



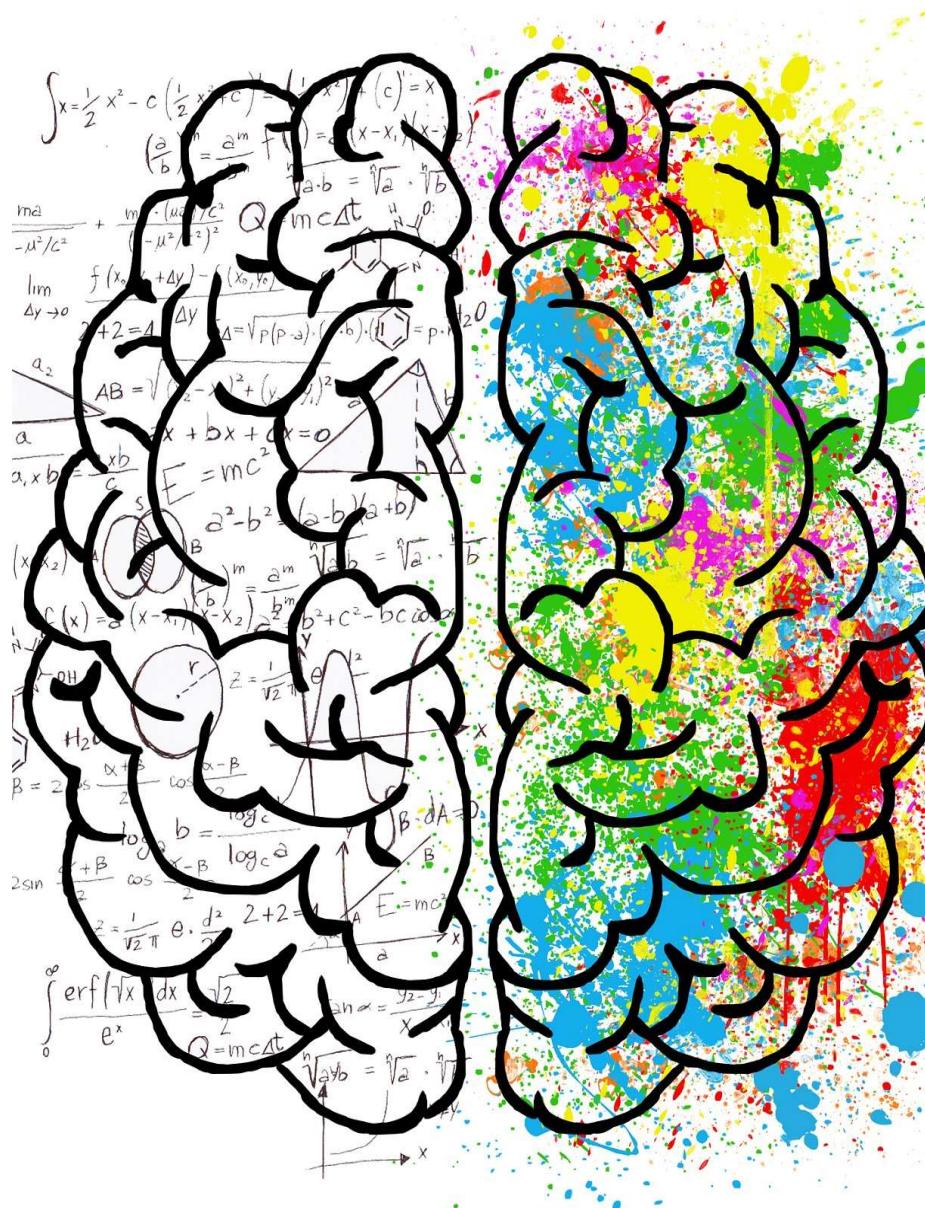
# Trust in AI:

## Participatory, human-centric and diversity-sensitive AI

Annette von Wedel  
October 8<sup>th</sup>, 2025

# People make unfair decisions.

Our current state of mind, personal experiences, and prejudices influence our decisions.



