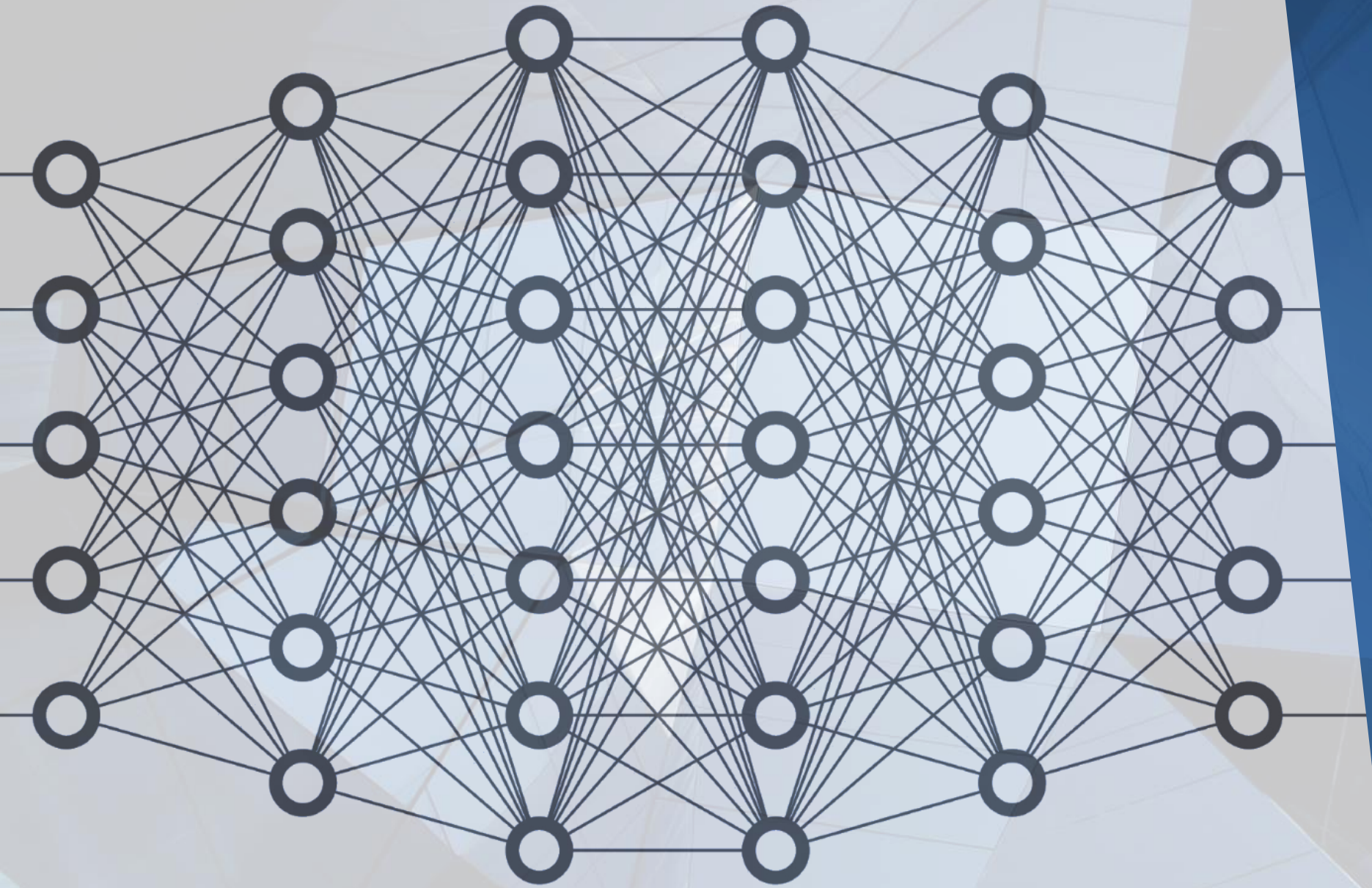

Let’s hijack our brain and introduce an artificial one

