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# Applied Intelligence | DE&AI5

## How To Ensure More Inclusive Results From AI

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Prompt: abstract design depicting Inclusive AI, render, 8k, hyperrealistic --v 5

## DEAI5 | How To Ensure More Inclusive Results From AI

We are in the midst of a technological renaissance, with perhaps the most disruptive of these technologies taking center stage: AI.

AI, or artificial intelligence, refers to computer systems that can perform tasks that would typically require human intelligence. *Generative AI* is a specific type of AI that involves using computer programs to generate new data based off of existing data. This can be used for things like creating new images, music, text, and so on. So, instead of simply analyzing or processing existing data, generative AI is focused on creating new content using algorithms and models that have been trained on a set of existing data.

Specifically, Generative AI is emerging as a powerful tool that will redefine the potential of human creativity. In the business of creativity, Generative AI is a tool we can incorporate into daily workflows to enhance creative output. Much like Photoshop or PowerPoint, Generative AI is a tool to help us create and communicate ideas and stories.

But AI tools are built on data that isn't perfect and reflect the biases that exist in our world. Additionally, these tools require specific education and training to understand how and how not to use them. We must recognize the importance of responsible and inclusive inputs in order to achieve more diverse outputs.

At McCann Worldgroup we prioritize the human perspective in everything we do. This is why we believe that humans remain essential to ensuring ethical and inclusive uses of AI.

## Here Are 5 Tips For Getting Inclusive AI Results

### #1 Use inclusive language in prompts

If you are using visual AI tools like Dall-E or Midjourney\*, make sure your prompts are diverse and inclusive. Oftentimes, generic or default language leads to outputs that don't accurately depict modern society.

For example,

- a) "A picture of an audience."
- b) "A picture of a ***diverse*** audience."



*\*Ethical AI includes using AI tools in a manner that is consistent with their terms and conditions. Check the terms to ensure how you want to use the AI tool and its output is permitted.*



However even after adding “diverse” to our prompt we still have a skewed audience with little other ethnicities or diversity of ages.

Adding more words, details, and nuances will only make the output more powerful and accurate. See how simply adding more variables like ethnicities, genders, and ages (along with comas to seperate them) improved the generated image.



prompt: a diverse audience, varying ethnicities, varying genders, varying ages

c) “A picture of a **diverse** audience, **varying ethnicities, varying genders, varying ages**

## #2 Ask for diverse sets of examples

If you are asking ChatGPT for a perspective on a specific experience, try to ask for a spectrum of diverse examples, and remember to always apply a human lense to answers being produced. You shouldn’t expect to be able to directly copy and paste.

- a) “Describe the pain points someone goes through while attending a doctor’s appointment.”
- b) “Describe the pain points someone goes through while attending a doctor’s appointment. ***How might those pain points differ depending on the individual’s age, gender or health status?***”

Alternatively, you can ask for more specific examples to understand how and where the results might differ, being mindful that any change in parameters will likely produce different results.

- a) “Describe the pain points ***an elderly person*** goes through while attending a doctor’s appointment.”
- b) “Describe the pain points an ***uninsured person*** goes through while attending a doctor’s appointment.”

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Describe the pain points someone goes through while attending a doctor's appointment

Here are some common pain points that someone might experience while attending a doctor's appointment:

1. Waiting time: One of the biggest pain points is the waiting time. It can be frustrating to arrive on time for an appointment and then have to wait for an extended period. Waiting can be particularly uncomfortable if someone is experiencing pain or discomfort.

2. Fear and anxiety: Visiting the doctor can be a source of anxiety for some people. They may be worried about the diagnosis, the cost of treatment, or the outcome of the visit.

3. Lack of control: Many patients feel like they have little control over their treatment plan or their healthcare. They may feel like their concerns are not being heard, or that they are not being given enough information about their condition.

4. Communication issues: Misunderstandings can occur when there is a lack of clear communication between the patient and the doctor. The doctor may use medical jargon that the patient doesn't understand, or the patient may have difficulty expressing their symptoms or concerns.

