



Critique of Artificial Intelligence and the Women who are Missing and Others who are Not

Hajira Masroor¹, Shabbar Naqvi², Irfan Ali¹, Mumtaz Ahmed¹, Ali Raza²

¹Department of Basic Sciences, Balochistan UET, Khuzdar, Pakistan

²Department of Computer Systems Engineering, Balochistan UET, Khuzdar, Pakistan

Corresponding Email: hagarmasroor@buetk.edu.pk

Abstract—This qualitative-cum-descriptive research critique has attempted to delve profoundly into pinpointing the positionality of feminine gender in Artificial Intelligence-based technology. It has basically enveloped the concept of women, as gendered identity, are missing in the big tech companies and others, obviously, men, are found to be performing according to their level of aptitude and flair in the aforesaid domains of technology. The research discussion has further ventured to highlight the under-representation of womenfolk in Artificial Intelligence company jobs. Furthermore, in recent past big tech companies have used female names for their Artificial Intelligence technology-based assistants and robots and have also used feminine voices to grab more customers or clients for their futurist ventures. Cortana, Siri and Google Home are apparent examples of the point put forth in this research critique. This unending egg-chicken scenario of missing women in Artificial Intelligence spaces positively ends on a note of encouraging and motivating more women to opt for the discussed field and change the mindset by playing their part in creating applications in Artificial Intelligence-based technologies.

Keywords — Artificial intelligence, technology, biasness, feminine traits, gender