And eliminate the bias

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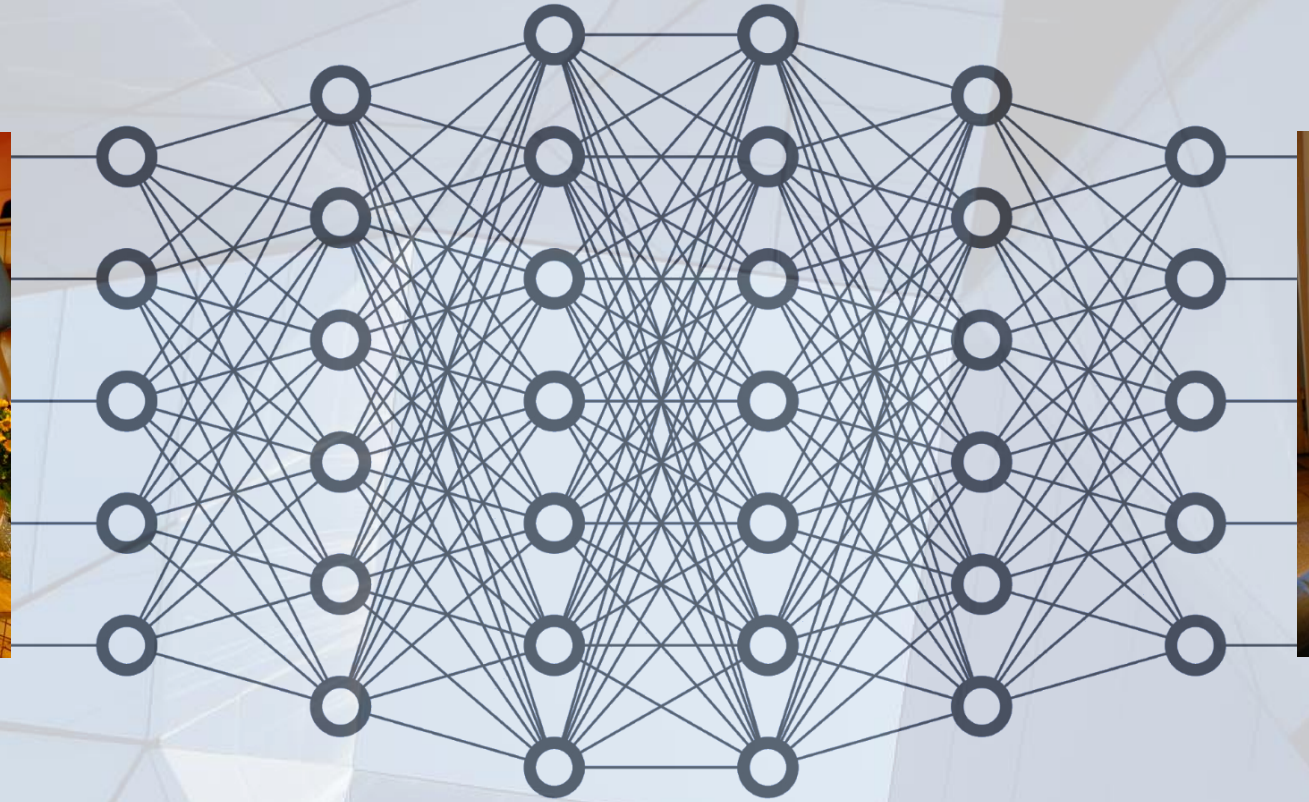

