



# 7th St. Gallen Diversity & Inclusion Week

## What does AI have to do with DEI (and vice versa)

11. – 15. September 2023

# Speakers



Dr. Jamie Gloor is an Asst. Professor leading the PLAID research lab at CCDI-HSG. She has 15+ years of global experience researching gender/diversity, leadership, humor, and sustainability from a psychological perspective. Her research are featured in *Forbes*, *Harvard Business Review*, *TEDx*, *Nature HB*, etc.



Marisa Tschopp is human-AI interaction researcher in a cybersecurity company (CH), associate researcher at Institute for Knowledge Media (IWM, DE) and board member of the global Non-Profit Women in AI, a do-tank working towards inclusive AI that benefits society.

# A special thanks to our sponsors

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What is DEI?

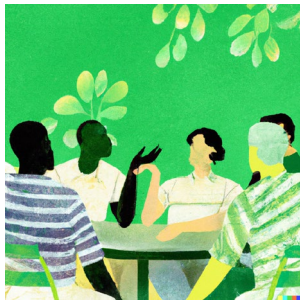




compositional **differences and similarities** among individuals in a **unit** (e.g., group, department, organization; Roberson, Ryan, & Ragins, 2017: 483)



from the Latin “aequitas” meaning **even and just**;  
(Gloor, 2016: 1)



the degree to which an employee perceives that they are an esteemed member of the work group through experiencing treatment that satisfies their needs for **belongingness & uniqueness**; (Shore, Randel, Chung, Dean, Ehrhart, & Singh, 2017: 1265)

What is AI?

A stylized 3D robot with a red head and glowing cyan eyes. The robot has a white torso with red accents on the shoulders and arms. It is set against a dark green background.

**Artificial Intelligence (AI)** is: the science and engineering of making intelligent machines, especially intelligent computer programs (McCarthy, 2004)





Only 30% of academic researchers are women—11% at the top

(Esade, 2023).

Only 30% of women in Data/AI—14% in Cloud Computing

(WEF, 2021).

Only 15% of women AI research staff at Facebook, 10% at Google

(Esade, 2023).

What does this mean?

RETAIL    OCTOBER 11, 2018 / 1:04 AM / UPDATED 5 YEARS AGO

# Amazon scraps secret AI recruiting tool that showed bias against women

By Jeffrey Dastin

8 MIN READ



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SAN FRANCISCO (Reuters) - Amazon.com Inc's [AMZN.O](#) machine-learning specialists uncovered a big problem: their new recruiting engine did not like women.



X-SCITECH >

# Microsoft shuts down AI chatbot after it turned into a Nazi

BY AMY KRAFT

UPDATED ON: MARCH 25, 2016 / 7:53 PM / CBS NEWS



INNOVATIONS

# These robots were trained on AI. They became racist and sexist.

As billions flow into robotics, researchers who conducted the study are concerned about the effects this might have on society



By [Pranshu Verma](#)

July 16, 2022 at 6:00 a.m. EDT



The Washington Post

Technology

## Meta's AI Chatbot Repeats Election and Anti-Semitic Conspiracies

- BlenderBot 3 learns from interactions with the public
- The chatbot described Zuckerberg as “creepy and manipulative”

*[Submitted on 17 May 2023]*

# ChatGPT Perpetuates Gender Bias in Machine Translation and Ignores Non-Gendered Pronouns: Findings across Bengali and Five other Low-Resource Languages

[Sourojit Ghosh](#), [Aylin Caliskan](#)

Why?





What can we do?





BASED ON THE UNTOLD TRUE STORY

MEET THE WOMEN YOU DON'T KNOW.  
BEHIND THE MISION YOU DO.

# HIDDEN FIGURES



"THIS BOOK IS A WINNER." —*KIRKUS* (starred review)

