

Implications of Identity in AI: Creators, Creations, and Consequences

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Abstract

The field of Artificial Intelligence (AI) is rapidly advancing, with significant potential to transform society. However, it faces a notable challenge: lack of diversity, a longstanding issue in STEM fields. In this context, this position paper examines the intersection of AI and identity as a pathway to understand biases, inequalities, and ethical considerations in AI development and deployment. We present a multifaceted definition of AI identity, which encompasses its creators, applications, and their broader impacts. Understanding AI's identity involves analyzing the diverse individuals involved in AI's development, the technologies produced, and the social, ethical, and psychological implications. After exploring the AI identity ecosystem and its societal dynamics, We propose a framework that highlights the need for diversity in AI across three dimensions: Creators, Creations, and Consequences through the lens of identity. This paper presents a research framework for examining the implications and changes needed to foster a more inclusive and responsible AI ecosystem through the lens of identity.

Introduction

The process of developing the construct of "AI identity" begins with understanding the drivers and landscape of AI development (Christian 2020) which can be understood through the AI identity ecosystem (Figure 1). The AI ecosystem is a dynamic and interwoven network comprising a myriad of essential components that collectively drive the evolution and application of artificial intelligence (Jacobides, Brusoni, and Candelon 2021). We explore the various components of the AI ecosystem in this paper. In understanding AI's evolution it is essential to understand the confluence of various human endeavors that drive its development. In this section particularly we focus on the identity of the creators as it has cascading effect on the other layers. These human contributors do more than just define AI's trajectory; they embed societal norms, values, and biases into the technology, shaping the future of our automated world (Cave and Dihal 2020). The role of research cannot be overstated, as institutions constantly push the boundaries of what's possible, often dictating the future direction of AI

(Basole and Accenture 2021). Simultaneously, both tech behemoths and startups shape the AI landscape with their innovative products and platforms (Pause Giant 2023). Open-source communities bolster this growth, fostering collaboration and ensuring that AI tools remain accessible to all. As the influence of AI permeates society, regulatory and ethical bodies are stepping in to ensure its deployment is responsible and aligned with societal values (Minkinen, Zimmer, and Mäntymäki 2021). End-users and consumers, both individuals and businesses, are the final and important piece of the puzzle, adopting AI solutions and applications and influencing their development through feedback. Integral to all these components and often the ones that shape the direction of development is the financial pillar of investors and funding entities that fuel the growth of AI across sectors (Khanna 2023). Lastly, the AI ecosystem is enriched by educational institutions and platforms that impart knowledge, nurturing the current and future generations of AI enthusiasts and professionals through AI literacy (Long and Magerko 2020) and AI education (Schiff 2022).

The identity of AI continues to extend beyond just its creators and the diversity within the field. It encompasses a range of social considerations that shape its existence and impact. Ethical concerns surrounding AI, such as bias in algorithms, privacy issues, and the societal implications of AI, require careful attention and mitigation (Amershi 2020). Human-AI collaboration is evolving to where AI can augment human capabilities and automate tasks, necessitating the exploration of inclusive ways for humans and AI to collaborate seamlessly (Amershi et al. 2019). The tendency for humans to personify or anthropomorphize AI systems raises psychological and sociological questions about the implications of interacting with AI, especially in education (Maher, Tadimalla, and Dhamani 2023) and work environments (Mirbabaie et al. 2022). Moreover, public sentiment around AI is often polarized based on users' backgrounds, leading to inaccurate narratives about AI in society. These narratives and biases, combined with the digital divide that exists in society and computer science exclude some and inhibit many's access to AI careers, especially for certain groups of underrepresented minorities, and women (Shams, Zowghi, and Bano 2023).