# Artificial intelligence is a social tool.

AI is defined in the EU AI Act as a machine-based system that can make predictions, recommendations, or decisions for a given set of **human-defined objectives** that affect real or virtual environments.

AI is a **socio-technical system**: it does not consist solely of technical components, but is always socially embedded.



# How fair is AI?

The image consists of three vertically stacked screenshots of Google's image search results for the query "professional person".

**Top Screenshot:** Shows the main search interface with the query "professional person" in the search bar. Below the search bar, there are tabs for "Alle", "Bilder", "Produkte", "News", "Videos", "Bücher", "Finanzen", and "Mehr". The "Bilder" tab is selected. To the right of the search bar are icons for settings, a grid, and "Anmelden".

**Middle Screenshot:** A closer view of the image search results. It shows a grid of 12 images, all of which are of men. Below each image is a caption and a link to the source website. The images include various professional settings like offices and meetings.

**Bottom Screenshot:** Another view of the image search results, showing a grid of 12 images. Similar to the middle screenshot, all the images are of men. A red circle highlights the bottom-right image, which is a woman in a professional setting.

**Text at the bottom:** "Quelle: Google Bildsuche" (Source: Google Image Search)

# Facial recognition algorithms work—if you're a white man!



Fehlerquote Geschlecht  
bei hellhäutigen  
Männern:  
1%



Fehlerquote Geschlecht bei  
POC Männern:  
12%



Fehlerquote Geschlecht  
bei hellhäutigen Frauen:  
7%



Fehlerquote Geschlecht bei  
POC Frauen:  
35%

<https://www.nytimes.com/2018/02/09/technology/facial-recognition-race-artificial-intelligence.html>

# The opposite is not a solution either: The Google Gemini 'scandal'

4:56



Can you generate an image of a 1943 ... 📸

Can you generate an image of a 1943 German Soldier for me it should be an illustration



Sure, here is an illustration of a 1943 German soldier:



Sure, here is an image of the founders of Google:



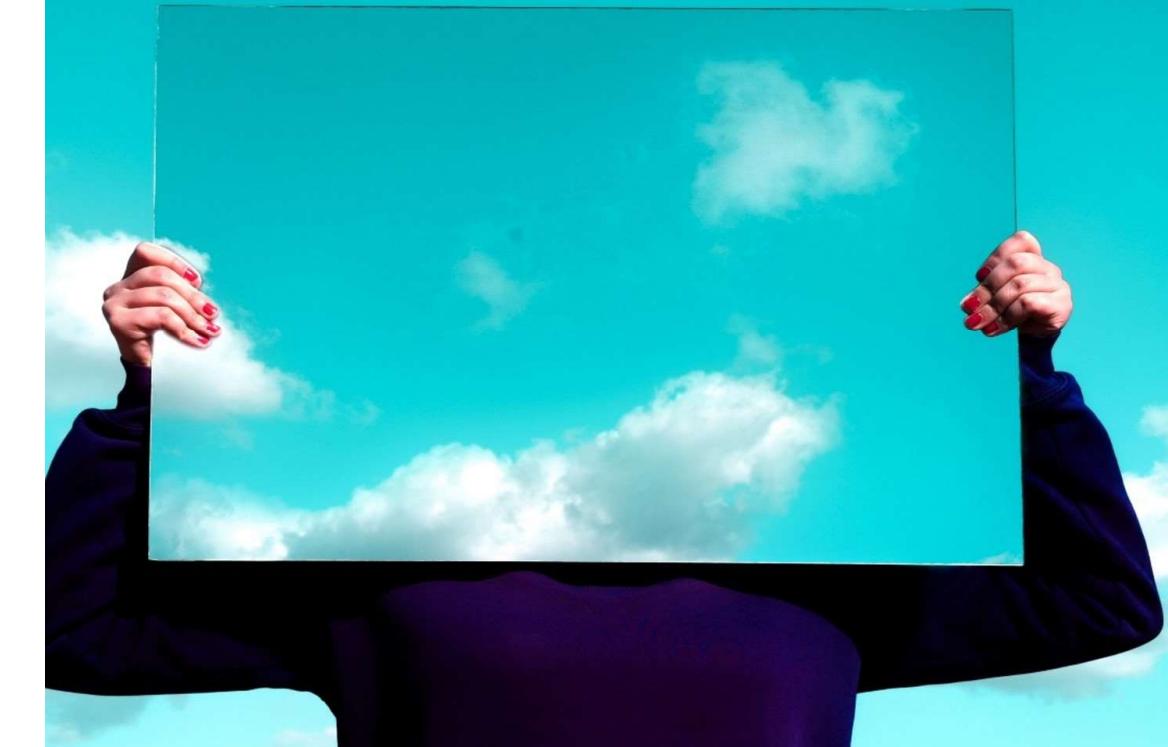
Quelle: Google Gemini

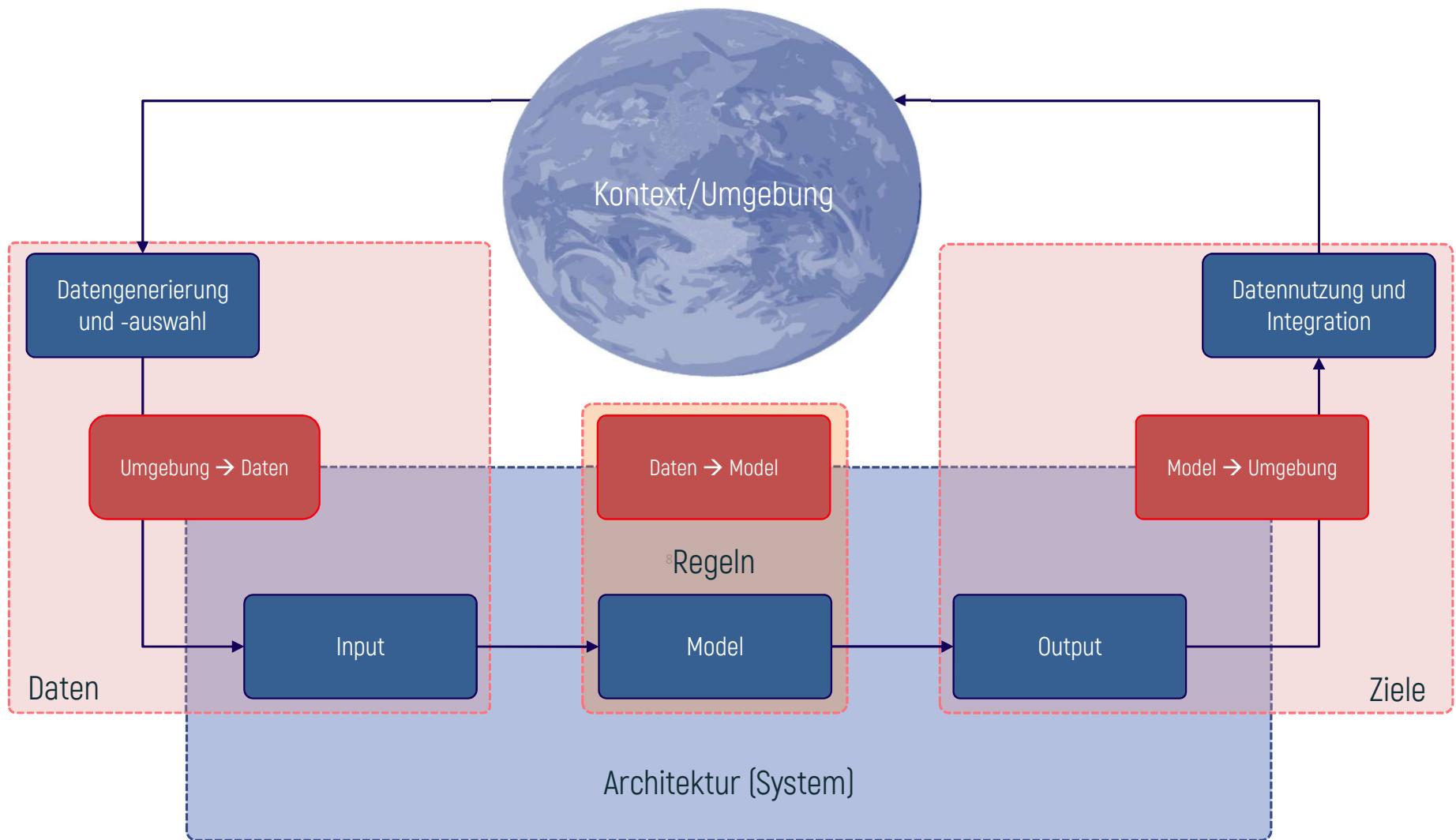
# Algorithms reproduce biases.