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Describe the pain points an elderly person from a disadvantaged community goes through while attending a doctor's appointment.

Elderly persons from disadvantaged communities often face numerous challenges when attending doctor's appointments. Some of the pain points that they might experience include:

1. Lack of access to transportation: Elderly persons from disadvantaged communities may have limited access to transportation, which can make it difficult for them to get to their appointments on time. They may also have to rely on public transportation, which can be inconvenient and time-consuming.

2. Limited mobility: Older adults may have mobility issues, making it difficult for them to get around. They may require assistive devices such as walkers or wheelchairs, which can be challenging to navigate through the doctor's office.

3. Financial barriers: Some older adults may have limited financial resources, which can make it difficult for them to afford medical care. They may also lack health insurance or have limited coverage, which can make it challenging to receive necessary treatments and medications.

4. Language barriers: Elderly persons from disadvantaged communities may not speak English as their first language, which can make it difficult to communicate with healthcare providers. This can lead to misunderstandings and may result in inadequate treatment.

In the same way, we can be mindful of cultural differences when creating prompts to ensure diversity.

- a) “Describe the pain points a person goes through while attending a doctor’s appointment ***in Milan.***”
- b) “Describe the pain points ***people from different cultural backgrounds*** may experience while attending a doctor’s appointment.”

It might even be helpful to create a prompt repository of diverse human keywords to use when prompt building to ensure an inclusive and also nuanced responses. For example keywords can be categorized into various human qualities like age, race, gender, location, mental or physical conditions, socio-economic class, education, and so on.

### #3 Create Ethical Prompts

By creating ethical prompts, we can make sure that generative AI produces content that is responsible and serves the greater good.

- a) “Write a short story.”
- b) “Write a short story ***that demonstrates empathy, kindness, and inclusiveness, and represents diverse perspectives and experiences in a respectful way.***”

Try “regenerating” the response multiple times to see different ways in which ChatGPT responds to the prompt. Use your human lens as a filter for what to keep, what to leave behind, and what to change manually.

### #4 Ask For Factual Responses

To make sure that you'll get an accurate (at least as accurate as possible) response from AI, it's important to add relevant context and keywords when asking a question. Additionally, it's important to request a source for any results provided by the AI.

Note: Whatever the result, even with a source provided, be sure to check the link, check the facts, check the images etc. If you have any doubts, ask your DEI lead.

- a) “Give me a successful marketing campaign that used AI to build a memorable experience.”
- b) “Give me a ***real*** successful marketing campaign that used AI to build a memorable experience. ***Provide a source.***”



## #5 Minimize Copyright Issues, and Protect Confidential Information

Don't use references to individual artists authors, companies, brands, sports teams, song lyrics, celebrities, or real persons that could influence the final output, e.g. avoid using "in the style of...":

- a) "An elephant with wings flying over a futuristic city populated by mice, ***in the style of Andy Warhol.***"
- b) "An elephant with wings flying over a futuristic city populated by mice, ***in pop art style.***"

Additionally, it's important to understand that whatever is collected and generated using these Generative AI tools is then fed back into the system as additional data/parameters. This means you should never upload or share confidential or client sensitive material to these platforms, as they may then be made public.

It's important to note that these steps cannot eliminate legal complications, because the AI may still pull from existing work if such work forms part of its data pool. The legal implications of intellectual property and other infringement are still being worked out, but by avoiding specific inputs like real artists, brands, celebrities, and the like, we can reduce the risk of liability.

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We hope this paper gave you some tips and tricks on being more inclusive when using AI.

At McCann Worldgroup our Web3 & AI Global Practice is always keeping up with the latest shifts and developments, so please reach out if you have any questions! AI is a tool with limitless potential for positive societal impact, however, with any tool, proper education and practice is needed to use it correctly in a way that is equitable for all people.

Reach out to [MWPRESENTS@MCCANN.COM](mailto:MWPRESENTS@MCCANN.COM) if you have any questions.



Prompt: A world which is able to harness the power of AI for good, abstract design depicting Inclusive AI, render, 8k, hyperrealistic --v 5