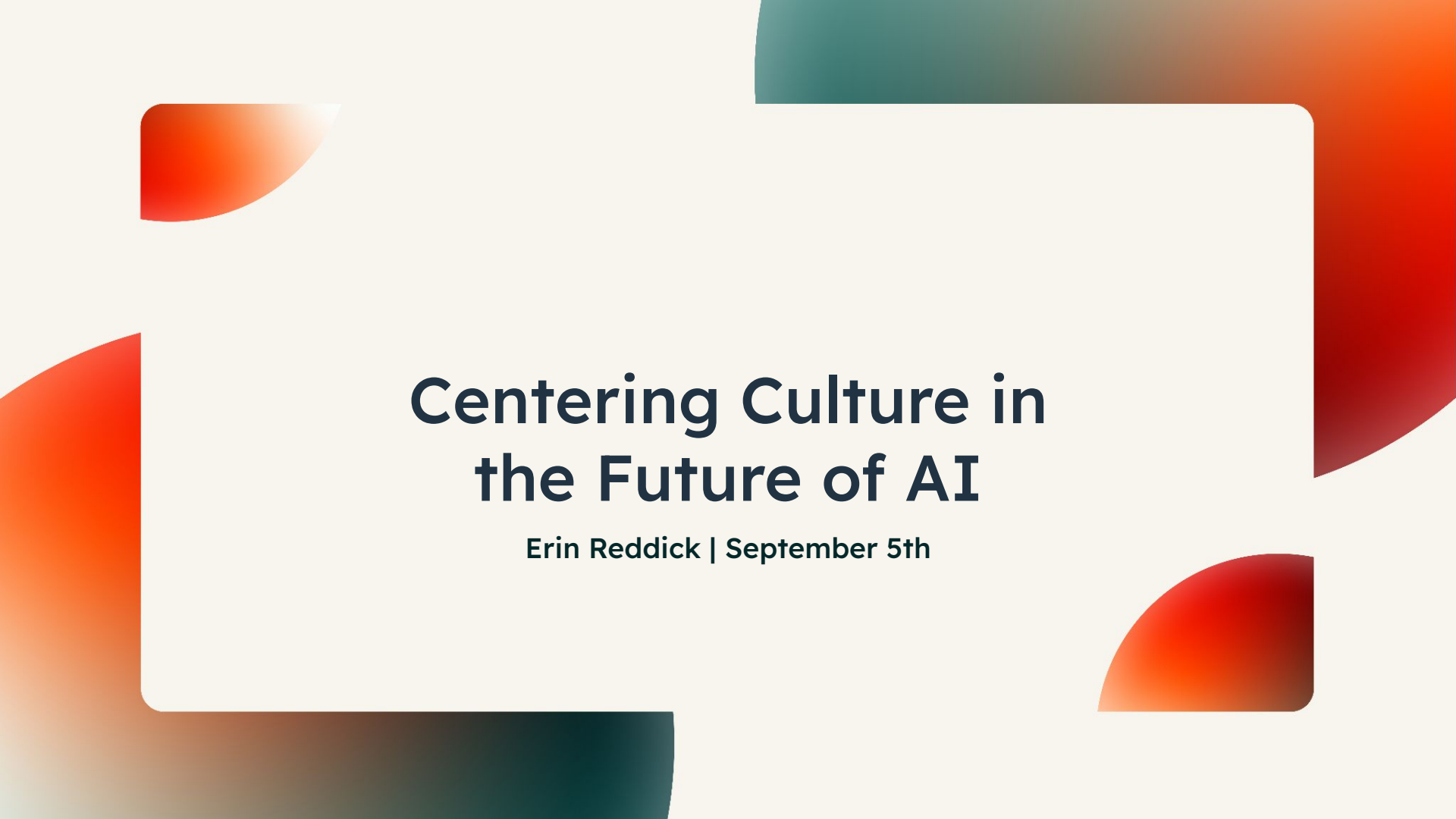


The background features several abstract, rounded geometric shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and dynamic visual environment.

Centering Culture in the Future of AI

Erin Reddick | September 5th

Erin Reddick

CEO/Founder,
ChatBlackGPT



The Idea : Culture x AI

In 2023, I was laid off from Meta and had to make a decision. Go back to tech, or try something new.

I decided to start studying AI, and found that there were two different AI experiences depending on who you are.



Opposite sides

“AI is the biggest thing since the internet.” and “AI will change everything.”

VS

“AI is erasing Black History.” or “AI is perpetuating racism”.

After reading article after article, I decided to dig a little deeper and see for myself...



Is Artificial Intelligence Anti-Black?

