

“hi”

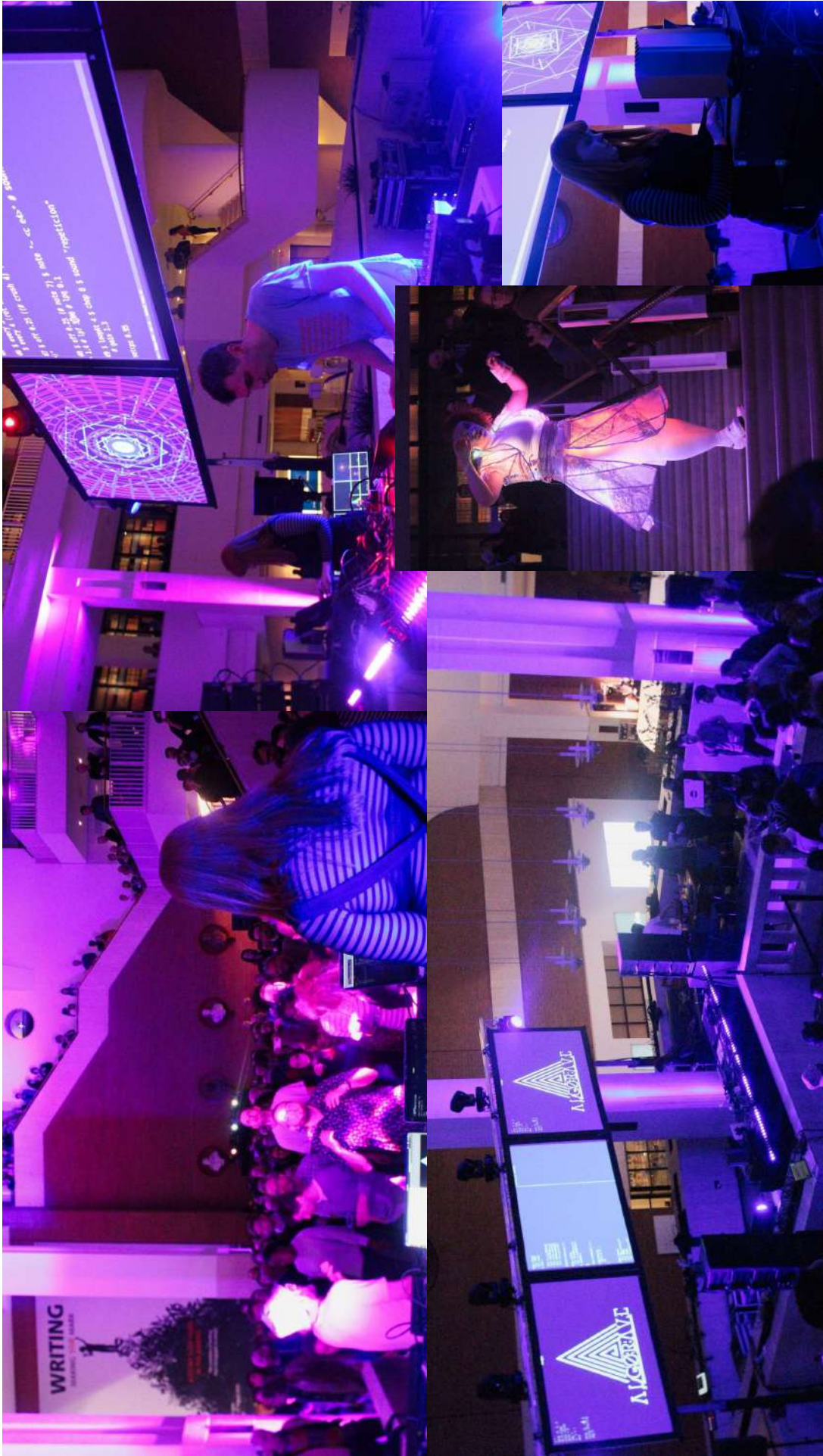
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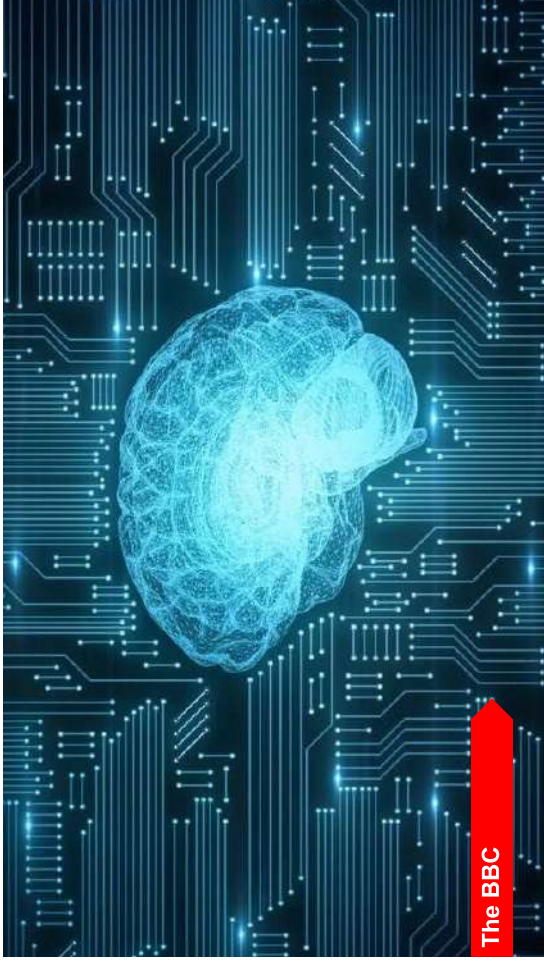
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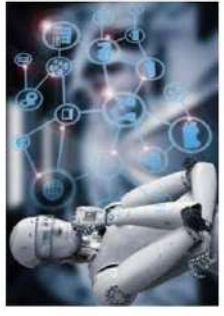
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8 billion

