

## **Ageism in AI: new forms of age discrimination and exclusion in the era of algorithms and artificial intelligence**

Initiative: Herausforderungen für Europa

Ausschreibung: Herausforderungen und Potenziale für Europa: Der alternde Kontinent

Bewilligung: 24.08.2022

Laufzeit: 3 Jahre 9 Monate

The intrinsic bias of artificial intelligence (AI) has begun to gain considerable academic and public attention after several studies demonstrated race and gender biases in machine learning systems. However, the category of age remains largely neglected in research and policy on bias in AI. The aim of the project is to critically assess how ageism operates in AI systems, products, services, and infrastructure by focusing on critical areas of AI deployment (healthcare, employment/hiring systems, mobility and transport, financial services, face recognition) in five cities across four countries (Barcelona, Berlin, Brighton, London, and Warsaw). This project has four main objectives: (1) to propose a novel theoretical framework to understanding ageism and exclusion in AI systems; (2) to create an innovative multi-methods design to investigate ageism in AI creating a pathway for future social research and policy development; (3) to generate empirical evidence of ageism in major areas of AI-deployment and (4) to create tools for stakeholders, AI practitioners, and policymakers to ensure the development of age inclusive AI in Europe. The project relies on a multi-methods approach, which combines semi-structured interviews, discourse and document analysis, Delphi expert study, participatory workshops (citizen science) and experimental data mining techniques. The international project team will engage with a range of stakeholders from the industry, local governments, and advocacy groups through participatory workshops and will include a postgraduate student training school on ageism and AI systems to educate future social scientists about algorithmic discrimination.

### **Projektbeteiligte**

#### **Dr. Justyna Stypinska**

Wissenschaftszentrum Berlin für  
Sozialforschung gGmbH  
Forschungsgruppe Globalisierung, Arbeit und  
Produktion  
Berlin

#### **Dr. Maria Sourbati**

University of Brighton  
School of Art and Media  
Centre for Digital Media Cultures  
Brighton  
Grossbritannien

**Dr. Andrea Rosales**

Universitat Oberta de Catalunya

Internet Interdisciplinary Institute

Communication Networks and Social Change (CNSC)

Barcelona

Spanien

**Dr. Rüya Gökhan Kocer**

Leiden University

Institute of Psychology

Methodology & Statistics Unit

Leiden

Niederlande