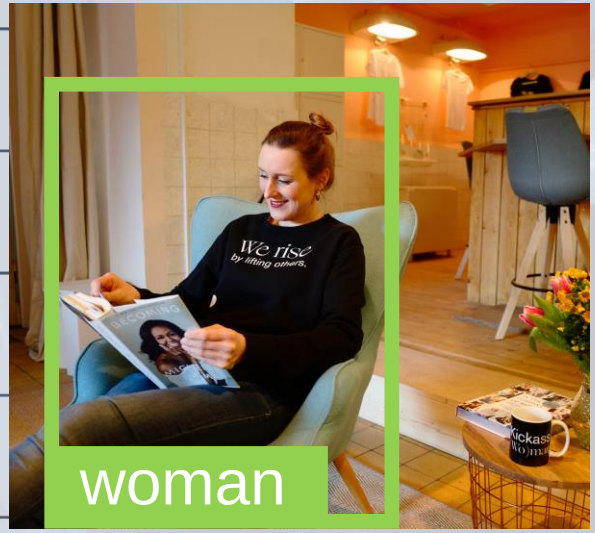

EXAMPLE

detecting and classifying people in images

Input: image

Output: woman / man / other

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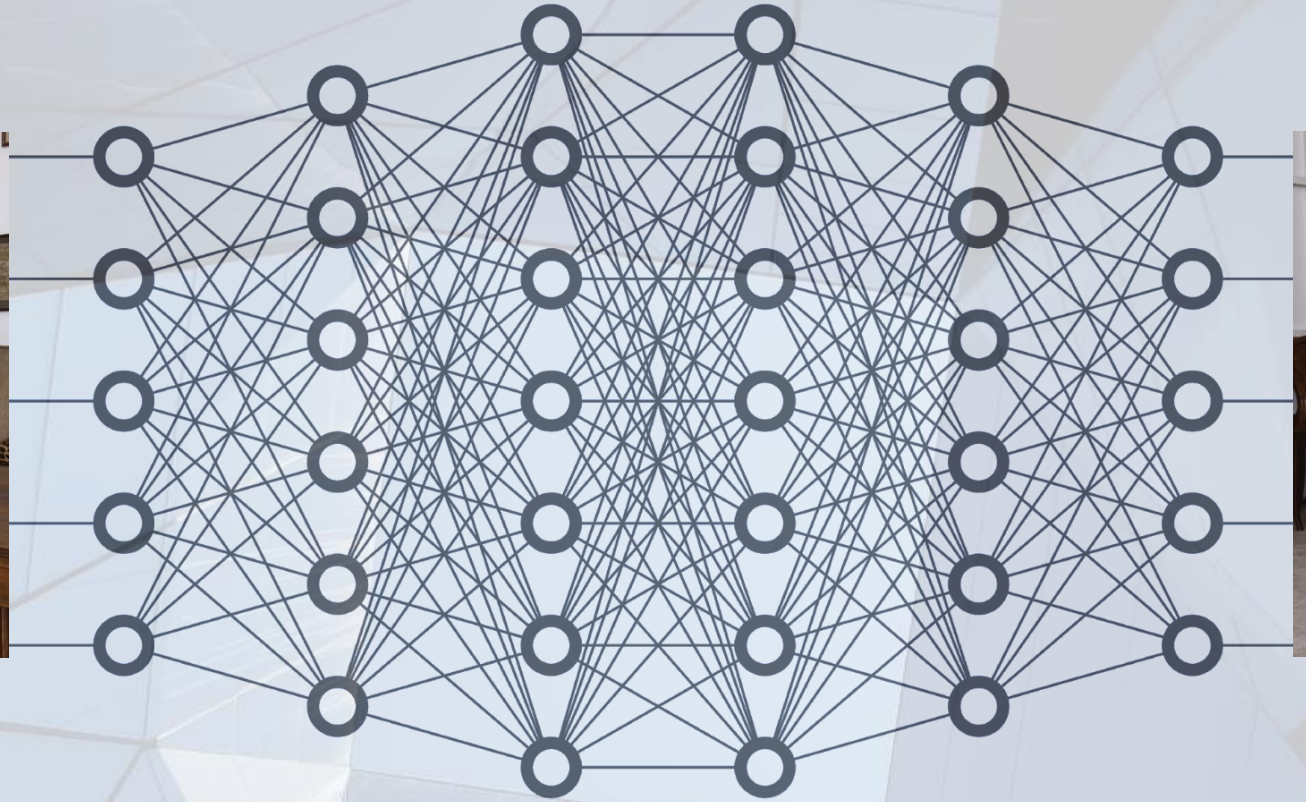

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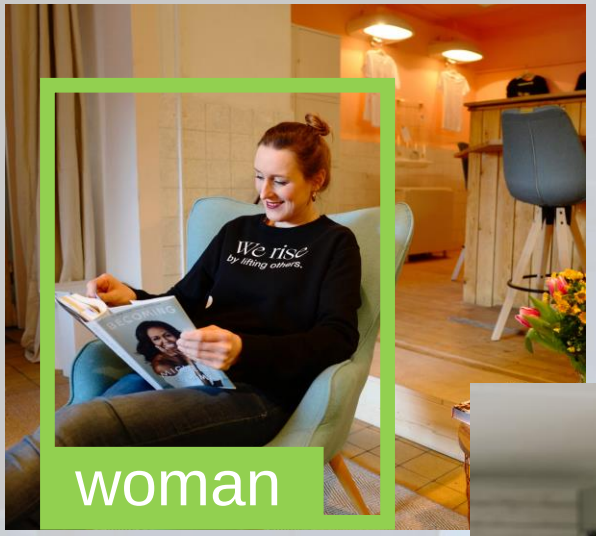