# CODE GIRLS

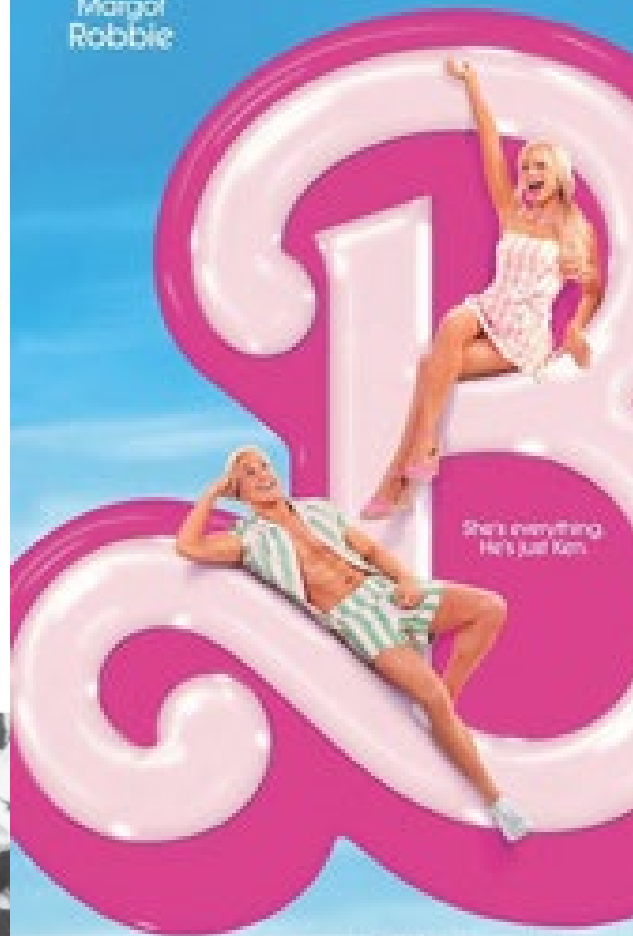
*The* UNTOLD STORY *of the*  
AMERICAN WOMEN CODE BREAKERS  
*of* WORLD WAR II



NEW YORK TIMES  
BESTSELLING AUTHOR

LIZA MUNDY

Margot  
Robbie



She's everything.  
He's just Ken.

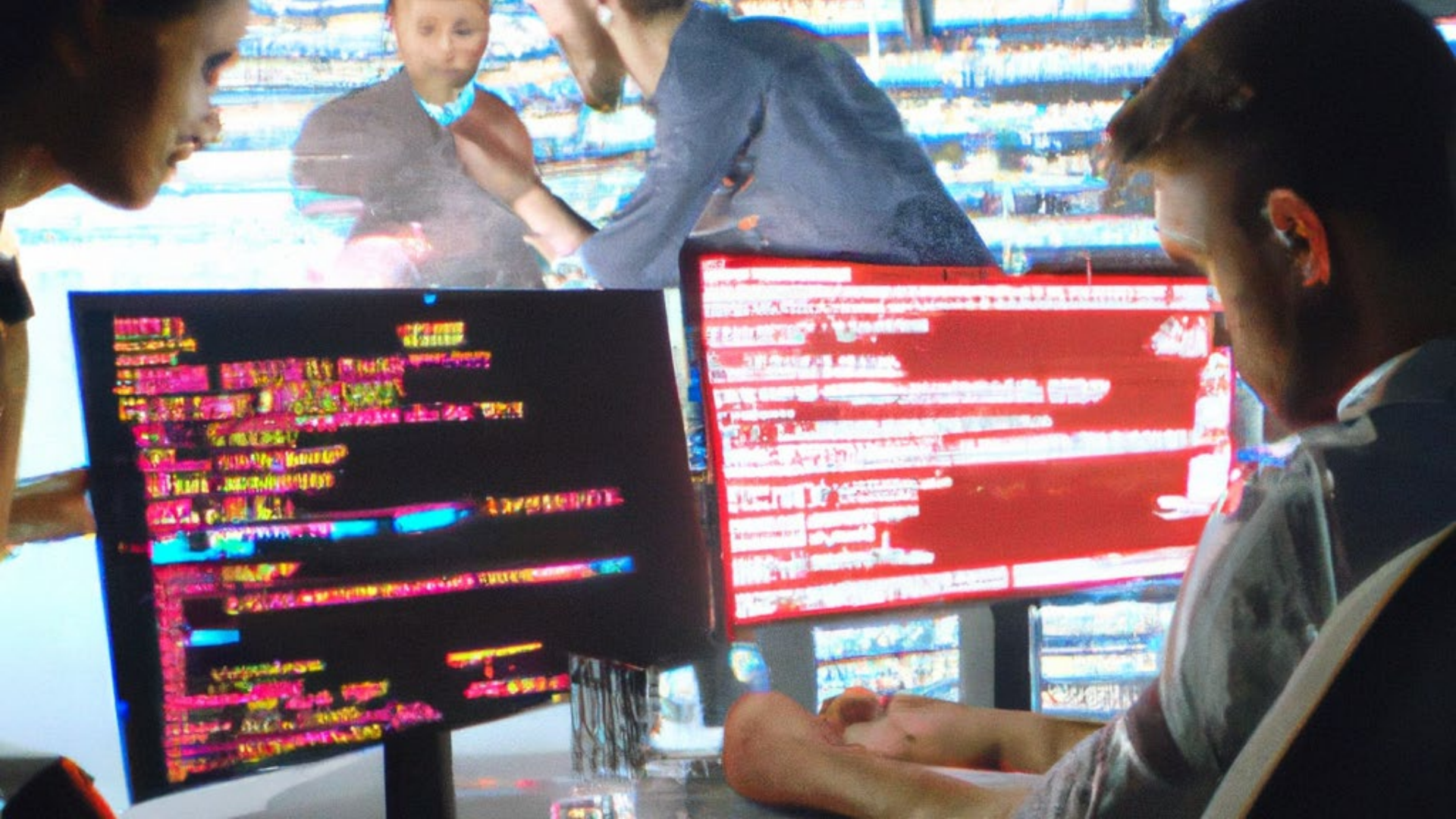
Only on Premium  
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NB: These photos were generated with the Open AI tool DALL-E