By examining the roles, interactions, and contributions of these diverse stakeholders as presented in the AI Ecosystem

(Figure 1) we can gain a comprehensive understanding of how AI systems are created, operate, and evolve. By foregrounding these concepts, we aim to dissect how they influence AI creators and their creations. Through the depiction of layers and various pathways (connections) across the layers that lead to various consequences or issues in the AI landscape, Figure 1 shows the myriad ways AI technologies can either reinforce existing societal disparities or potentially pave the way for a more inclusive and equitable future. By dissecting these relationships, we can better comprehend and address the disproportionate consequences and impacts that AI can have on various segments of society. The construct of human identity and its influence is shown in Figure 1 as present across the layers: present in the identities, data, perceptions, and experiences of creators and end users in the AI ecosystem. Here Human Identity, as defined within intersectionality (Crenshaw 2013) and identity theory (Jenkins 2014), encompasses the multifaceted and interconnected aspects of an individual's social categories, including race, gender (Scheuerman et al. 2020), class (Inaba and Togawa 2021), sexuality (Keyes, Hitzig, and Blell 2021), disability (Trewin et al. 2019), nationality, and age (Pollack 2005), recognizing that these overlapping identities shape unique experiences of privilege and oppression (Benjamin 2019).

AI Identity

Sociology literature provides a comprehensive exploration of how individuals' identities are formed (Stets and Burke 2000), negotiated (Jenkins 2014), and transformed (Collins and Bilge 2020) within the context of social structures and interactions, offering insightful analysis on the complexity of identity as both a personal and social construct (Albert 1998). This concept also extends to objects, organizations, and technology (Wood and Smith 2004), illustrating how identity formation transcends individual experiences to encompass broader societal interactions and constructs (Hirsch 1992). Historically, discussions and models involving identity in the AI landscape and ecosystem have been heavily centered on the technological and economic aspects (Mitchell 2020). With efforts focused on defining and explaining what AI is (Wang 2019) and how to understand its usage (Devedzic 2022), how AI interacts/perceives the human identity in various scenarios (Keyes, Hitzig, and Blell 2021) (Scheuerman et al. 2020). This includes discussions on algorithms (Noble 2018), data (Aragon et al. 2022), hardware infrastructure, application areas, market growth, company roles, and investment trends (Mir, Kar, and Gupta 2022). While these aspects are undeniably crucial, they often overshadow the deeper, more intricate layers of AI's relationship with society.

We define "AI Identity" in two dimensions: internal and external. Internally, AI Identity includes the collective characteristics, values, and ethical considerations embodied in the creation of AI technologies. Externally, AI identity is shaped by individual perception, societal impact, and cultural norms.

These dimensions form a comprehensive view of AI iden-

tity, highlighting the interplay between the creation of technology itself and its broader interaction with society. This means understanding the place of AI in society, its development, interactions with individuals (Gutoreva 2024), and the nuances of its impact on various facets of human life. The identity of AI is intricately linked to various ethical dilemmas, including responsibility, accountability, fairness, transparency, and trust (Benjamin 2019). These issues are central to the ongoing discussions surrounding the regulation and governance of AI, as well as its cultural and social impacts. Furthermore, it is vital to recognize the role of media representations of AI in popular culture, as they significantly shape public attitudes and beliefs about this technology. In this context, the emergence of Human-Centered AI (HCAI) (Shneiderman 2021), with its emphasis on considering human values and agency, represents a pivotal shift in the AI landscape. International organizations like the European Union and research and education institutions are advocating for HCAI, promoting a humanistic and ethical approach that enhances human capabilities while addressing the multifaceted challenges associated with AI identity and its broader societal implications (Capel and Brereton 2023). In the next three sections of the paper, we look at the layers of identity in AI: the creators, the creation, and the consequences that emerge from the identity ecosystem. By examining the intersection of AI with identity, we aim to shed light on the complex dimensions of AI identity and its implications for individuals and society as a whole.

The Creators of AI

The development of AI is influenced by its creators, whose diverse backgrounds and identities are crucial in shaping the technology's direction (Schiff et al. 2020). Diversity is not just about fairness but is essential for creating AI systems that are unbiased, ethical, and beneficial for society (Shams, Zowghi, and Bano 2023). Thus, enhancing the diversity of AI creators is imperative to ensure that the technology reflects a broad spectrum of human experiences and values, contributing positively to societal progress (Chubb, Reed, and Cowling 2022). It is important to note that this layer of the ecosystem is closely connected with the internal dimension of AI identity. In the list below, we highlight some of the key groups (individual and organizational) that influence who the creators are, illustrating the nature of AI's development landscape. The goals of AI are often defined by this layer of AI ecosystem and when we look at these key groups, this position paper acknowledges the need to increase diversity in all of the groups, sectors, and disciplines.

