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## Artificial Intelligence to promote gender equality : challenges and opportunities

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Artificial Intelligence is here to stay and presents us with challenges and opportunities in the task of promoting gender equality.

But what is AI? Columbia Journalism Review published last February an interesting study on Artificial Intelligence in the news. It defines AI as "the act of computationally simulating activities and skills in narrowly defined domains, typically the application of machine learning approaches through which machines learn from data and/or their own performance".

This definition is interesting when it comes to addressing the challenges and opportunities that AI brings.

If we focus on gender equality, it should be noted that AI develops the gender biases of the languages it learns. A study by Princeton researchers Ayli Caliskan and Joanna Bryson, published in 2017 in the journal

Science, confirmed that machines not only incorporate sexist words or expressions automatically, but also assume cultural stereotypes that they assimilate by pure statistics. Thus, the AI detects that female names and words such as girl or woman are associated with domestic or family tasks in a much higher percentage than, for example, with science. From there they develop algorithms that are not exactly feminist.

It seems clear that if AI is to help advance gender equality, the barriers posed by the stereotypes that machines automatically reflect must be overcome. It cannot be forgotten that the persistence of these stereotypes perpetuates the economic and social marginalisation of women and also their collective image.

Women's empowerment requires measures to support equal opportunities, equal pay, etc., and AI can be an opportunity as long as gender stereotypes can be eradicated.

Moreover, the possibility of having a technology such as AI opens a clear gap between the richer countries that can count on it and the poorer ones that can be left out. This situation should also make us reflect on ethical issues and the necessary participation of civil society in the control of this technology in order to avoid perpetuating inequalities, not only on gender.

On the other hand, the application of AI in the world of journalism is of particular interest. In this regard,

the report cited above notes that the lack of transparency in AI systems raises concerns about biases and errors creeping into journalistic output, especially as generative AI models gain prominence. There is also a risk that the use of AI will undermine the autonomy of journalists by limiting their discretionary decision-making.

AI will play a transformative role in reshaping journalistic work, from the editorial to the business side. We are witnessing, to some extent, a further rationalisation of news work through AI. It is important to recognise that the extent of this reshaping will depend on the context and the task, and will also be influenced by institutional incentives and decisions.

## CONCLUSIONS

AI is a tool that should contribute to gender equality and for this to happen, generalised access to this technology is necessary, but with a clear ethical control. It is not a question of giving one more weapon to the most egalitarian, but of facilitating a way for society as a whole to benefit from its possibilities and, in the case of women, to support them in their empowerment.

Its special application in the media should serve to insist on equal access for all media and not only for

those who are not yet in the media, but also for those who are not yet in the media large groups.

Moreover, journalists must remain at the forefront of news making. AI should only be a tool to help improve news management and not an excuse to kill the jobs and professionalism of journalists.

Therefore, we consider it necessary that Member States must act to put in place mechanisms for the ethical control of Artificial Intelligence and to eliminate the gender bias and stereotypes it generates.

States must ensure job security for journalists and decent working conditions in the face of increasing risks and threats of job losses due to the use of AI.

Moreover, if the technology that AI involves is to have benefits, it must be made available to the whole of society, not just to large groups and public authorities.