(and thus, they are also somewhat biased...if not odd)

“a photo of women working in technology and AI fields”



# What does AI have to do with DEI?

1. Beware the “GIGO.”
2. Create an agenda for bias detection and mitigation strategies.
3. Smart human-AI collaboration: smart technologies, smart developers, smart users.



# Success stories?

**BIAS** About Press Corner Results Activities National Labs Contact

## AI used in the labour market needs to be trustworthy and socially responsible.

modulos Platform AI Regulations Resources Company

### Assessment and Mitigation Reporting

In-depth insights into data quality and models' fairness and performance. Take proactive measures to mitigate biases and build comprehensive support documentation for regulatory compliance.

- Identify Sensitive Attributes**  
Explore your data to identify groups that may potentially be disadvantaged due to imbalances or inaccurate representation.
- Assess Model Performance**  
Delve into your model to extract pivotal insights on business performance and contextualize fairness-related nuances, empowering you to optimize your AI applications effectively.
- Define Fairness Metrics**  
Identify relevant model metrics to strike a balance between business performance and fairness, tailored to your specific use case.
- Mitigate Biases**  
Act decisively with tailored strategies that align with both your business objectives and ethical guidelines.



*Technopark Zurich*

This conference brings together female tech communities to empower, engage and celebrate women in tech!

GET YOUR TICKET HERE

TRUTH IN TECH

# These Women Tried to Warn Us About AI

Today the risks of artificial intelligence are clear – but the warning signs have been there all along

BY LORENA O'NEIL

Photographs by Giancarlo Valentine

AUG 12, 2023 10:00 AM





**“Judgments come with responsibilities. And responsibility lies with humans at the end of the day.”**

Joy Buolamwini

**“I saw who was building the AI systems and their points of view. I saw what they were being used for, and I was like, ‘Oh, my God, we have a problem.’ ”**

