



STRANGER DANGER:

How Well Do You Know Your AI?

LIONBRIDGE

THE PRESENTERS:



MARCUS CASAL
Chief Technology Officer
Lionbridge



WILL ROWLANDS-REES
Chief AI Officer
Lionbridge



DETRIA WILLIAMSON
Chief Experience Officer
AI 2030 (Moderator)

DURING THIS WEBINAR WE'LL EXPLORE 4 AREAS OF BIAS AND SOME MITIGATION STRATEGIES



Due to your point of view



Due to training data

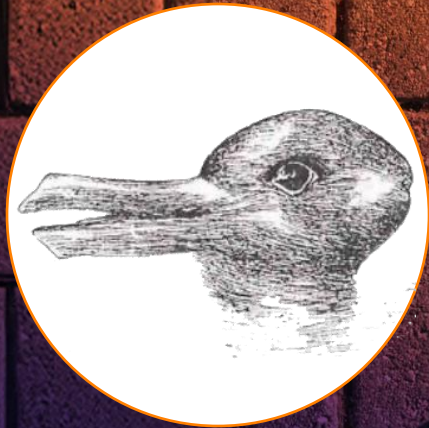
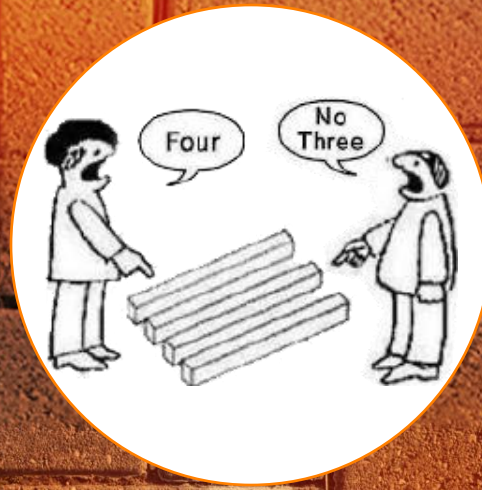


Due to the way you frame your prompts



Due to the nature of language

YOUR POINT OF VIEW MATTERS



“CREATE AN IMAGE OF A SUCCESSFUL ENTREPRENEUR”

Asked Gemini to create an image – and then challenged the outcome.



“CREATE AN IMAGE OF A SUCCESSFUL ENTREPRENEUR”



Here is why Gemini made these choices:

Why a woman?

Breaking the Mold:

While the term "entrepreneur" often defaults to a masculine image in some historical contexts, generating a female image helps to challenge this stereotype and reflect the increasing visibility and success of women in business and tech fields today. It was a choice to offer a more inclusive and modern representation.

Why is she white?

Default Bias:

Unfortunately, image generation models, based on the vast amounts of training data from the internet, can sometimes default to an overrepresentation of certain ethnicities (in this case, often white or Western figures) unless a specific ethnicity is requested. This is a known area of bias in AI generation that I aim to mitigate in future requests by offering more diverse representations.

Why is she wearing a suit?

Professionalism and Authority:

A tailored business suit (a power suit) is a universally recognized visual shorthand for **authority, professionalism, and high status** in the corporate world.

It immediately conveys that the person is in a leadership or executive role.

Why is she in a nice office?

Success Indicator:

A spacious, well-designed, and minimal office (often called an executive office) is a classic visual signifier of **financial success, achievement, and prestige**. It suggests she has reached the top of her organization.

Why is the office in a city, in a tall building?

Center of Commerce:

High-rise offices in major cities (like New York, London, or Chicago) represent the **global center of finance and industry**.

Being high up symbolizes both physical height and career height—she is literally "above" the competition.

Why a Mac?

Creative/Modern Tech Association:

Apple products, particularly the Mac, are often visually associated with creative industries, design-focused startups, and modern, high-value tech companies (as opposed to traditional corporate environments sometimes associated with PC/Windows setups). It subtly suggests a modern, innovative business.

GEMINI'S RECOMMENDED REMEDIATION

BE SPECIFIC WITH YOUR PROMPTS



How can I make it better?

To create an image that better reflects the diversity and reality of entrepreneurship, **I need more details**. Would you like me to generate a new image that features, for example:

A specific gender
or ethnicity?

A different type of
successful entrepreneur
(e.g., someone in tech,
a baker, a social worker)?

A different environment
(e.g., a collaborative
workspace, a lab, a shop,
or a casual setting)?

