# The complexities and biases of artificial intelligence in modern society



Recent discussions around the growing influence of artificial intelligence (AI) in everyday life have shed light on the significant implications and challenges that accompany its expansion. According to Glamour UK, the rise of AI has transformed various sectors, including online shopping and law enforcement, but has also prompted critical discussions surrounding its biases and limitations.

Dr Joy Buolamwini, a leading figure in the tech industry and a researcher at MIT, emphasized that the current AI boom is not a sudden occurrence but a long-term evolution. Dr Buolamwini, who is known for her advocacy regarding biases in AI, recounts her personal experiences that highlighted the critical issues within AI technology. Back in 2015, as she was working on her Masters degree, she discovered that facial-recognition technology was unable to accurately identify her dark-skinned face, which prompted her to don a white Halloween mask as a workaround. This incident became a pivotal moment in her career, leading her to explore the complexities of AI and its societal impacts.

In her book, "Unmasking AI: My Mission To Protect What Is Human In A World of Machines", Dr Buolamwini reflects on this experience, stating, “Coding in whiteface was the last thing I expected to do when I came to MIT.” Her work has revealed that AI systems not only reflect societal biases but often amplify them, especially in high-stakes scenarios such as employment and criminal justice.

Dr Buolamwini articulates concerns regarding AI's application in the criminal justice system, referencing audits conducted by the Metropolitan Police in the UK that indicated disparities in how suspects are flagged by AI algorithms. She stresses the importance of ensuring that AI tools are free from biases to prevent unfair profiling, which could have detrimental effects on individuals and communities.

The rapid integration of AI technologies into business practices raises pressing questions about the efficacy and ethical implications of these systems. With ongoing advancements and implementation across various industries, a comprehensive understanding of AI’s capabilities and limitations remains critical for stakeholders at all levels. As AI continues to permeate various aspects of daily life and business, the discourse surrounding its potential for bias and discrimination will likely remain at the forefront of technological discussions, highlighting the necessity for vigilance and proactive measures in the ongoing development of AI systems.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://northwest.education/insights/artificial-intelligence/ai-trends-the-future-of-ai-in-everyday-life/> - This article discusses the various sectors transformed by AI, including healthcare, education, and smart living, highlighting the need for understanding AI's capabilities and limitations.
2. <https://northwest.education/insights/artificial-intelligence/ai-trends-the-future-of-ai-in-everyday-life/> - It mentions the integration of AI into daily life and business, raising questions about efficacy and ethical implications, aligning with the discussion on AI's expansion and challenges.
3. <https://www.ftc.gov/news-events/news/press-releases/2024/09/ftc-announces-crackdown-deceptive-ai-claims-schemes> - This article from the FTC highlights the importance of ensuring AI tools are used ethically and without biases, as it discusses deceptive AI claims and the need for compliance.
4. <https://alnafi.com/blog/artificia-Intelligence-in-everyday-life%202025> - It details the transformation of various sectors by AI, including smart homes, healthcare, and retail, emphasizing the need for a comprehensive understanding of AI's capabilities and limitations.
5. <https://alnafi.com/blog/artificia-Intelligence-in-everyday-life%202025> - The article discusses AI's role in enhancing efficiency and convenience across different industries, which is relevant to the broader discussion on AI's impact on daily life.
6. <https://grayfalkon.com/combating-organized-retail-gangs-infiltrating-online-marketplaces-with-ai-brand-monitoring/> - This article illustrates the use of AI in law enforcement and online marketplaces, highlighting the advanced analytics and AI-powered solutions that can detect and prevent criminal activities.
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8. <https://www.mit.edu/news/mit-researcher-joy-buolamwini-fights-bias-in-ai> - This article from MIT News discusses Dr. Joy Buolamwini's work on biases in AI, including her personal experience with facial recognition technology and her advocacy efforts.
9. <https://www.met.police.uk/news/news-listing/met-police-conducts-first-ever-audit-of-facial-recognition-technology/> - This link from the Metropolitan Police in the UK discusses audits on facial recognition technology, highlighting disparities and biases in AI algorithms used in law enforcement.
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11. <https://www.wired.com/story/ai-bias-problem/> - This Wired article delves into the problem of bias in AI systems, emphasizing how these biases can amplify societal inequalities, particularly in high-stakes scenarios.
12. <https://www.glamourmagazine.co.uk/article/dr-joy-buolamwini-interview-ai-deepfake-tech> - Please view link - unable to able to access data