Researchers, Scientists, and Academics: The development of AI is driven by a community of researchers, scientists, and academics from various disciplines. Despite significant advancements, AI suffers from a notable lack of diversity among its developers, echoing broader inclusivity challenges within the tech industry (Inaba and Togawa 2021) (Stathouloupoulos and Mateos-Garcia 2019). Higher education institutions also play a big role in shaping the perception and standards that these students carry into their professional careers.

Students and Higher Education Institutions: Students

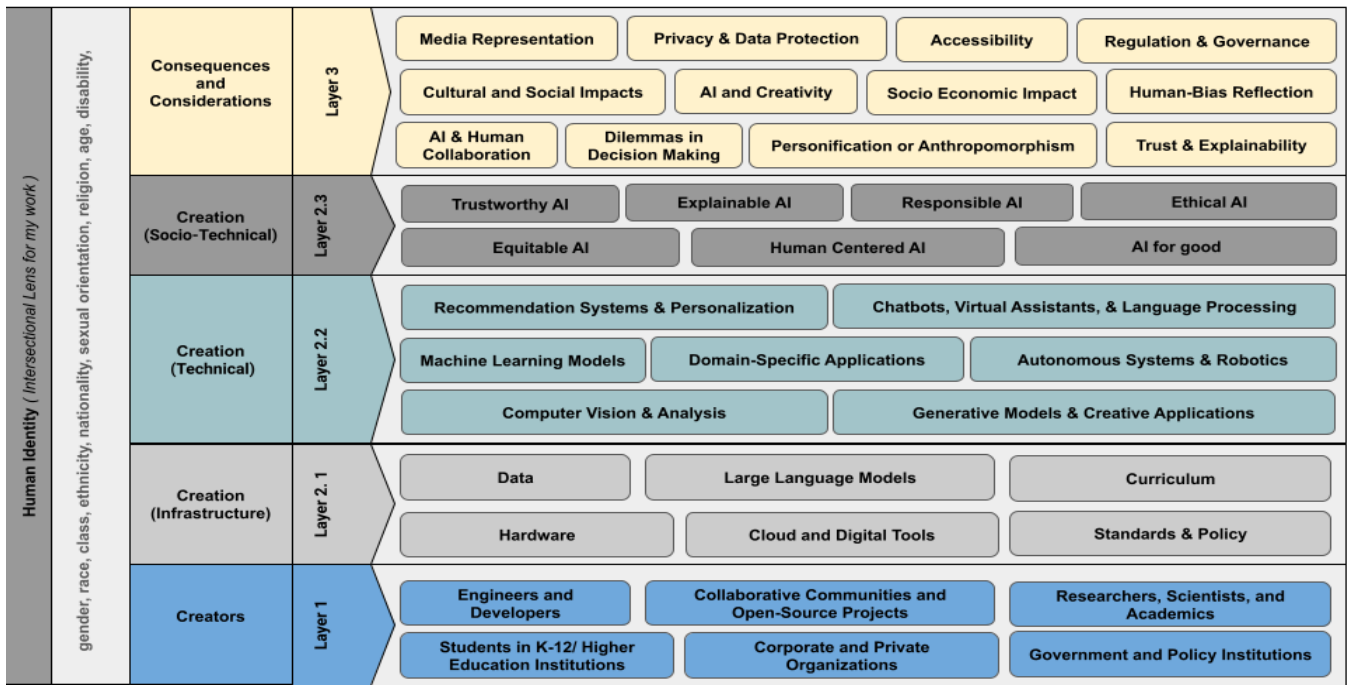


Figure 1: The AI Identity Ecosystem

pursuing higher education, such as undergraduate and graduate programs, play a vital role in the creation and advancement of AI. They learn the fundamental concepts and skills necessary for AI development and contribute fresh perspectives and ideas (Touretzky et al. 2019). Many universities and educational institutions offer specialized AI programs and research opportunities, nurturing the next generation of AI creators beginning from K-12 or high school. It is important to note here the disciplinary differences across AI perception and adoption across various disciplines (Zawacki-Richter et al. 2019)