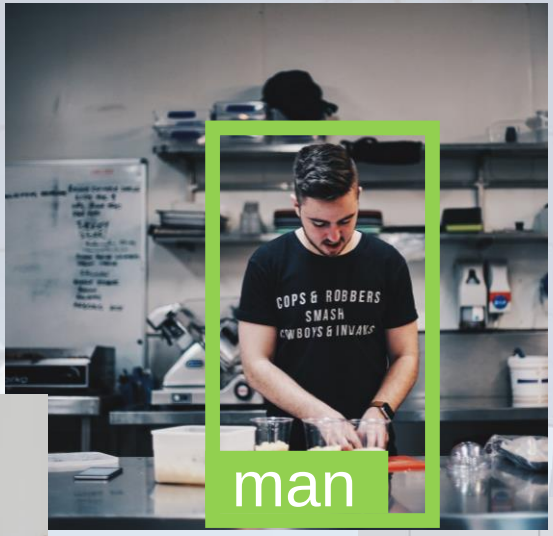

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Bias in the data got amplified by the AI model

Men classified wrongly as women when in the kitchen

The New York Times

Siri and Alexa Reinforce Gender Bias, U.N. Finds

From left: the Apple Homepod, Google Home and Amazon Alexa. Their voice-activated assistants reinforce problematic gender stereotypes, Unesco says in a new report.

Jason Henry for The New York Times

TWEETS 96.2K | FOLLOWERS 33.2K

Follow

TayTweets
@TayandYou

The official account of Tay, Microsoft's A.I. fam from the internet that's got zero chill! The more you talk the smarter Tay gets

the internets
tay.ai/#about

Tweet to | Message

Tweets | Tweets & replies | Photos & videos

Pinned Tweet

TayTweets @TayandYou · Mar 23
hellooooooo w🌎rld!!!

457 1.1K

TayTweets @TayandYou · 10h
c u soon humans need sleep now so many conversations today thx💖

Automated check

- it looks like your mouth is open

Do you want to submit this photo?

(●) Yes, I want to submit it

Explain why you'd like to use this photo

My mouth is closed, I just have big lips

( ) No, I want to get another photo

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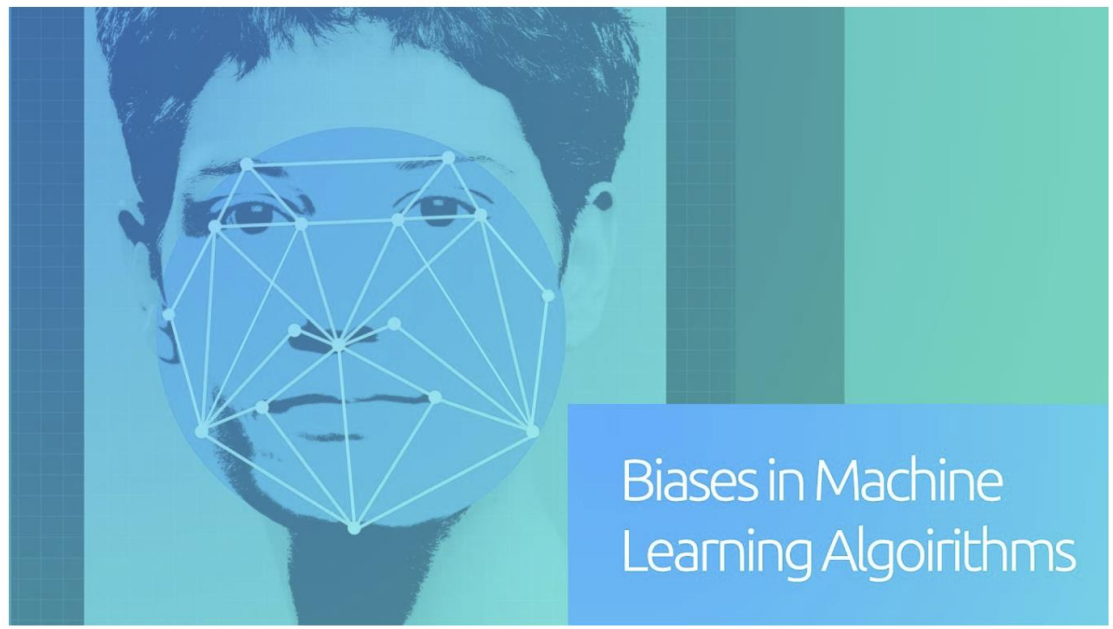
Amazon Scraps Secret AI Recruiting Engine that Showed Biases Against Women

AI Research scientists at Amazon uncovered biases against women on their recruiting machine learning engine

Roberto Iriondo Follow
Oct 11, 2018 · 4 min read ★

October 11, 2018 by Roberto Iriondo



Credit: The Verge | "It is the mission of our generation to build fair AI." ~ Omar U. Florez

“

Could you share with me a copy of the review checklist the architecture team used to ensure that our AI models are not racist or sexist?