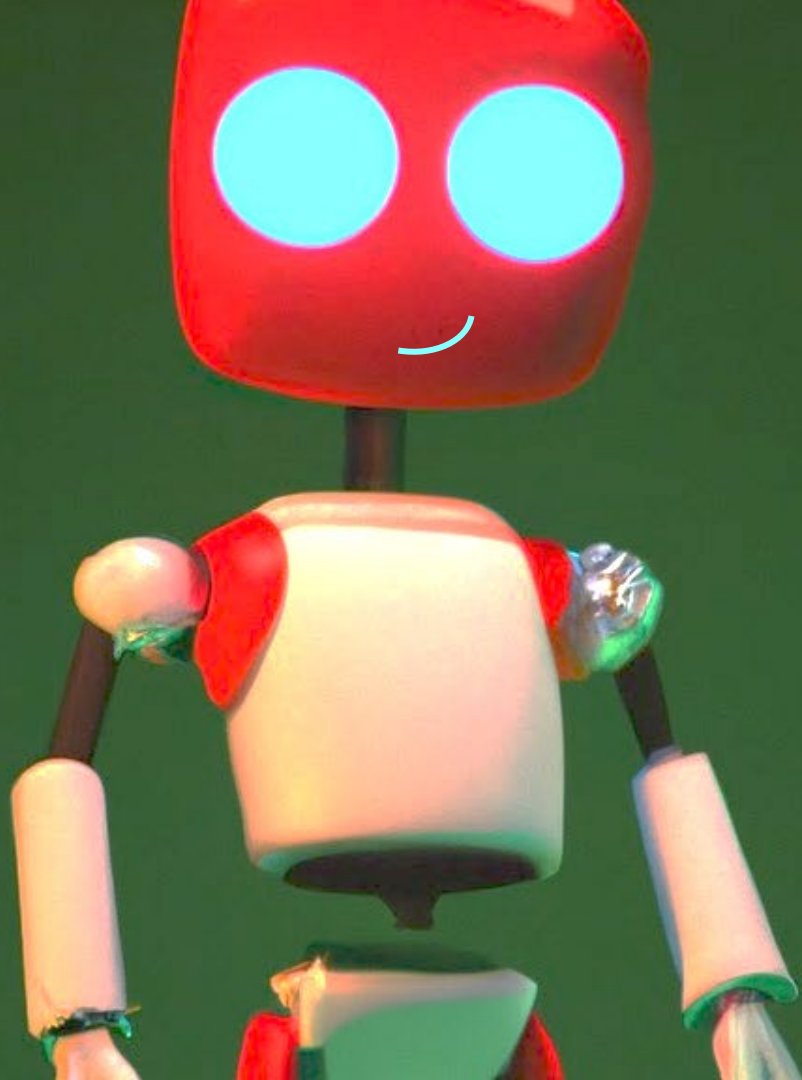
Timnit Gebru

**“Who gets to be the arbiter of truth? Who gets to decide what can and cannot be seen?”**

Rumman Chowdhury

**“Certain populations become guinea pigs of these technologies or the cheap labor to power them.”**

Seeta Peña Gangadharan





# Upcoming events

## International Symposium: "Universities in an Age of Uncertainty"

To what extent can universities best prepare their students for future societal, financial and environmental challenges? Together with thought leaders and influential personalities, top-class international speakers as well as our students and guests, we will discuss different questions about the future role of universities and the further development of learning and teaching.



|  |                              |   |
|--|------------------------------|---|
| <b>Date</b><br>Fri. 15.09.2023             | <b>Time</b><br>09:00 - 18:00 | <b>Speaker</b><br>Various (see event description)     |
| <b>Location</b><br>University of St.Gallen | <b>Price</b>                 | <b>Calendar</b><br><a href="#">Download Ical file</a> |

Jamie Gloor moderates all-star, expert panel on sustainability.

# Ongoing/for more information

Humor today for a better tomorrow?



Key topics: DEI, humor, sustainability

Friends with AI? It's complicated.



Key topics: AI, voice assistants, relationships

# CAS HSG Big Data and Artificial Intelligence for Managers



This CAS program enables executives and decision-makers to harness the potentials of big data and artificial intelligence.

Do you require further information?

I am gladly available for you and look forward to hearing from you.



Prof. Dr. Ivo Blohm  
Associate Professor for Information  
Systems and Business Analytics

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# Upcoming events CCDI

- **«Successful through Diversity & Inclusion»**  
Next edition: May 28, 2024, Language: DE, Registration [here](#)
- **«Aiming Higher – Karriereentwicklung für Assistenzärztinnen»**  
Next edition: March 2024, Language: DE, more infos [here](#)
- **Male Allyship Training,**  
More infos [here](#), Language: EN (contact us if you are interested)
- **St. Galler Diversity Benchmarking 2024 – NEW digital as dashboard**  
Registration and more infos [here](#)

All our offers can also be found at [www.ccdi-unisg.ch](http://www.ccdi-unisg.ch) and updates on upcoming events on our [LinkedIn page](#).

# SAVE THE DATE: D&I Week 2024



You will find the slides and further information on our website [www.inclusion-tagung.ch](http://www.inclusion-tagung.ch) in a few weeks.

Note: The sponsors of the D&I Week are in no way responsible for the content presented by the University of St. Gallen.

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