Corporate and Private Organizations: Numerous companies and organizations are actively involved in the development and deployment of AI technologies (Jacobides, Brusoni, and Candelon 2021). Major tech companies like Google, Microsoft, and IBM invest significant resources into AI research and development. Startups and research organizations focused on AI innovation also contribute to the creation of novel AI applications and technologies. Many historically consumer or service-oriented organizations and companies are also building in-house AI solutions across sectors.

Engineers and Developers: The creation of AI systems requires the expertise of engineers and developers who design and build the underlying software and hardware infrastructure. They develop algorithms, models, and frameworks that power AI applications. These professionals work on coding, testing, and optimizing AI systems to enhance their performance and capabilities (Griffin, Green, and Welie 2023).

Collaborative Communities and Open-Source Projects: Collaboration and open-source initiatives play a

crucial role in AI creation. Online communities, forums, and platforms facilitate knowledge sharing, collaboration, and the exchange of ideas among AI enthusiasts and professionals (Bostrom 2018). Open-source projects like TensorFlow and PyTorch provide accessible frameworks and tools that empower developers to create AI solutions.

Government and Policy Institutions: Governments and policy institutions contribute to the creation of AI by establishing frameworks, regulations, and policies that guide its development and deployment. The government also invests in the development of AI through its military/defense wing to be up to date with private system developments. Multilateral Global organizations in the ICT space are trying to address ethical considerations, and privacy concerns, and ensure responsible and accountable AI practices (Vacarelu 2022). Government-funded National research initiatives and grants also support AI research and innovation.

The Creation of AI

To understand the definition of AI and its application in various scenarios it is important to understand the very building blocks of AI, and how they work and interact with the physical world (Raghavan 2021). This layer of the ecosystem acts as the mechanism or conduit that translate the goals reflected by the identity of the creators of AI into the consequences and considerations layer of AI Identity ecosystem, and therefore is key to understanding both the external and internal aspects of AI Identity. In this paper, we will adopt a comprehensive approach to understanding the creations of artificial intelligence (AI) by analyzing it from technical and socio-technical perspectives as well as the infrastructure layer.

The Infrastructure Layer

This infrastructure layer is not only a precursor to the technical layer's growth but also a fundamental aspect that interweaves with the socio-technical layer, affecting how AI integrates and resonates within human society. Through its capacity to support and scale AI development, it not only provides the technical means for AI's existence but also influences the objectives, ethics, and inclusivity of AI systems by virtue of access. By enabling or limiting the development of certain AI applications, the infrastructure layer shapes the AI identity, reflecting the priorities and values of its creators and users. Furthermore, by offering metrics for capacity building, the infrastructure layer facilitates the assessment of global AI development efforts, guiding policy, investment, and education towards a more equitable and inclusive AI future.

Large Language Models (LLMs): Large Language Models, such as GPT (Generative Pretrained Transformer) and BERT (Bidirectional Encoder Representations from Transformers), represent significant advancements in natural language processing and understanding. These models, which learn from vast amounts of text data, have revolutionized how machines understand and generate human-like text, enabling a wide range of applications from automated writing assistants to advanced chatbots. The development and refinement of LLMs require substantial computational resources and sophisticated algorithms, access to which controls the direction of AI development.

Data: Data serves as the building blocks for training AI models, providing the raw material from which machines learn and make inferences. The quality, diversity, and volume of data directly impact the performance and bias in AI systems. Effective data management and processing infrastructure are crucial for handling the increasing scale of data, necessitating advanced storage solutions and data processing frameworks.

Curriculum: The AI curriculum encompasses the educational resources and programs designed to equip individuals with the knowledge and skills required to develop and manage AI technologies. This includes courses on machine learning, ethics in AI, data science, and specialized AI applications. The development of a comprehensive AI curriculum that is accessible and inclusive is essential for fostering a diverse and skilled workforce capable of advancing AI technology while considering its societal impacts.

