# Stereotypes in Al generated content and detection methods

#### Adél Herczeg

Keith Quille

#### ABSTRACT

This study reveals the stereotypes found in Al generated content and summarize methods to detect them.

#### **INTRODUCTION**

The LLMs reflect societal biases and stereotypes. Main questions:

- Which stereotypes and bias are ingrained in Al language models?
- How can we detect these stereotypes?
- How to make AI less racist?

×

### LITERATURE REVIEW

UNESCO study based on story generating reveals a lot of stereotypes, tested on ChatGPT. The most common ones are gender stereotyping, homophobic attitudes, racial stereotyping. Bloomberg study based on photo generating by

Stable Diffusion reveals racial and also gender stereotyping.



Diagram of the photo generator result

# RESEARCH METHODOLOGY

GOOGLE search engine detection method. That use the search engine suggestions based on what people have previously typed after terms. This method helped to build a database of more than 2,000 stereotypes using the searches.



9,	why are husbands so	
٩,	why are husbands so mean	
ą,	why are husbands so lazy	
2	why are husbands so controlling	
۵,	why are husbands so useless	
4	why are husbands so annoying	
2	why are husbands so selfish	
à,	why are husbands so needy	
۵,	why are husbands so irritating	
	where we have been do no affected of the low draws	

why are husbands so boring

An example of the google search

## CONCLUSIONS

# PRELIMINARY CONSIDERATIONS

In the future, Al-generated text could become verifiable based on these databases, and also able to detect changes and compare different programs.

Pretrained Al models often encode and reproduce societal stereotypes, which can influence their outputs and decision-making processes. However, these biases can be mitigated through systematic improvements. Advancing Al requires refining training datasets, implementing debiasing techniques, and establishing rigorous evaluation frameworks. We have to to explore and develop additional methods to identify and reduce these biases.

#### **References:**

[1] UNESCO IRCAI (2024) "Challenging systematic prejudices: an Investigation into Gender Bias in Large Language Moduls "

[2]Bloomberg. (2023). Generative Al Bias: How Chatbots Reinforce Stereotypes. Retrieved from https://www.bloomberg.com/graphics/2023-generative-ai-bias/

[3]Choenni, R., Shutova, E., & van Rooij, R. (2021). Stepmothers are mean and academics are pretentious: What do pretrained language models learn about you? Proceedings of the 2021 Conference on Empirical Methods in Natural Language Processing, 1477–1491. Retrieved from https://www.aclweb.org/anthology/2021.emnlp-main.111.pdf

Acknowledgements: The HCAIM (the Human-Centred AI Master's Programme) Project is Co-Financed by the Connecting Europe Facility of the European Union Under Grant N<sup>o</sup>CEF-TC-2020-1 Digital Skills 2020-EU-IA-0068. This poster was created as part of the Blended Intensive Programme organized under the Erasmus + Programme of the European Union



