

# The reason why AI isn't removing biases... but actually making them worse

BERLIN: Tali Sharot, author and neuroscientist, said AI may be making biases worse over time through a feedback loop unless this can be recognised in advance.

BY **FENELLA RHODES**

AI doesn't remove biases but actually exaggerates them and this feedback loop will impact finance and business decision-making.

Tali Sharot, author and neuroscientist, made the comments during her speech at **Citywire Berlin 2023**, where she said AI amplifies human biases, making them worse over time as humans interact with the outcomes.

Sharot shared her research showing humans learn biases from AI interactions, where the inputs have already experienced human biases, leading to intensified biases unless addressed in decision-making.

She said: 'The algorithm learns a bias, exemplifies it because it thinks it's a signal, then the AI interacts with the human. The human then learns biases from the AI. So the human bias becomes greater.'

She added this has been shown across perceptual biases, emotional biases and social biases. This intensifies each time, unless the human can identify this in advance and put in a stop by changing the algorithm, for example.

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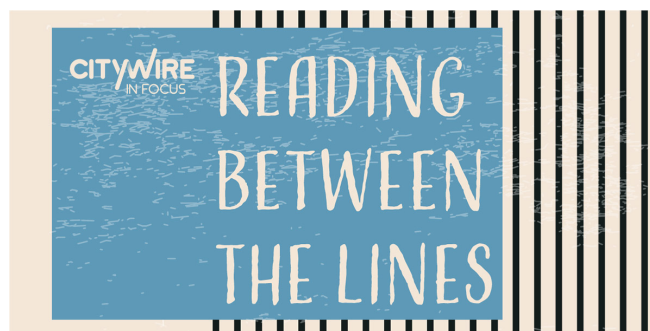
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