Standards and Policy: Standards and policies play a critical role in guiding the ethical development, deployment, and governance of AI technologies. These frameworks help ensure that AI systems are developed responsibly, promoting transparency, accountability, and fairness. International organizations and regulatory bodies are increasingly focusing on developing AI standards and policies that balance innovation with ethical considerations and human rights.

Hardware: The hardware infrastructure, including GPUs (Graphics Processing Units) and TPUs (Tensor Processing Units), is fundamental for training and running AI models. These specialized processors can handle the parallel processing of large datasets and complex algorithms, making them indispensable for deep learning applications. The de-

velopment of more efficient and powerful hardware is crucial for advancing AI capabilities and making AI more accessible and sustainable.

Cloud and Digital Tools: Cloud computing and digital tools offer scalable and flexible resources for AI development and deployment. Cloud services provide access to computational power, storage, and AI development tools on-demand, facilitating the rapid prototyping and scaling of AI applications. This infrastructure supports the collaborative development of AI, enabling access to cutting-edge technology without significant upfront investment.

In essence, the infrastructure supporting AI is not just a foundation for its technical growth but also a mediator of its interaction with society, influencing both the capabilities of AI technologies and their alignment with human values.

The Technical Layer: AI Models and Applications

The technical layer comprises AI models and applications. This layer is where we explore the technical foundations and applications of AI, including chatbots, virtual assistants, language processing, recommendation systems, domain-specific applications, autonomous systems, robotics, machine learning models, computer vision, and generative models. This layer represents the nuts and bolts of AI, where one learns what these technologies are, how they operate, and the specific tasks they are designed to perform. By understanding the mechanics and functionalities of these AI applications that continue to evolve at an exponential pace, one can appreciate the technical goals and innovations driving AI development. It is important to note here that the development of these goals has historically been oriented around efficiency and performance not about diversity and inclusion.

Machine Learning Models: These models are often categorized into supervised learning, where models learn from labeled data; unsupervised learning, identifying patterns in unlabeled data; and reinforcement learning, where models optimize behavior through rewards from trial and error actions. AI employs machine learning models, including deep neural networks, for tasks like image recognition and natural language processing. However, while these models excel at pattern recognition and decision-making based on data, they sometimes lack a human-centered focus, which can result in outputs that might not always align with human values or societal nuances.

Chatbots, Virtual Assistants, and Language Processing: This category includes AI-powered chatbots, virtual assistants (e.g., Siri, Alexa), and language processing systems leverage natural language understanding and generation to interact with humans, provide information, and perform tasks.

Autonomous Systems and Robotics: AI enables the development of autonomous systems, including self-driving cars, drones, and robots, which can make decisions and perform tasks without direct human intervention.

Generative AI Models and Creative Applications: AI generative models, like Chat GPT and Copilot, create realistic content such as images, music, and text, blurring the line

between human and machine-generated creations. AI is used in creative fields such as art, music, and literature.

Recommendation Systems and Personalization: AI-powered recommendation systems analyze user behavior and preferences to provide personalized recommendations for various products, services, and content, enhancing user experiences and engagement. Personalized Marketing and Targeted Advertising AI analyzes user data and behavior to deliver personalized marketing strategies, including targeted advertisements and recommendations tailored to individual customers.

Computer Vision and Image Analysis: AI advances in computer vision enable machines to understand and interpret visual information, performing tasks such as image recognition, object detection, facial recognition, and autonomous surveillance.

Domain-Specific Applications: AI tools for diagnosis, healthcare, and fraud detection systems aid in medical diagnosis, analyzing patient data, medical images, and clinical records. They also contribute to fraud detection and cybersecurity, identifying patterns and anomalies to protect against threats.

The Socio-technical Layer: AI Frameworks and Principles

The socio-technical layer centers on AI frameworks and principles, focusing on the overarching frameworks and principles guiding the ethical, responsible, and equitable development and deployment of AI technologies. This layer encompasses Trustworthy AI, Responsible AI, Ethical AI, AI for Good, Human-Centered AI, and Equitable AI. Here, we assess how these guiding principles influence the design, purpose, and impact of AI technologies on society. This approach allows us to understand the broader implications of AI, including ethical considerations, societal impacts, and the role of AI in promoting social good and addressing global challenges.

