

THE DATA BEHIND AI

Data · bias · power

Who is the future being built for?



AI-GENERATED IMAGE



PHOTO: SF PHOTO AGENCY

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- Today: Co-founder & CEO, Fair AI Data



Kungl. Ingenjörsvetenskaps
Akademiën

Our research is included in IVA's 100 list 2024
Innovation through interdisciplinarity

Built once. **Works for decades.**



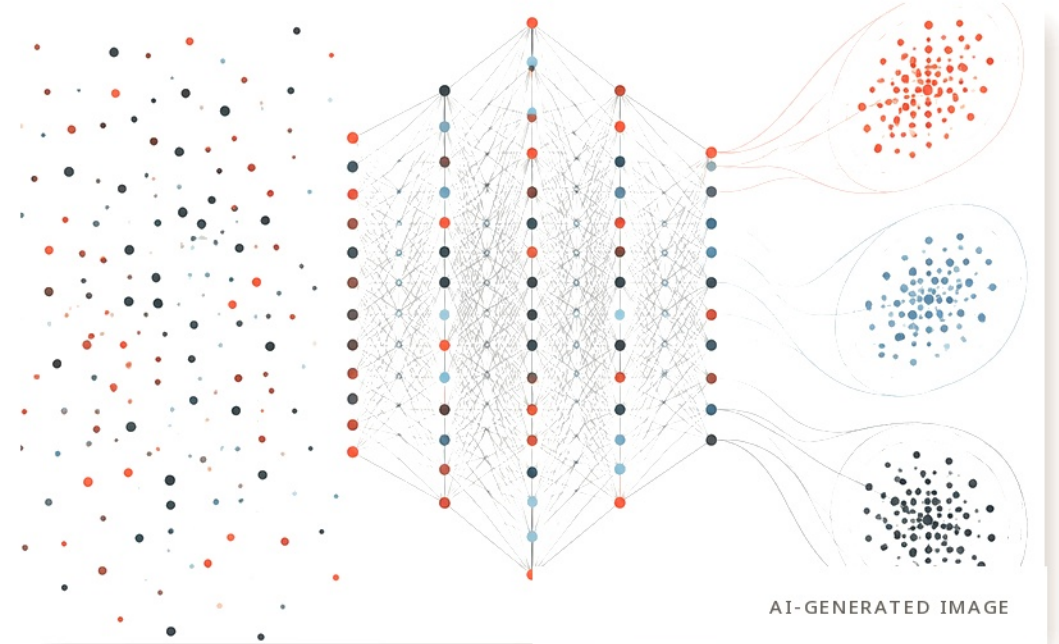
PHOTO: CHRIS MOTTALINI

TRADITIONAL SOFTWARE



RULES + DATA → ANSWERS

MACHINE LEARNING



DATA + ANSWERS → RULES

When past patterns become future rules.

BBC

Amazon scrapped 'sexist AI' tool

10 October 2018

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The algorithm repeated bias towards men, reflected in the technology industry

RECRUITMENT



Dutch child benefit scandal: origin and latest developments

ESPN Flash Report 2021/51

SANNE BERENDS – EUROPEAN SOCIAL POLICY NETWORK

JULY 2021



Description

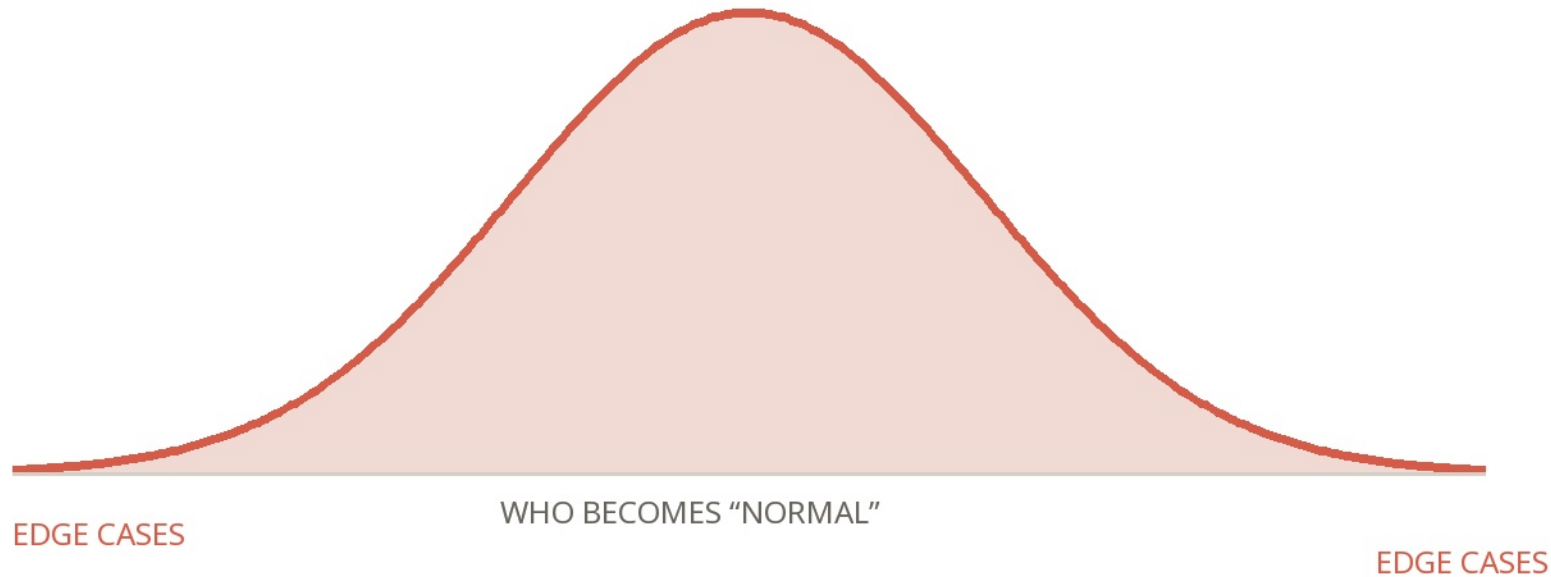
In recent years, the Dutch tax authorities unjustly stopped the childcare allowances of a large number of parents (mostly with dual nationality), who were wrongly treated as fraudsters. Many of them incurred considerable debts as they had to repay often tens of thousands of euros in benefits. Moreover, because of this erroneous accusation and the stringent approach towards (alleged) fraudulent behaviour,

