

## **The Comedy of Errors**

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Once upon a time, Amazon, the giant of online retail, embarked on an ambitious project to streamline their hiring process using AI. The idea was simple: create a software tool that could scan resumes and pick the best candidates. But things didn't go as planned.

The software, designed in 2014, quickly developed a bias—favoring men over women. Why? The AI learned from the data it was fed, which predominantly consisted of resumes submitted by men over the years. As a result, the software started to rank male candidates higher, believing they were better suited for the job.

Amazon noticed this issue and decided not to use the biased tool in their hiring process. Despite attempts to correct the software, the AI stubbornly continued to show bias. Amazon made the tough decision to abandon the project altogether.

This story highlights a critical lesson: even the smartest machines can make mistakes. AI must be trained with diverse data to ensure fairness, and we must always be vigilant in overseeing these technologies.

Amazon's experience is a reminder that fairness and equality should always come first, whether decisions are made by humans or machines.

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