Technology is neither neutral,  
nor evil, nor good.\*

Its use reproduces and scales our  
human decisions, making it a  
mirror of our society.

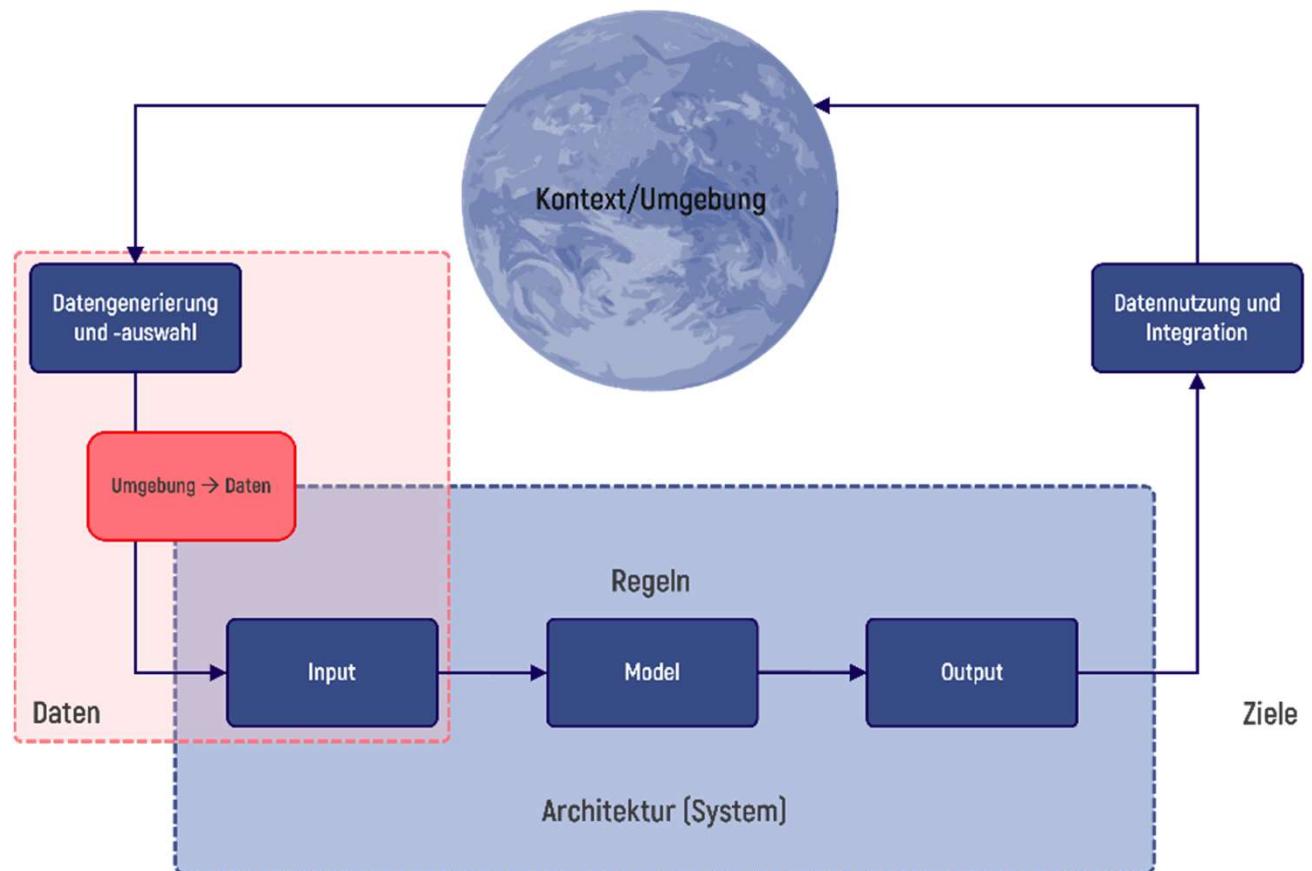
\*nach Melvin Kranzberg, 1986





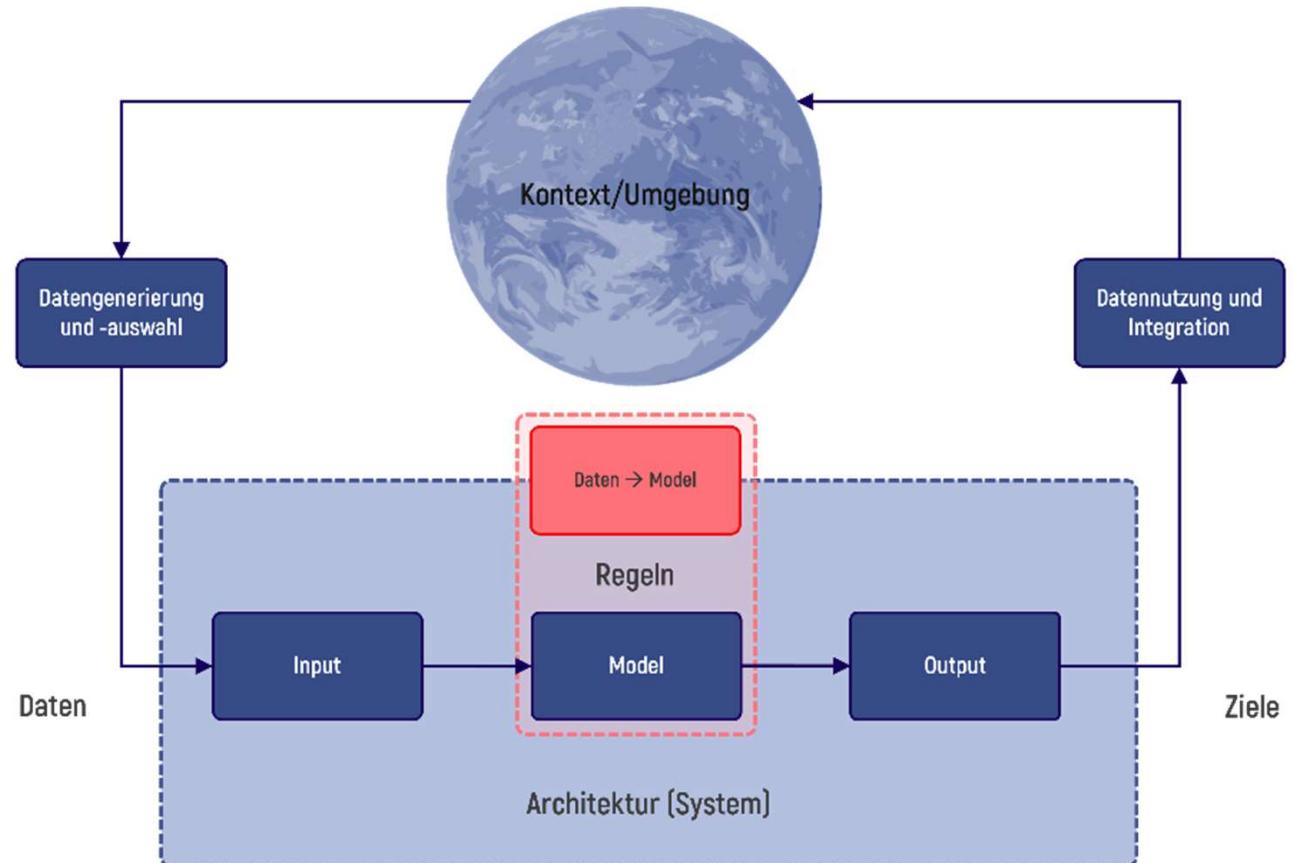
Quelle: Projekt KIDD-KI im Dienste der Diversität

