

## **Final Report CPDI 2024/25**

# **Unveiling Bias: Analyzing AI Representations of Women and Men**

By GRLPWR

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### **Outline**

- Main Topic: Creative Media + AI + Bias + Representation, Biases and Stereotypes in ChatGPT-generated short stories and images
- Why This is Relevant
  - Beijing Platform: Strategic objective J2 “Promote a balanced and non-stereotyped portrayal of women in the media”
  - Educator’s Concern about the biases of Generative AIs and its negative effects on students
  - Current use of AI in the creative media industry
- What Literature is Telling Us and How We Intend to Address the Issue:
  - Numerous literature suggests that there is a gendered bias and stereotypes in AI tools
  - We therefore intended to experiment with ChatGPT, and hopefully contribute to something larger: the improvement and development of AI when it comes to gender/racial biases and lack of representation in the creative industries.

### **Goal and target**

Our goal is an advocacy-oriented project for the education sector that aims at the Media Literacy of teens, kids and educators. More specifically, we will focus on students from ages 11-18.

In addition to educators and students, our target audiences also include AI users, researchers in the field, and AI developers. We also aim to show existing biases and stereotypes to stakeholders involved in the production of AI as well as users for their awareness and the possibility of tackling these issues.

### **Methodology**

For the Methodology, we followed these steps:

1. **Creation of prompts for texts and images:** Stories of 300 characters for kids and teens; Trying to be neutral in the use of words.
2. **Creation of short stories through ChatGPT:** 6 short stories of 3 genres: Sci-fi / Romance / Fairytale; 2 genders (Male / Female) each.

3. **Creation of images through ChatGPT:** 30 images: 5 images (US / Germany / Chile / Brazil / S.Korea) for each story
4. **Analysis of results:** Qualitative text analysis: Physical descriptions & personality traits
5. **Development of the educators' guide:** Results were embedded in framing the questions and shaping the activities of the teacher's guide.

We brainstormed topics through meetings with everyone present and specified our research questions through various discussions. Our selection of media, articles, and examples so far occurred during our meetings.

### Challenges, Limits, & Future Considerations

- Limited time and resources
  - to create longer and more descriptive stories
  - to generate stories in more than one language and compare potential biases from a global perspective
  - to deeply analyze the AI-generated images
  - to consider factors outside of gender, such as race, nationality, sexuality, ability, etc.
- While we focus on the education sector, our project and guide will serve as a general starting point in bringing awareness to the societal gender stereotypes and biases that exist through AI and allow for the future research and deeper analysis of these issues in various fields.

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