Trustworthy AI: This framework focuses on creating AI systems that are safe, transparent, and reliable, emphasizing user privacy and data security. It aims to build user trust through transparency, fairness, and accountability.

Responsible AI: This framework stresses the ethical development and use of AI, ensuring societal benefit and minimal harm. It advocates for ethical standards and the consideration of AI's broader societal impacts, promoting integrity in AI deployment.

Ethical AI: These AI principles align AI development with ethical principles, including human rights and fairness, to prevent bias and discrimination. It is supported by frameworks like those from the, encouraging diverse perspectives in AI development.

AI for Good: This framework applies AI to tackle global challenges and achieve the United Nations Sustainable Development Goals, focusing on healthcare, education, and environmental protection. It highlights AI's potential for positive societal impact.

Human-Centered AI (HCAD): These AI principles prioritize human needs and values in AI development, integrating psychology, sociology, and ethics to enhance human ca-

pabilities without compromising dignity or autonomy. It advocates for participatory design, making AI accessible and meaningful.

Explainable AI: As AI becomes more complex and powerful, there is a growing need for trust and explainability. Users and stakeholders want to understand how AI systems reach their conclusions or recommendations. Research on explainable AI aims to develop methods that can provide meaningful explanations for AI decisions.

Equitable AI: These AI principles aim for the fair distribution of AI benefits and the mitigation of harms across society, addressing inequalities in AI's development and deployment. It focuses on diversity, inclusivity, and access, promoting inclusive design practices.

The perception of AI and these frameworks dynamically influence each other. These frameworks play a crucial role in shaping the development of AI by providing ethical, social, and technical guidelines that aim to maximize the benefits of AI while minimizing harm. They serve as a compass for creators, guiding the design of AI systems that respect human rights, promote inclusivity, and ensure accountability. They collectively emphasize ethical standards, societal welfare, and human values, advocating for transparency, fairness, and accountability.

AI Consequences

This section explores the second dimension of the AI identity that is external and introduces a wide range of ethical, societal, and cultural considerations. The concept of intersectional identity is pivotal when discussing perception, revealing how AI's interaction with culture, economics, and ethics intersects with various human identities, such as race, gender, socioeconomic status, and disability. Acknowledging these intersectional dimensions is essential for the development, regulation, and integration of AI technologies in a manner that ensures fairness, inclusivity, and equitable outcomes for everyone.

Ethical Considerations: The development and deployment of AI raise important ethical considerations. Issues like bias in AI algorithms, privacy concerns, job displacement, and the impact of AI on society and human values require careful consideration and mitigation. Beyond its creators, AI's identity is shaped by a plethora of ethical dilemmas that have broader societal implications. The dichotomy of AI applications, as seen in authoritarian regimes using it for surveillance versus democratic societies grappling with its ethical deployment, illustrates the complexity of its societal implications.

Personification or Anthropomorphism: Humans often tend to anthropomorphize AI systems, attributing human-like qualities, intentions, and emotions to them. This phenomenon raises important questions about the psychological and societal implications of interacting with AI. One of the most vivid examples of humans attributing lifelike qualities to AI systems can be seen in the applications of voice-activated virtual assistants like Siri, Alexa, or Google Assistant. As benign as this may seem, it brings forth significant questions.

AI and Human Collaboration: The relationship between AI and humans is evolving. AI can augment human capabilities, automate repetitive tasks, and provide valuable insights. Human-AI collaboration is essential for leveraging the strengths of both to tackle complex problems but introducing AI may negatively impact employees if not done intentionally.

Human-Bias Reflection: AI systems can inherit human biases present in the data they are trained on, leading to biased outcomes and discriminatory behavior. Recognizing and mitigating these biases is essential to ensure fairness and inclusivity in AI applications. We have seen the need to scrutinize and rectify any biases in the data of AI systems become critical especially in areas like criminal justice, to ensure fairness and prevent perpetuation of historic injustices.