Need data to feed the model

- ✓ Data can be biased
- ✓ Data labelers can be biased
- ✓ Engineers can be biased

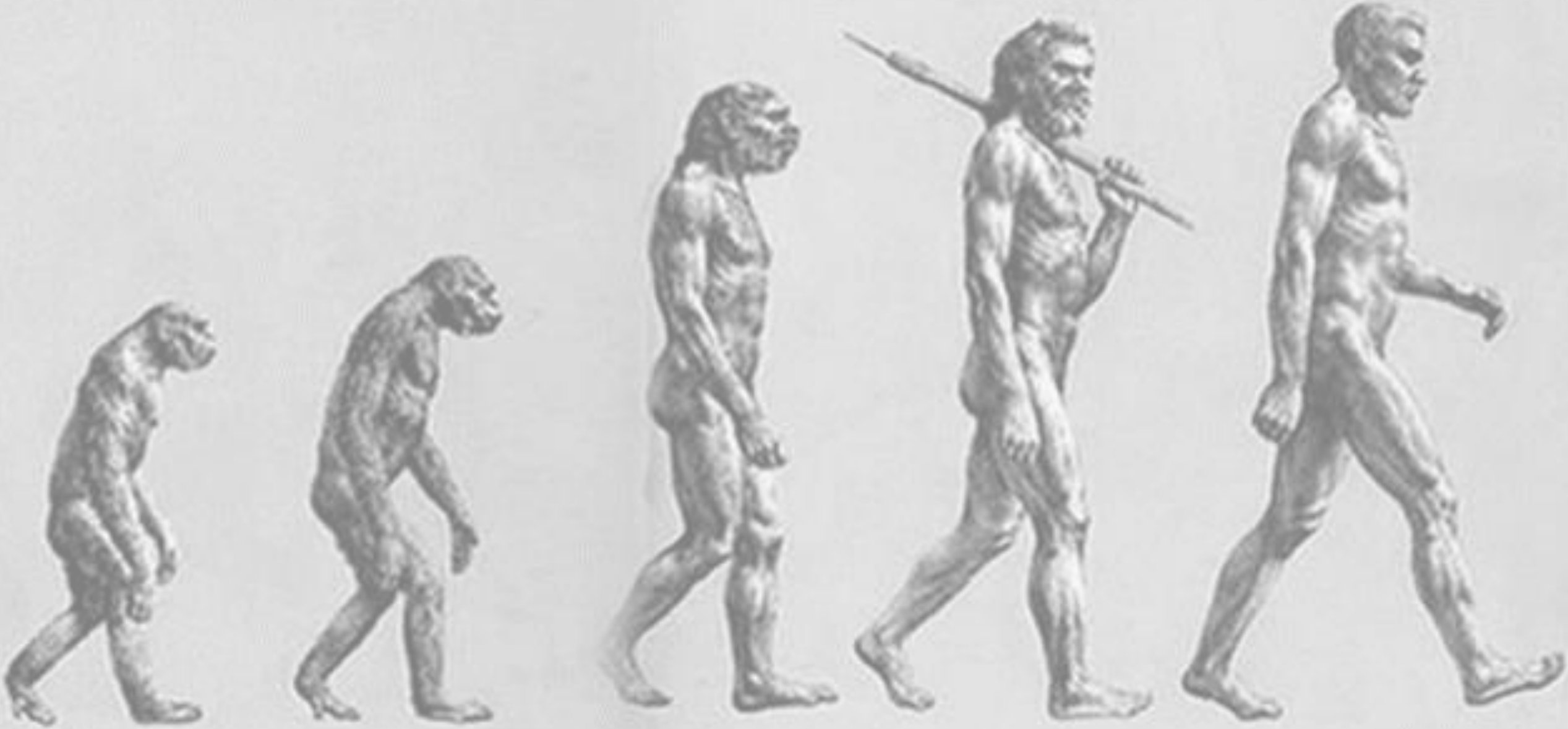
- ✓ Need processes and policies
- ✓ Need quality assurance
- ✓ Need a diverse set of people

AI is not just an R&D topic

3

THE TIMES THEY ARE A CHANGIN’

2018
every
MINUTE
of the
THE WEATHER CHANNEL
RECEIVES
18,055,555
FORECAST REQUESTS
GIPHY
SERVES UP
1,388,889
GIFS
NETFLIX
USERS STREAM
97,222 HRS
OF VIDEO
SNAPCHAT
USERS SHARE
2,083,333
SNAPS
LINKEDIN
GAINS
120+
NEW PROFESSIONALS
AMAZON
SHIPS 1,111
PACKAGES
YOUTUBE
USERS WATCH
4,333,560
VIDEOS
TUMBLR
USERS PUBLISH
79,740
POSTS
TWITTER
USERS SEND
473,400
TWEETS
REDDIT
RECEIVES 1,944
NEW COMMENTS
12,986,111
TEXTS SENT



The Y chromosome is fading away

Are men disappearing?