In order to achieve social inclusion in the Netherlands, income-dependent social support (benefits/allowances) is provided. There are four main allowances: the healthcare allowance (zorgtoeslag), housing allowance (huurtoeslag), childcare allowance (kinderopvangtoeslag) and also a so-called "child budget" (kindgebonden budget). Depending on his or her situation, a person may be eligible for one or more allowances. These financial arrangements are managed by the Tax authorities/ Allowances (Belastingdienst/ Toeslagen).

Because back then the tax authorities only checked afterwards, this fraud was only noticed when the fraudsters were back in Bulgaria (VPRO, 2021). Between 2007 and 2013, 805 Bulgarians appear to have received unjustified allowances amounting to about €4 million (Trouw, 2014). In response to this scandal and the subsequent political debate, Parliament called on the government to ensure more systematic and stringent fraud prevention. Prevention was tightened in 2013 by creating extra capacity and a new approach to tackling systemic fraud, targeting individuals who knowingly organise or initiate large-scale system fraud (Ongekend Onrecht, 2020). In a letter sent to Parliament on 14 January 2014, the Minister in charge

PUBLIC SERVICES

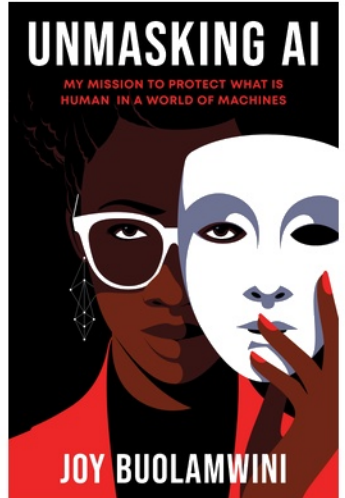
The data defines what “normal” looks like.



23 August 2023

Driverless cars worse at detecting children and darker-skinned pedestrians say scientists

Researchers call for tighter regulations following major age and race-based discrepancies in AI autonomous systems.



Diversity, Equity & Inclusion **backlash**

22%

of AI professionals globally are women

UN WOMEN, 2026

<14%

of senior AI leadership positions are held by women

UN WOMEN, 2026



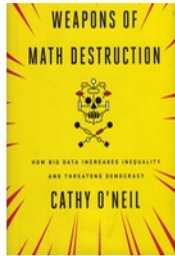
What can you do? Starting today.

- 01 — GET ENGAGED — SEARCH THAT PROGRAM OR JOB
- 02 — ASK WHAT DATA HAS BEEN USED
- 03 — ASK WHO CHECKS
- 04 — ASK WHAT THE PROCESS IS WHEN IT GETS WRONG
- 05 — REQUEST A HUMAN REVIEW

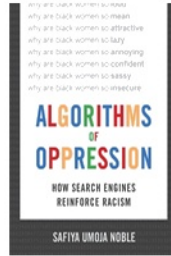
Let's read and stay in touch



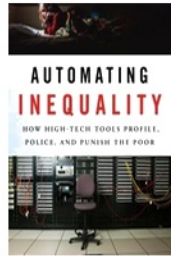
Invisible Women



Weapons of Math Destruction



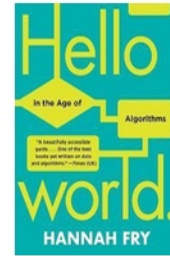
Algorithms of Oppression



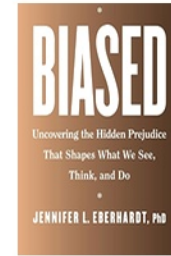
Automating Inequality



Race After Technology



Hello World



Biased



WATCH

Coded Bias

Netflix documentary



XENOPHOBIC MACHINES

READ

Xenophobic Machines

Amnesty International

HELENE STRÖM

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fairaidata.com/readings

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