



National Commission
for the Promotion
of Equality for
Men And Women

Kummissjoni Nazzjonali
ghall-Promozzjoni
ta' l-Ugwaljanza
ghall-Irgiel u n-Nisa

National Commission for the Promotion of Equality

Gender Equality and AI

Renee Laiviera
Commissioner



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Use of AI

Artificial Intelligence is increasingly used, globally, in both the public and private sectors, in areas such as:

- **Recruitment and employment**
- **Advertising**
- Provision of **goods** and **services**
- **Social and Government services**





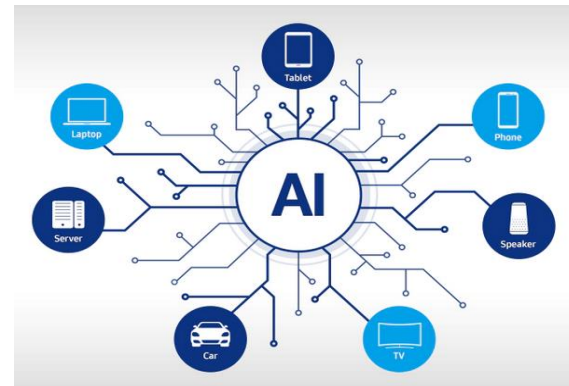
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Machine Learning

In Artificial Intelligence, machines constantly “learn” from the data, inputted by humans, that they subsequently process, providing outputs based on what they have learned, for example:

- Shortlist CVs
- Assess risks
- Recognize faces
- Place adverts
- Determine who should be receiving social benefits





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Discriminatory Outcomes

AI systems can reproduce, and even amplify, discrimination and inequality because of:

- Bias in **design**
- Machines “learn” from **data** that reflects inequality between women and men from different social groups
- **Few women working** in AI



Therefore, outcomes of machine learning are not “neutral”



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Gender Equality

Examples of impacts on gender equality

- **Stereotyping** in targeted advertising
- **Discrimination** in recruitment and employment
- **Services** that do not take into account the different needs of both women and men in their diversity
- Discrimination in **banking** and **insurance** services

Hard to **identify** discrimination when it happens



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Questions

Questions raised:

- To what extent is AI being **deployed** in the Maltese context?
- How can we promote non-discrimination in AI **designs** and in its “**learning**” process?
- Is the current **legal framework** sufficient to address AI-related discrimination? How can the **regulatory** framework be strengthened?
- How can we reach a **balance of women and men** working in AI?





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THANK YOU

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