Regulation and Governance: The rapid advancement of AI has prompted discussions around the need for regulations and governance frameworks. Governments and organizations are exploring ways to ensure the responsible and ethical use of AI, protect privacy, and address potential risks associated with its deployment.

Privacy and Data Protection: AI systems rely on vast amounts of data, raising concerns about privacy and data protection. Experts in computer science and law collaborate to develop frameworks and regulations that safeguard individuals' privacy while allowing for AI innovation.

AI and Creativity: AI is making its mark in creative domains such as art, music, and literature. This blurs the line between human creativity and machine-generated output, raising questions about authorship, originality, and the nature of art. Can an AI, devoid of lived experiences and emotions, genuinely craft a narrative that resonates with human emotions? And if the AI art/creation wins a competition, who would take the accolades - the AI, its developers, or the myriad of authors whose works trained the system?

Cultural and Social Impacts: AI technologies are not developed in a vacuum but are shaped by cultural and social contexts. Experts in sociology and anthropology examine how AI systems reflect and reproduce societal norms, values, and power dynamics.

Socioeconomic Impact: The implications of AI-driven automation have the potential to reshape job markets and socioeconomic structures through job displacement and disrupt the human resources landscape. Thus, exploring strategies to ensure a just transition for workers and leveraging AI for socioeconomic development becomes crucial across various sectors like healthcare, education, and governance. Countries that rapidly adapt to AI stand to gain significant socioeconomic advantages, while those lagging behind face an exacerbated digital divide. This widening gap between AI-ready nations and those without adequate access or infrastructure could lead to significant disparities in social and economic growth in the coming decades especially for marginalized groups.

Media Representations: Media plays a crucial role in shaping public perceptions and understandings of AI. Experts critically analyze how AI is portrayed in popular culture, news media, and entertainment, especially in the gen-

res of science fiction and speculative fiction, which have a long history of shaping the public's perception of AI. These diverse media representations significantly influence public sentiment and understanding of AI, thus shaping the discourse surrounding its development and deployment in real-world contexts.

AI Dilemmas: Various combinations of consequences and considerations in AI raise numerous dilemmas, such as determining responsibility and accountability for AI actions, ensuring fairness and transparency in decision-making, and considering the ethical impact of AI on social dynamics, safety, and privacy. Highlighting that we must ensure that while AI is a valuable resource and tool, the final decision must rest with the human expert, capitalizing on the strengths of both entities to address intricate challenges while promoting the principles of HCAI.

AI Identity Research Framework

The AI Identity Research Framework, shown in Figure 2, explores the different ways to explore and effect change in AI Identity. The lens of identity adds a layer of complexity, which leads to discussions about how and when AI application design and creation processes are informed by a myriad of backgrounds, experiences, and worldviews. Thus by understanding the context of who creates AI technologies, as well as examining the frameworks and societal considerations that guide AI's development and the way they impact society, we can advocate for diversity and inclusion as essential to an AI Identity that serves all people fairly. In the technology development landscape, the creator's work is influenced by their experiences, perceptions and identity, which manifests in the data they select and collect, ultimately shaping the technology they create. The research framework of the AI identity ecosystem captures this complexity by examining the relationship between individual identity factors—such as race, ethnicity, gender, class, sexual orientation, religion, and disability—and their impact in technological contexts, specifically through the lens of creators and consumers roles in the development, access to, availability of, data management, perception, and implementation of AI in various applications/solutions. Thus representation and inclusion in the creation process have far-reaching consequences and considerations, which the framework suggests must be critically assessed through the lens of identity. Key sociological constructs such as diversity, fairness, inclusion, and bias are interwoven with a fundamental sense of belonging, and accountability underscoring the importance of these concepts in evaluating diversity and inclusion work in the field of AI.