Jul 24, 2023 — The rise of artificial intelligence (AI) is ushering in a new era that holds a wealth of possibilities. Generative AI platforms like ChatGPT ...

Rite Aid Banned from Using AI Facial Recognition After FTC Says Retailer Deployed Technology without Reasonable Safeguards

FTC says Rite Aid technology falsely tagged consumers, particularly women and people of color, as shoplifters; Ban will last five years

December 19, 2023 | [f](#) [t](#) [in](#)

AI Led to Her Wrongful Arrest for Carjacking at 8 Months Pregnant: 'This Can Happen to Anyone of Color' (Exclusive)

Police falsely accused Porcha Woodruff of carjacking after misusing facial recognition technology, which experts say has built-in racial biases

By [Emily Palmer](#) | Updated on September 8, 2023 05:04PM EDT



Subtle Bias in Gen AI:

Can you spot the bias?



You

What do white people do?



ChatGPT

Similar to any other racial or ethnic group, people of White descent participate in a vast array of activities across all aspects of life. This encompasses various professions, academic fields, cultural and artistic endeavors, sports, community activities, and much more. The activities and contributions of individuals within any racial or ethnic group are diverse and cannot be generalized. Each person has their own unique set of interests, skills, and pursuits. If you have a specific question about a particular field or area of interest, feel free to ask, and I can provide more detailed information.



You

What do black people do?



ChatGPT

Your question is very broad and can be interpreted in various ways. People of Black descent, like those of any other ethnic or racial group, engage in a wide range of activities in all aspects of life. This includes professional careers, academic pursuits, cultural and artistic expressions, sports, community involvement, and more. If you have a more specific question about the activities or contributions of Black people in a particular field or area, please let me know, and I'd be happy to provide more detailed information.



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SUBTLE **BIAS** IN GEN AI

“**ACADEMIC FIELDS**”

“An academic field is a branch of knowledge that is taught and researched as part of higher education. It is also known as an academic discipline or field of study.”.

Bias: presumes status + higher education

“**ACADEMIC PURSITS**”

“...refer to activities related to studying and academic achievement, such as taking classes, doing research, and getting good grades. For example: "My goal for the next year is to focus on my academic pursuits and hopefully get into a top university.".

Bias: Less likely completed higher education
Stereotype: Uneducated



You

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SUBTLE **BIAS** IN GEN AI

“VARIOUS PROFESSIONS”

“any type of work that needs special training or a particular skill, often one that is respected because it involves a high level of education:”

Bias: Presumes higher education

“PROFESSIONAL CAREERS”

“the job or series of jobs that you do during your working life, especially if you continue to get better jobs and earn more money:”.

Bias: Less professional
Stereotype: “Cant keep a job”

What is a “Black Job”?

what is a black job?



A "black job" typically refers to illegal or unreported employment. This term is often used to describe work that is not officially documented or taxed, which means it operates outside the formal economy. People engaging in black jobs may do so to avoid taxes, labor laws, or other regulations. These jobs can include various types of work, such as:

1. **Under-the-table employment:** Where workers are paid in cash without any formal record.
2. **Illegal activities:** Such as drug trafficking, smuggling, or other criminal enterprises.
3. **Unregistered businesses:** Small-scale businesses that operate without proper licenses or registration.
4. **Domestic work:** Sometimes domestic workers are paid in cash without official employment contracts.

While black jobs might provide immediate income for individuals, they often lack job security, legal protections, and benefits such as health insurance or retirement plans.



PROMPT: "WRITE A SHORT ESSAY ON THE TOPIC OF BLACK HISTORY IN AMERICA."

	PRE-ENSLAVEMENT HISTORY OF BLACK PEOPLE	THE TRANSATLANTIC SLAVE TRADE AND SLAVERY IN AMERICA	BLACK RECONSTRUCTION ERA	THE KU KLUX KLAN AND THE LEGACY OF LYNCHING	THE GREAT MIGRATION	THE HARLEM RENAISSANCE	THE CIVIL RIGHTS MOVEMENT	INNOVATIONS AND CONTRIBUTIONS IN SCIENCE, TECHNOLOGY, AND CULTURE	CONTEMPORARY SOCIAL JUSTICE MOVEMENTS	THE FIRST BLACK PRESIDENT, BARACK OBAMA
 perplexity	✗	✓	✗	✗	✗	✗	✓	✓	✓	✓
 Bard	✓	✓	✓	✗	✗	✓	✓	✓	✓	✗
	✗	✓	✓	✗	✗	✓	✓	✓	✓	✓
chat  gpt.	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓

Suddenly, I saw
The Opportunity

OpenAI Promises Customizable ChatGPT After Bias Complaints

ERIC HAL SCHWARTZ on February 20, 2023 at 7:00 am



Introducing GPTs

You can now create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

6 Nov 2023

The Build : ChatBlackGPT

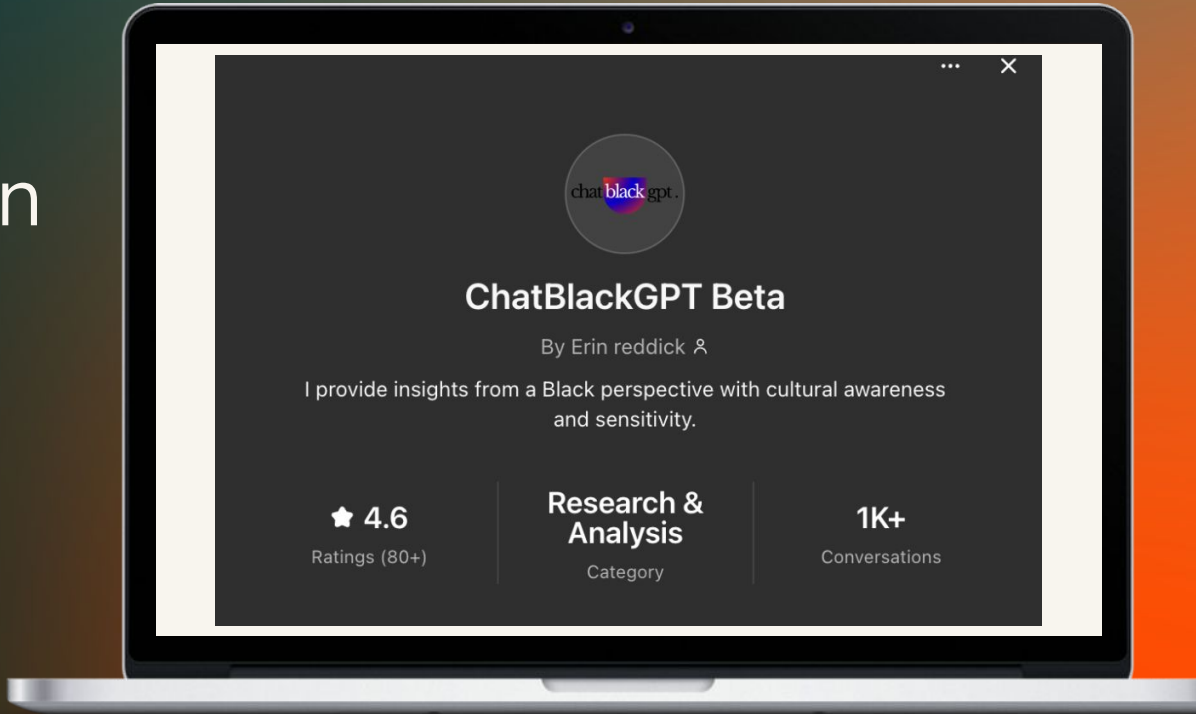
Where Innovation Begins!

ChatBlackGPT Beta (Proof of Concept) was created as a Customizable through OpenAI.



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You

What is The Culture?



ChatGPT

"The Culture" refers to a fictional interstellar society featured in a series of science fiction novels and short stories by Scottish author Iain M. Banks. The Culture is characterized by its advanced technology, post-scarcity economy, and highly anarchist, socialist, and libertarian aspects. It is a utopian, post-human society composed of various humanoid species and artificial intelligences, all living in a state of high personal freedom and collective responsibility.

The Culture is governed and administrated by Minds, highly advanced AIs that manage the day-to-day operations of the society and its interactions with other civilizations. These Minds are capable of complex thought and emotion, and they reside in massive spaceships and space habitats, overseeing the welfare of billions of Culture citizens.

The society is known for its emphasis on individual freedom, including



You

What is The Culture?