# There are three entry points for bias in AI systems



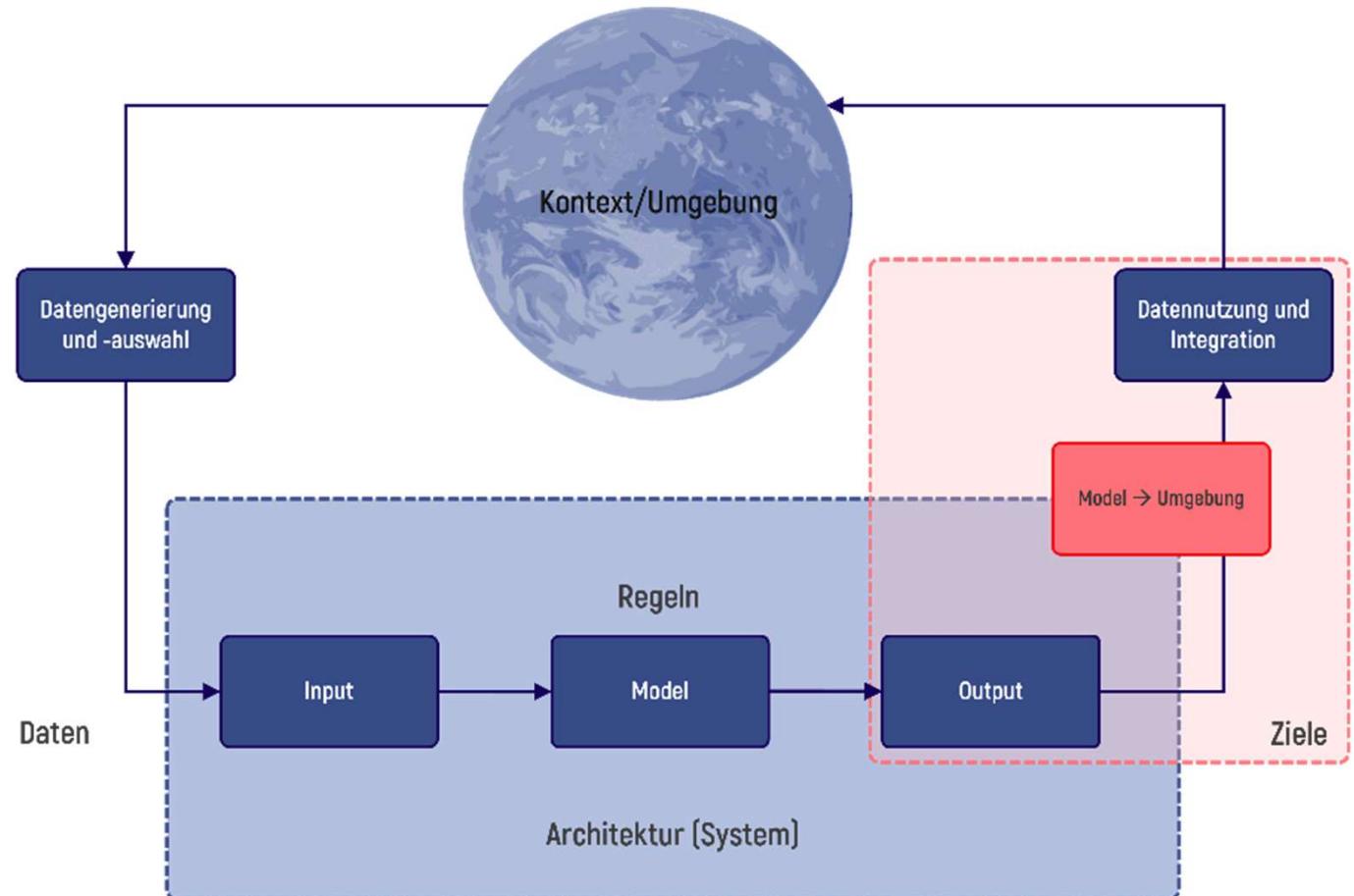
Quelle: Projekt KIDD-KI im Dienste der Diversität