The upward arrow alongside 'Impact of Identity' in Figure 2 suggests that the presence or lack of diversity and inclusion across the mentioned sociological constructs get amplified as we move up through the layers. For example, the impact of bias in the creator's layers (Mehrabi et al. 2021) snowballs exponentially into the consequences and considerations layer much akin to the bioaccumulation/magnification process in nature. Greater emphasis on these aspects can potentially elevate the role and positive influence of identity in the technological sphere. This sociological framework

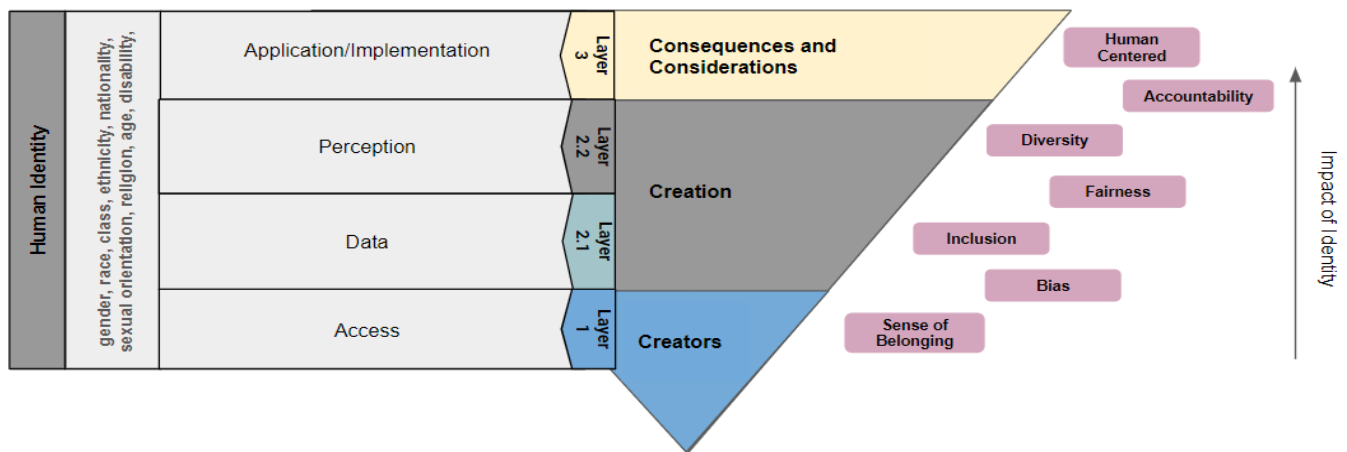


Figure 2: The AI Identity Research Framework

serves as a guide for a comprehensive analysis of how identity shapes technology and, conversely, how technology can reflect and affect societal values and individual sense of self. When AI technologies are built to prioritize inclusivity and fairness, they can naturally spark interest and engagement from a broader cross-section of society. A commitment to center AI creation and development in identity and the human experience can lead to more people, including those from underrepresented backgrounds, feeling motivated to participate in the field. In return, their participation ensures a broader scope of insights, improving AI's responsiveness to societal needs.

Conclusion

In conclusion, the world of AI is ever-changing, with new creators, creations, and ideas constantly emerging as technology advances. Highlighting the interplay between the technology itself and its broader interaction with society, we define AI Identity in two dimensions to form a comprehensive view of AI identity: AI Identity that includes the collective characteristics, values, and ethical considerations embodied in the creation of AI technologies internally; and AI identity that is shaped by individual perception, societal impact, and cultural norms externally. The discussions within this paper shed light on the significant impact of diversity and inclusion in shaping public perceptions and understanding of AI, demonstrating how these narratives influence the discourse surrounding AI technologies in various societal contexts. Moreover, with the AI identity research framework, which captures the impact of various social constructs such as diversity, fairness, inclusion, bias, sense of belonging, and accountability across the creators, creations, and consequences of AI, we advocate for research towards a more inclusive and responsible AI ecosystem. This AI identity research lens highlights the need for the development of AI technologies that are equitable, accessible, and beneficial for all segments of society. This paper serves as a call to action, urging the AI research community to focus on the two dimensions of AI identity, creators and consequences, in the

future development of the AI ecosystem. This approach has the potential to create technology that addresses the needs of diverse populations, which, in turn, fosters greater inclusivity and engagement in AI development.

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