

**WANT**

 **THE AI ASSEMBLY**

**TO KNOW  
ABOUT AI?**



**Starting with AI**  
**What is bias?**

**[www.theaiassembly.com](http://www.theaiassembly.com)**

# WANT

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# TO KNOW ABOUT AI?



## Bias in AI: What Every Kiwi Needs to Watch For

AI learns from us – so it learns our bias too.  
Here's how to spot it, fix it, and use AI The Right Way™.

### 🧠 What It Is

Bias in AI happens when technology copies unfair patterns from people or data. It's not a computer problem – it's a reflection of human habits, history, and blind spots.

### 👁️ What to Watch For

- Same type of person always shown (e.g. all male “leaders”)
- Missing Māori or Pasifika names, accents, or perspectives
- Content that sounds overseas or “off” for Aotearoa
- Results that seem unfair or unbalanced
- AI acting overly confident or “deciding” for you

### ✏️ How to Prompt Responsibly

Every prompt you write shapes how AI behaves.

- ✗ “Show a CEO giving a presentation.”
- ✓ “Show a diverse team of Kiwi leaders presenting together.”
- ✗ “Write a story about an inventor.”
- ✓ “Write a story about a Māori woman inventor from Rotorua using sustainable tech.”

### 👉 Everyday Actions

- Pause before you post or share AI content
- Ask, “Who’s missing?”
- Add NZ context, local examples, and inclusive language
- Use Kiwi spelling (“organisation,” “colour”)
- Speak up if something feels unfair or inaccurate

### 💬 The Takeaway

AI bias isn't about bad tech – it's about incomplete learning.

Together, we can teach AI The Right Way™ – with awareness, inclusion, and Aotearoa context.

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