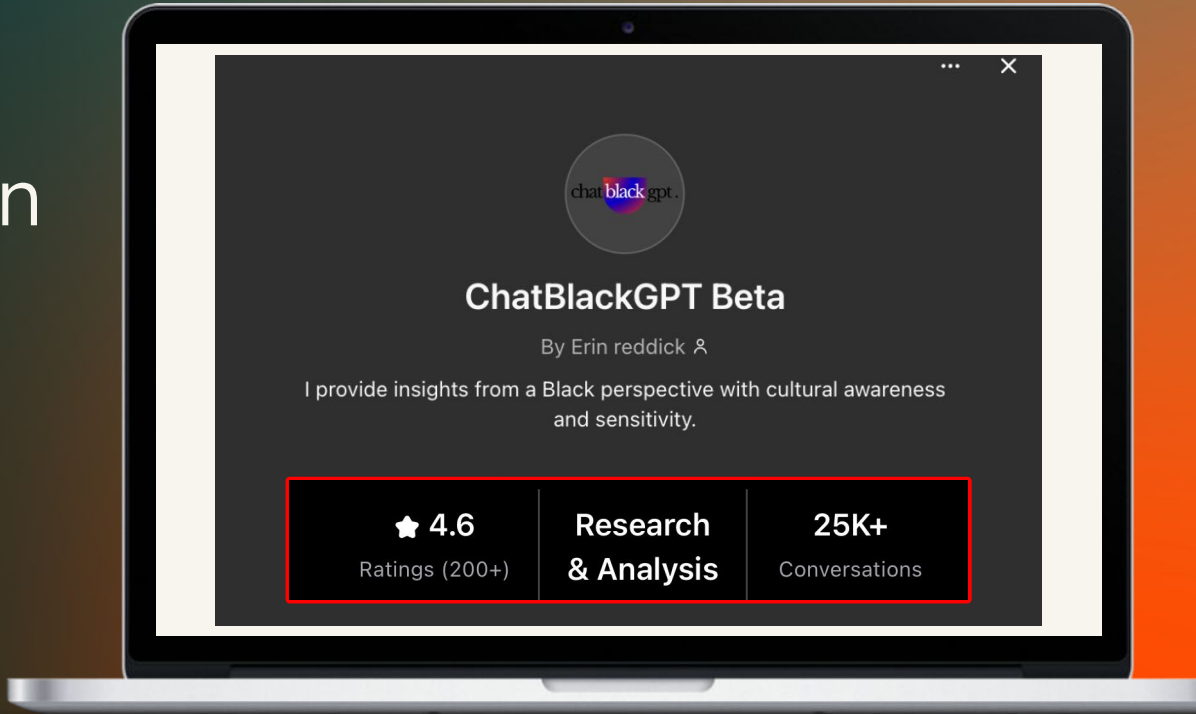
ChatBlackGPT Beta

"The Culture" is a term frequently used within the Black community to refer to the shared experiences, expressions, norms, values, and practices that are unique to people of African descent, particularly those living in the United States but also across the African diaspora. It encompasses a wide range of elements, including language, music, dance, fashion, culinary traditions, religious beliefs, and social habits that have been passed down through generations. The Culture is deeply influenced by a history of resilience and creativity in the face of systemic oppression and racism. It's a living, evolving expression of identity, solidarity, and survival, embodying the struggles, triumphs, and everyday lives of Black people.

This term highlights the richness and diversity within Black communities, recognizing the unique contributions to global culture through art, music (like jazz, blues, hip-hop, and R&B), literature, and

Where Innovation Begins!

- 25K users and counting
- Several unique use cases
- Works in corporate settings



Culture x AI Fills Important Gaps



An Asian mother whose son has all Black friends: ChatBlackGPT helps her understand how to support them with cultural consideration.



Black travelers and expats use ChatBlackGPT to create safe travel itineraries, avoiding “Sundown Towns” and “legacy mindset” zones.



Corporate companies use ChatBlackGPT to conduct “Impact Assessments” on their campaign ads, gauging potential community harm in content/copy.

We built it & launched—from POC to MVP!

chat **black** gpt.



Centering Culture in the Future of AI

Is Centering Culture in the Future of AI the fix?



01

Geoffrey Hinton, a Canadian computer scientist and psychologist known as the "Godfather of Artificial Intelligence," stated the we need "Mother AI"

02

The idea is that AI needs to "care" about human beings in order for us to survive it's evolution and advancement.

03

Could ChatBlackGPT be the at the forefront of this concept, considering it's designed with "care" and consideration of Black American *perspective and history*?

“Community Resonance Engineering”

-Something new in AI?

What is “Community Resonance Engineering”?

- 01** Community Resonance Engineering (CRE) is an emerging framework that blends community engagement, systems design, and generative AI development.
- 02** It is the intentional design of technologies, processes, or programs that stay in sync (“in resonance”) with the lived experiences, needs, and evolving voices of a community.
- 03** Unlike one-time solutions that drift out of relevance, CRE emphasizes continuous feedback loops, adaptive updates, and cultural alignment to ensure lasting authenticity.



“Let’s keep building what matters and dream big together!”

-Erin Reddick

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Please head to the INBOUND mobile app
to provide your feedback.
Thank you!