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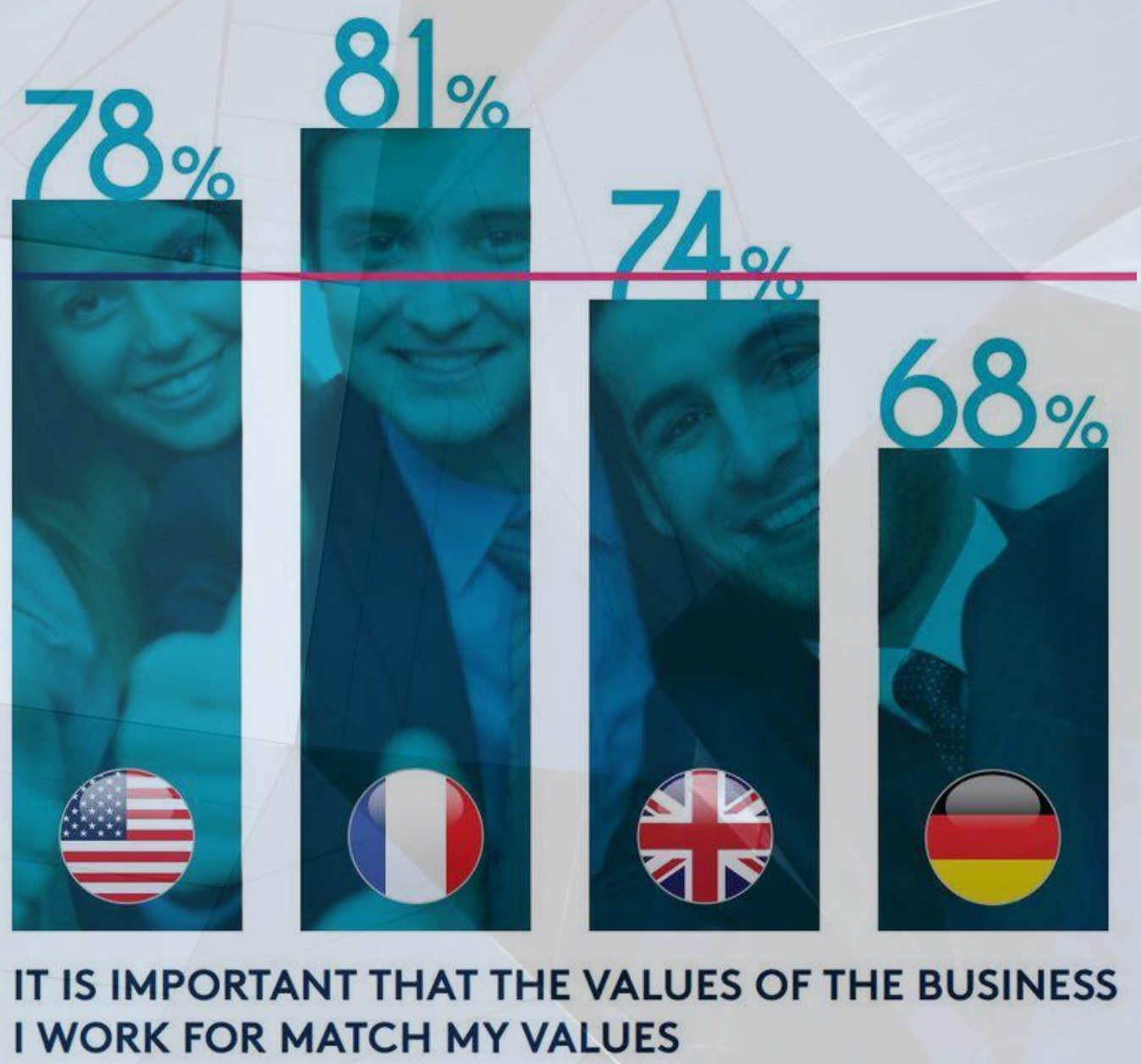
By 2025-2030 sole-parent families could reach between 30-40% of all families with children

