Infographic Analysis: Bias in Artificial Intelligence

The type of infographic I chose to create was informational to inform my audience of a topic that needs to be addressed in our fast paced world. I chose to address the topic of bias in artificial intelligence because of its rapid growth in the tech community with its users' lack of education on the impact of the information AI generates. I believe this is an important topic to inform an audience of since it directly affects anyone using it and unknowingly participating in it.

With the threatening fear of robots taking over the world, it is most important to be well aware of the development of technology and where it's headed. AI will be part of society's future and the development of our future generations so it is important to start educating people now before it gets too large and overwhelming to learn about. This infographic is meant to reach a mature, adult audience who are user's of AI themselves and will then properly understand how to expose and instruct children on using AI.

I chose to organize my infographic into 4 sections with perforated lines to indicate a separation between each section. This makes it easier for the reader to follow the information in the order it's meant to be read. The first section is the title of the infographic and the sub heading of the infographic to specify the exact aspects I am informing my audience of. The topic of bias in artificial intelligence is very broad and I want users to understand that we are only delving into one part of a larger discussion.

The second section shows a donut chart alongside a photo and a brief sentence. The donut chart only shows a high numerical percentage to initially grasp the reader's attention and build curiosity to continue reading the infographic. I chose to first present the gender bias since there

were only 2 genders used in the study performed and the results were extremely skewed showing 82 percent of the images generated were male. Next to the donut chart I added a photo of 3 cubes showing there is an inequality between the male and female gender. The reader will be interested enough to then read the brief sentence informing them of the problem we face with AI having gender bias.

The reader will then move onto the third section and their attention would be initially drawn to two quotes in larger text size. They are light and easy to read since they are larger text and are only two sentences per quote. There is no complicated language and I believe they can be understood by the audience I am trying to reach. The quotes introduce a concern for AI which creates an interest in the reader to find out what it is about AI they should be concerned about. Once the quotes are read, the audience will move onto the smaller text in the section which goes into detail of the root cause of AI bias and the kind of bias that can be found in AI generation.

Moving onto the fourth section, there are 3 donut charts with brief texts underneath. The donut charts are listed from largest to smallest which makes following the information easier and the impact greater. The first donut chart depicts the percent of white people AI had generated images of. It has a significant difference from the last donut chart which will make a great emphasis on the point being made in this section which is racial bias. The last donut chart depicts the percent of black people AI had generated images of which was 58% less than the first donut chart. There is a clear racial discrimination shown by both the donut charts and the text written. The middle donut chart depicts all the other races generated by AI which is approximately half of the first donut which can seem not too bad in comparison. Looking at it individually, it's a combination of multiple races that were generated which is quite a low percentage for a variety of races.

The fifth and final section includes a photo and a large paragraph to finish off strong in concluding the purpose of the infographic. The photo shows a side profile of a mechanical version of a human which is facing a side profile of a human. I think this photo will give some thought to the reader on how we are literally face to face with AI in the development of our future world. It connects to the point the written paragraph is making which is explaining the impact people in society have on AI. We as a society are the creators and source of AI information which makes us responsible for how it generates information. Metaphorically, AI is a version of ourselves that we have put out into a tech format and it is our duty to create less bias in AI and improve the technology before it is too large to fix.

The color choice for the infographic was an ombre of pink to blue to keep it light and simple. It was inspired from the idea of implementing a bias in the color scheme which coordinates with the gender bias mentioned in the infographic. All the text was typed in black to avoid adding too many colors to the infographic which can add a challenge to read. The title and the subheading font used was Sifonn and the rest of the infographic was in the font HK Grotesk. I found the fonts to be easy to read, basic fonts. The donut charts were also in blue in pink to stick to the simple color scheme of the infographic. There is not a great contrast in the colors used in the infographic but I intended to keep the color scheme lighter and simpler so it's not intimidating to approach.

I think the infographic gets the point across that there is bias in artificial bias based on real, raw data and that we as a society are responsible for causing a bias. We are also responsible for fixing the problem which can be easily done. The more individuals are aware of this, the more power there is to resolve the issue and improve the future of AI!