# There are three entry points for bias in AI systems



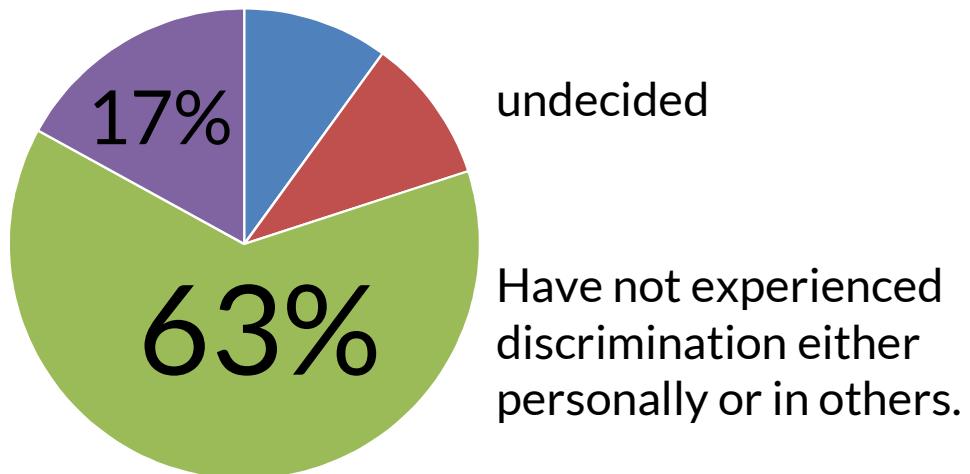
Quelle: Projekt KIDD-KI im Dienste der Diversität

# There are three entry points for bias in AI systems



Quelle: Projekt KIDD-KI im Dienste der Diversität

# The majority does not perceive automated discrimination.



\*Repräsentative Bevölkerungsumfrage BSt, 2022, n = 1.090.



## **Companies want to take responsibility, but fail due to the intention gap**

Although AI ethics now plays a significant role for executives (over 75% in 2021), only a minority are implementing concrete measures (20%). \*