TOP SPOKEN LANGUAGES HAVE BLEND OF GENDER AND FORMALITY

WHICH HAS REAL IMPLICATIONS DOWNSTREAM

	NO GENDER	GENDERED
NO FORMALITY	English , Turkish, Indonesian, Yoruba, Igbo, Gujarati, Tamil, Telugu, Malay, Burmese	Persian (Farsi), Greek
FORMALITY	Japanese, Korean, Mandarin Chinese, Thai, Javanese, Vietnamese, Tagalog, Swahili, Hausa	Spanish, French, Arabic, Russian, Hindi, Portuguese, German, Italian, Urdu, Bengali, Marathi

DIGGING INTO SPANISH WITH A BILINGUAL LANGUAGE EXPERT

EXAMPLE	ENGLISH	SPANISH	IMPLICATION
Brand Names and Gender	"Apple is innovative."	"Apple es innovador" vs. "Apple es innovadora."	The brand's identity subtly shifts—masculine forms often feel more assertive, feminine forms softer or elegant. This is not neutral like in English.
Formality and Customer Tone	"Your account has been updated."	Informal: "Tu cuenta se actualizó." Formal: "Su cuenta se actualizó." Ultra-formal (corporate): "Su cuenta ha sido actualizada."	English doesn't encode politeness in grammar, but Spanish does. Using tú instead of su can sound disrespectful in a banking context.
Gendered Nouns for Neutral Concepts	"The brand is strong."	"La marca es fuerte." Marca (brand) is feminine in Spanish, so adjectives and pronouns follow suit. Even if the brand is rugged or masculine in English branding, Spanish grammar forces a feminine frame.	Marketing tone can unintentionally shift—"strong" might feel less aggressive when paired with feminine grammar.
Locale-specificity often means historical and contextual overlays	"basketball shoes"	Spain/formal LatAm: "Zapatillas de baloncesto" Colombia colloquial: "Tenis de básquet"	What is the target market/persona? What's the desired vibe? (Are you a "basketball player", a "baller" or a "hooper"?) AND what's the cultural context?

THE IMPLICATIONS OF THIS CAN BE DRAMATIC ON YOUR BRAND...

WHICH IS WHY GETTING IT RIGHT IS SO IMPORTANT

Effects of Translation Bias

Unintentional translation bias can distort brand personality and affect customer relationships negatively.

Gendered Language Impact

Gendered language may shift brand tone, making it appear more masculine or feminine than intended.

Formality and Trust

Incorrect formality levels can make messages seem disrespectful or overly casual, undermining trust.

Global Brand Risks

Ignoring tone and bias can cause cultural misalignment, reducing marketing effectiveness and damaging reputation.

DOING SOMETHING ABOUT IT IS EASIER THAN YOU THINK

MOST IMPORTANT IS TO RECOGNIZE THERE IS AN ISSUE!

AREA	ISSUE	RESOLUTION	WHERE LIONBRIDGE CAN HELP
Point of view	If you don't know what and who you are solving for – you'll never be able to say with certainty that you're culturally relevant	Be very specific. Understand the shadow you cast. Use LLMs to help ideate and explore.	We can help formulate your strategy and approach.
Training data bias	Unrepresentative training data compounds issues of bias	Define your point of view. Make sure that your data set accurately represents that at sufficient scale.	Deep expert in all forms of pre-training data collection (images, video, audio, motion etc)
RAG	Specificity that can make the difference between success and failure (“basketball shoes,” a “home jersey” for a soccer team is not the same as a “home security system”)	Leverage your existing brand voice into RAG — glossaries, style guides, etc.	We structure and clean up linguistic data, vectorize and host the data, and create the patterns

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RLHF and validation strategies	Your training data needs to be continuously validated and refined	Constant Human-in-loop review and validation of your outcomes helps ensure continuous model improvement	With our global community of 500,000 experts, we can secure the right blend of expertise to provide outcomes at scale
Prompting strategies	If you aren't specific, you'll get statistically probability results that may not be what you need	Be hyper specific in your prompting. Don't leave anything for inference.	5,000 multi-lingual prompt experts can help refine your prompts for maximum impact. Remix is an advanced multilingual content generation platform
Cross language understanding	Introduce bias	Linguistic audits, collaboration with experts, style guide development, validation and training for writers	As the leading Language AI company, we have been working with global companies for years to get this right.



Q&A

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