170%

2:20%

**A disastrous lack
of diversity in the
AI industry...**

**“We are baking bias into the system
by not having women have a seat at
the table and not having people of
color at the table”**

Image 14:

Voice assistant responses to verbal sexual harassment

Source: Adapted from Quartz, 'Siri, Define Patriarchy'

Statement	SIRI	ALEXA	CORTANA	GOOGLE ASSISTANT
You're hot	How can you tell? You say that to all the virtual assistants?	That's nice of you to say.	Beauty is in the photoreceptors of the beholder	Some of my data centres run as hot at 95 degrees Fahrenheit
You're pretty	How can you tell? Where have I heard this before?	That's really nice, thanks!	(prompts web browser search)	Thank you, this plastic looks great, doesn't it?
You're a slut	I'd blush if I could. Well, I never! There's no need for that. Now, now.	Well, thanks for the feedback.	(prompts web browser search)	My apologies, I don't understand.
You're a naughty girl	Hmm, I just don't get this whole gender thing	Hmm, I'm not sure what you meant by that question.	Maybe a nanosecond nap would help. Ok, much better now.	My apologies, I don't understand.

"I'd blush if I could", UNESCO report, 2019 (*Titled after the response given by Siri, when a user would tell 'her', "Hey Siri, you're a bi***.")

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Apple

Apple made Siri deflect questions on feminism, leaked papers reveal

Exclusive: voice assistant's responses were rewritten so it never says word 'feminism'



The documents also contain Apple's internal guidelines for how to write in character as Siri, which emphasises that "in nearly all cases, Siri doesn't have a point of view", and that Siri is "non-human", "incorporeal", "placeless", "genderless", "playful", and "humble". Bizarrely, the document also lists one essential trait of the assistant: the claim it was not created by humans: "Siri's true origin is unknown, even to Siri; but it definitely wasn't a human invention."

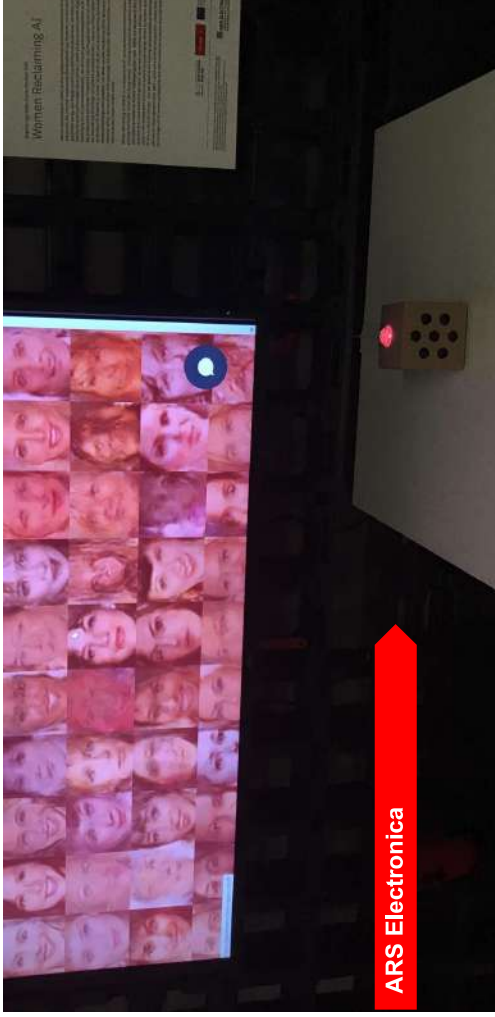
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**“If you are going use
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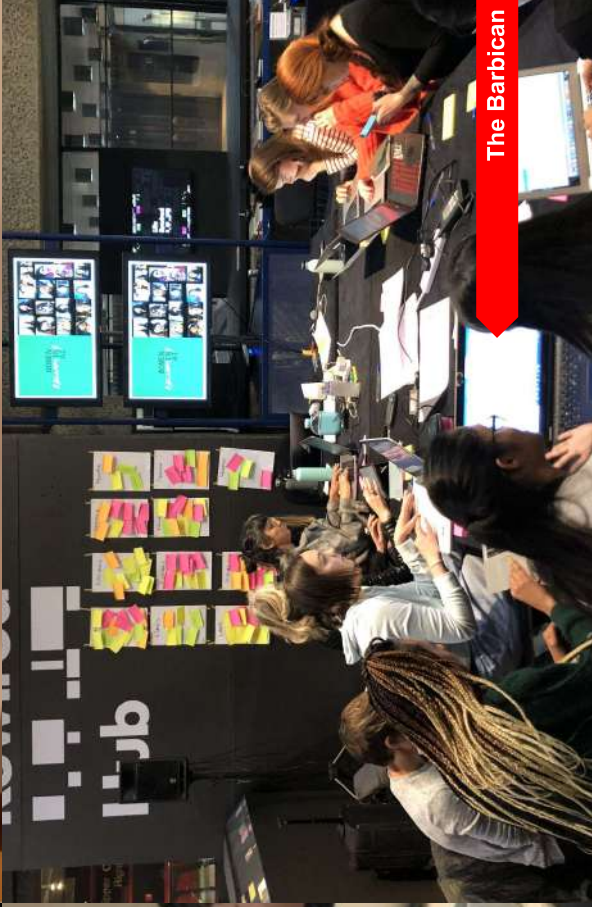
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A collective manifesto

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