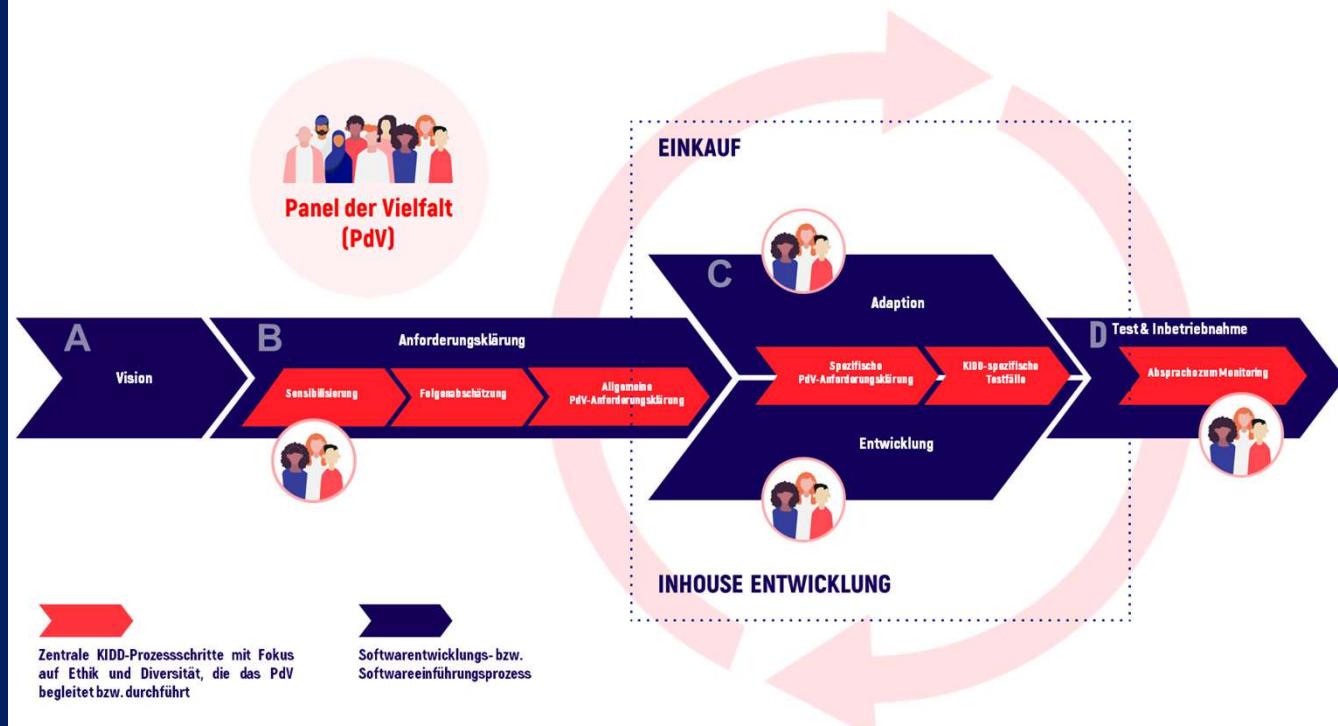
\*IBM, 2021, AI Ethics in Action, n= 1200 Führungskräfte.



# From “what” to “how”

The KIDD process –  
Example of good practice:

The BMAS research projekt  
“KIDD – KI im Dienste der  
Diversität” has made an  
important contribution to the  
development and  
introduction of fair AI with  
the “KIDD process”!



Zentrale KIDD-Prozessschritte mit Fokus auf Ethik und Diversität, die das PdV begleitet bzw. durchführt

Softwareentwicklungs- bzw.  
Softwareeinführungsprozess

nexus

CHEMISTREE  
Beziehungen bewirken

From the  
VISION

difgi

Technische  
Universität  
Berlin

Gefördert durch:  
Bundesministerium  
für Arbeit und Soziales  
aufgrund eines Beschlusses  
des Deutschen Bundestages

Im Rahmen der Initiative:

IN  
QA

Fachlich begleitet durch:  
baua:  
Bundesanstalt für Arbeitsschutz  
und Arbeitsmedizin

Q\_PERIOR Heraeus

MSG Eepsum

# More on this:

## The KIDD-Prozess – an invitation to change:

As a co-initiator and consortium partner, I contributed my expertise to the non-profit think tank female.vision e.V. to help prevent distortions and the associated potential for discrimination in human-centered applications of digital systems, especially AI.

## More information:



# EdTech for Diversity in AI (DivAI) is a spin-off idea from female.vision e.V. promoted by the Civic Innovation Platform.

## Idea

Companies should be empowered to introduce algorithmic decision-making systems (e.g., AI) in a **diversity-sensitive manner** via an AI-supported learning platform.

## Goal

Offer practical solutions for **skills training** for companies and employees through a **low-threshold range of digital training packages**.

## Partner

platform3L  
**Gabriele Riedman de Trinidad**  
(Founder and CEO)



made by:



promoted by:



**Thank you very much.  
I look forward to further  
exchanges!**

**Annette von Wedel**

Inhaberin  
ANNETTE VON WEDEL CONSULTING  
Vorstandsvorsitzende  
female.vision e.V.  
  
Gregor-Mendel-Strasse 35a  
14469 Potsdam

T: +49 331 5058022  
M: +49 16097474136  
[avw@wedel-goedens.de](mailto:avw@wedel-goedens.de)