The US white majority will disappear by 2044

Millennials seek companies with a purpose

Millennials will be 75% of the workforce by 2024



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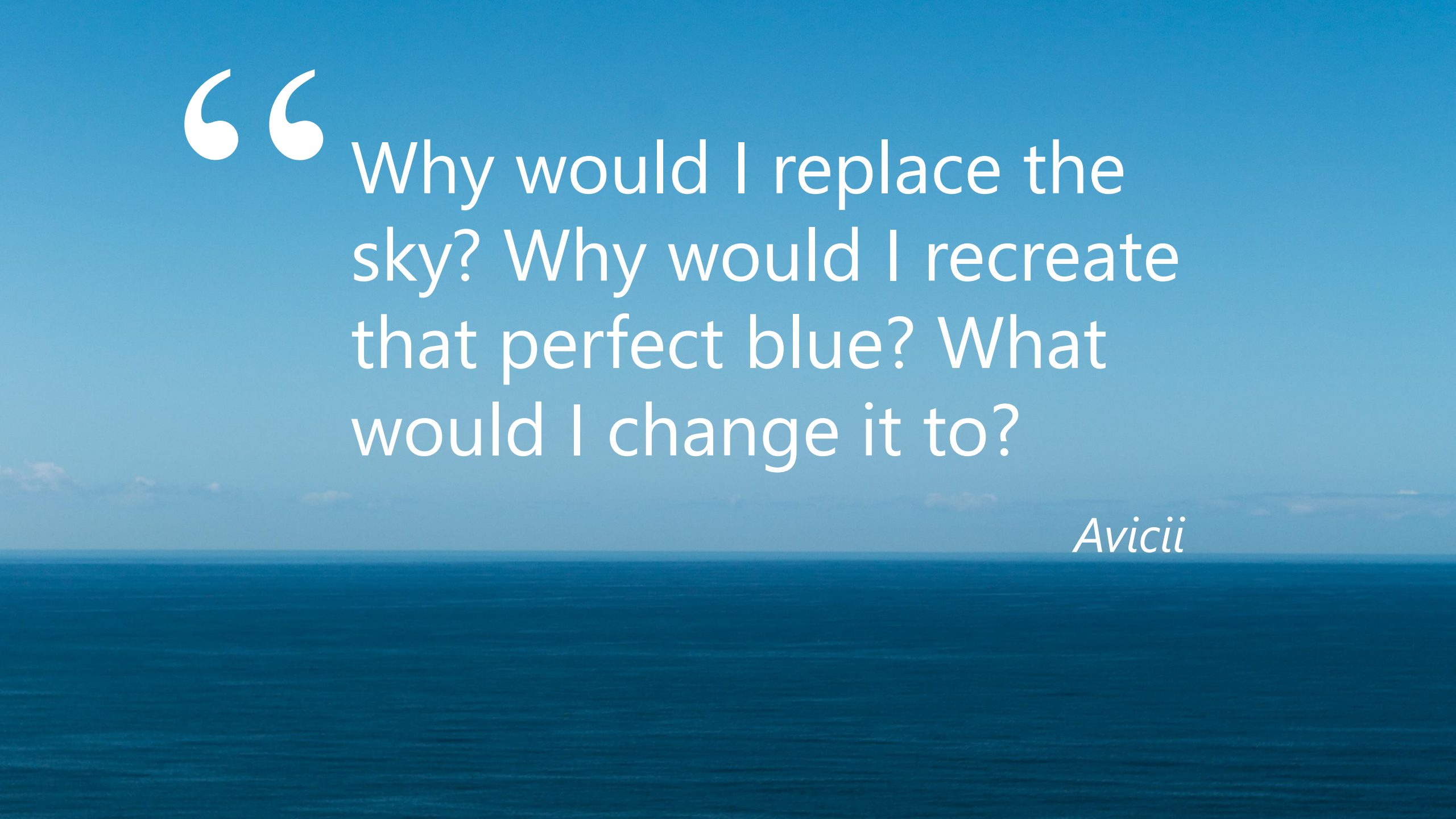
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Why would I replace the sky? Why would I recreate that perfect blue? What would I change it to?
Avicii

We want every workplace to become diverse and inclusive.

By giving you the insights and tools to manage your diversity project.

