From Bollywood Son Preference to Moral Policing on Women in Iran – A 360° View of Gender Bias

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ABSTRACT

Do longitudinal studies reveal a skewed gender distribution among newborn babies depicted in Bollywood movies [2]? Who dominates the speaking time in political conversations on 24x7 news networks in the United States—men or women [5]? How does Twitter discourse on gender equality evolve when a woman dies in police custody in Iran after being arrested (reportedly) due to improper headscarf-wearing [4]? What is the representation of women in divorce court proceedings in India [1]? This broad talk, where cutting-edge AI intersects with social science research questions, encompasses a diverse array of studies that unveil gender bias in various forms. In this presentation, I will describe the substantive findings, social impact, methodological challenges, scope for multimodal investigations, and the novelties entailed in this research. I will conclude the talk with our findings on worrisome gender bias in several large language models [3].

CCS CONCEPTS

• **Computing methodologies → Natural language processing**.

KEYWORDS

Gender bias, participatory AI, gender equality, large language models, AI for social good

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SPEAKER BIO

Ashique KhudaBukhsh is an assistant professor at the Golisano College of Computing and Information Sciences, Rochester Institute of Technology (RIT). His current research lies at the intersection of NLP and AI for Social Impact as applied to: (i) globally important events arising in linguistically diverse regions requiring methods to tackle practical challenges involving multilingual, noisy, social media texts; (ii) polarization in the context of the current US political crisis; and iii) auditing AI systems and platforms for unintended harms. In addition to having his research been accepted at top artificial intelligence conferences and journals, his work has also received widespread international media attention that includes coverage from The New York Times, BBC, Wired, Times of India, The Indian Express, The Daily Mail, VentureBeat, and Digital Trends.

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