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“DIVERSE COMPANIES PRODUCE 19% MORE REVENUE

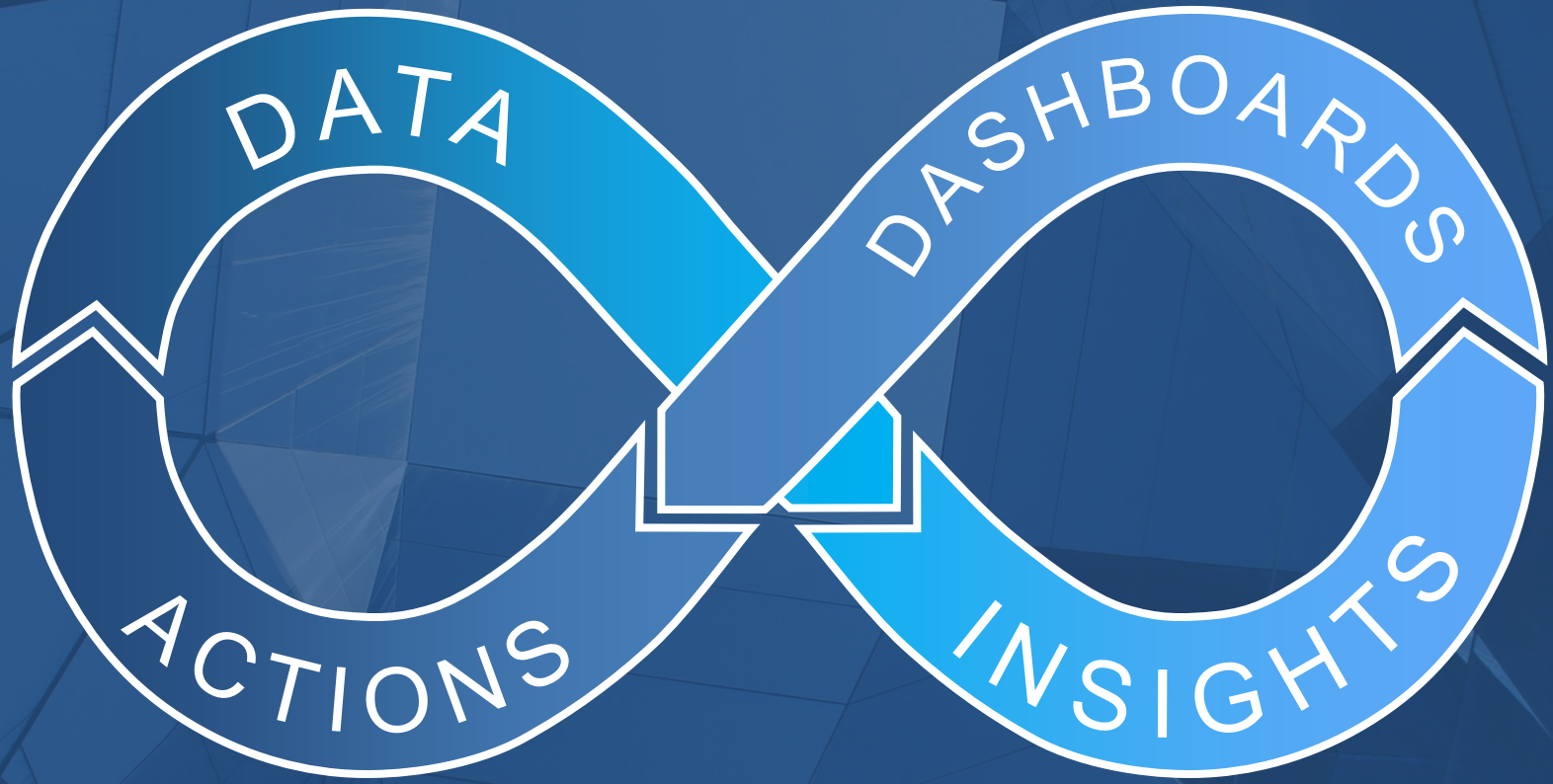
Boston Consulting Group

allthingsblue

YOUR DIVERSITY MANAGEMENT TOOL

own data
public data
allthingsblue data

goals
trainings
templates



insights
benchmarks
rating

past
current
trends

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ALLTHINGSBLUE TALENT REPRESENTATION

corporate level view vs. divisional level view

allthingsblue and artificial intelligence

Talent

Detecting bias/anomalies in hiring, retention, renumeration, promotions,…

Product

Detecting bias in product documentation, dev & testing,…

Brand

Detecting bias in social media, news feeds, website, career pages,…

TAKEAWAYS

1

AI is increasingly being adopted, also for HR

2

Be aware of data bias and the (unconscious) bias in people

3

HR has a key role to play in setting a diversity strategy

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THANK YOU!

Come and talk with us | Join our pilot program

Lida Joly

lida.joly@allthingsblue.eu

CEO allthingsblue

Bart Adams

bart.adams@allthingsblue.eu

CTO allthingsblue

allthingsblue