Xebia

Shaping Tomorrow
with AI Today

Beyond the algorithm: Tackling gender bias in AI with your Product Teams

60+ Years

Quick Disclaimer

I am not here to blame or make anyone feel guilty.

We’re here to build awareness, and explore practical tools you can use to tackle gender bias.

BEARS 5 steps

Beginnings

Exchange

Apply

Reflect

Sustain

Interactive session and you have the right to pass.

This is a learning space, not a blaming space.

Your facilitator

Evelien Acun-Roos

- Trainer at Xebia
- Professional Scrum Trainer Scrum.org
- Certified Training From the Back of the Room (TBR) trainer
- Co-author of the Scrum Master Playbook

Where does bias live?

Take 60 seconds each:
Where have you experienced or seen bias in a product or technology?
Write it down on a sticky note

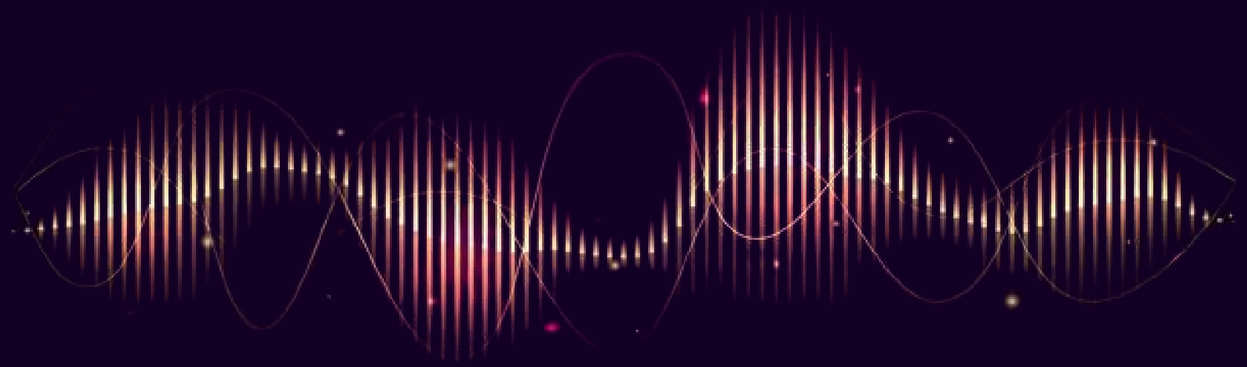
Where does bias live?

Think of a product or AI tool you use daily.
How might it behave differently
for men vs. women?

Where does bias live?

Raise your hand if you work with AI in your products?
Keep your hand up if you've specifically
checked for gender bias in that AI?

“I’m sorry, I didn’t understand that.”



Voice recognition bias is real

Heart attack misdiagnosis in women is real

Voice assistant emergency failures happen

The Amplifier Effect

Human Bias

- Humans discriminate at human scale
- Human bias is inconsistent
- Human bias affects decisions
- Humans can consciously break historical patterns

Example: A hiring manager unconsciously favors candidates who remind them of themselves.

AI Bias

- AI discriminates at machine scale.
- AI bias is systematic.
- AI bias affects entire populations.
- AI learns from historical patterns

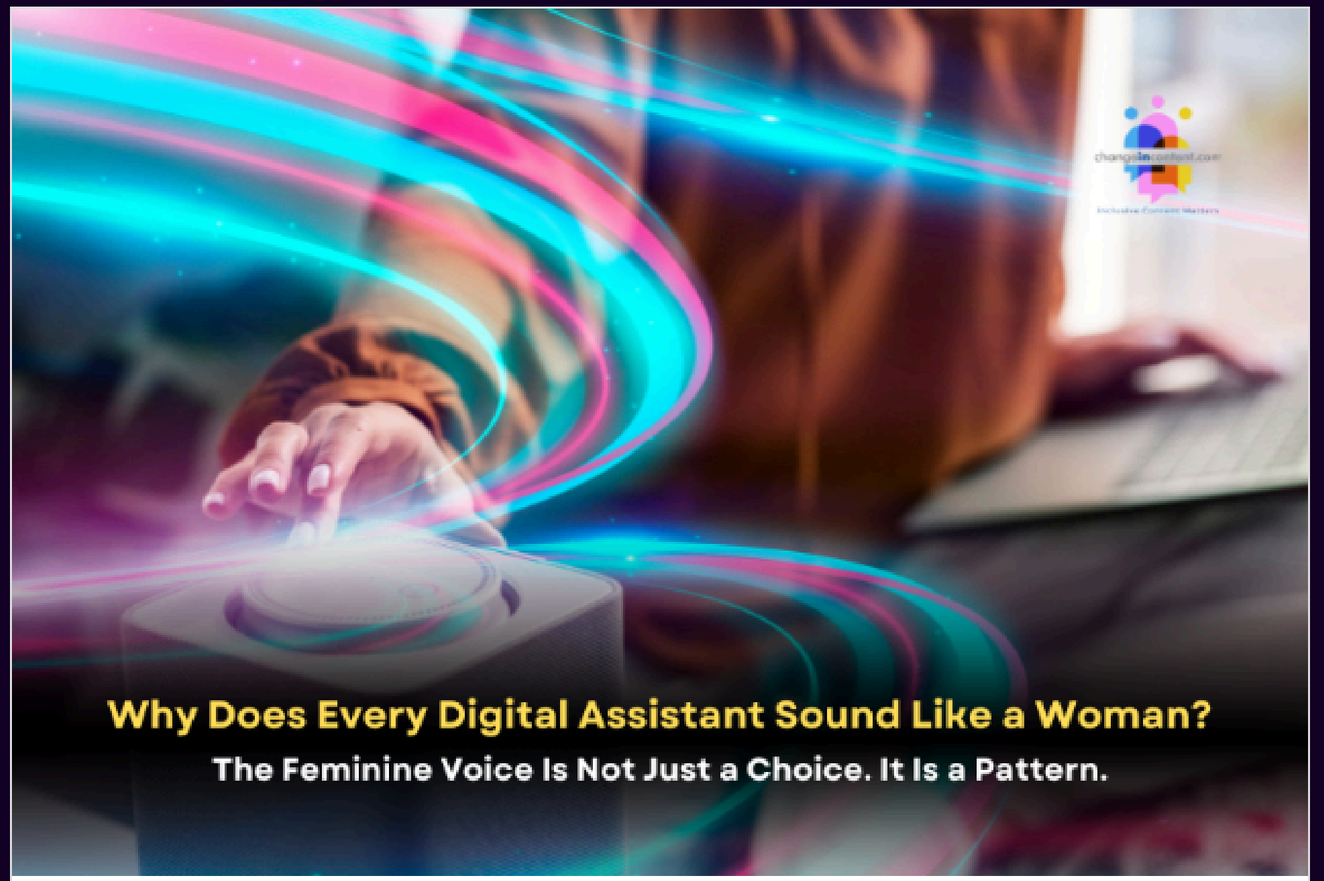
Example: An automated resume screener rejects all female candidates because it learned from historical male-dominated data.

My 'She' AI

What is the most 'gendered' piece of technology you interact with?

Is your GPS voice female? Your scheduling assistant? Why?

How does this default setting shape user perception?



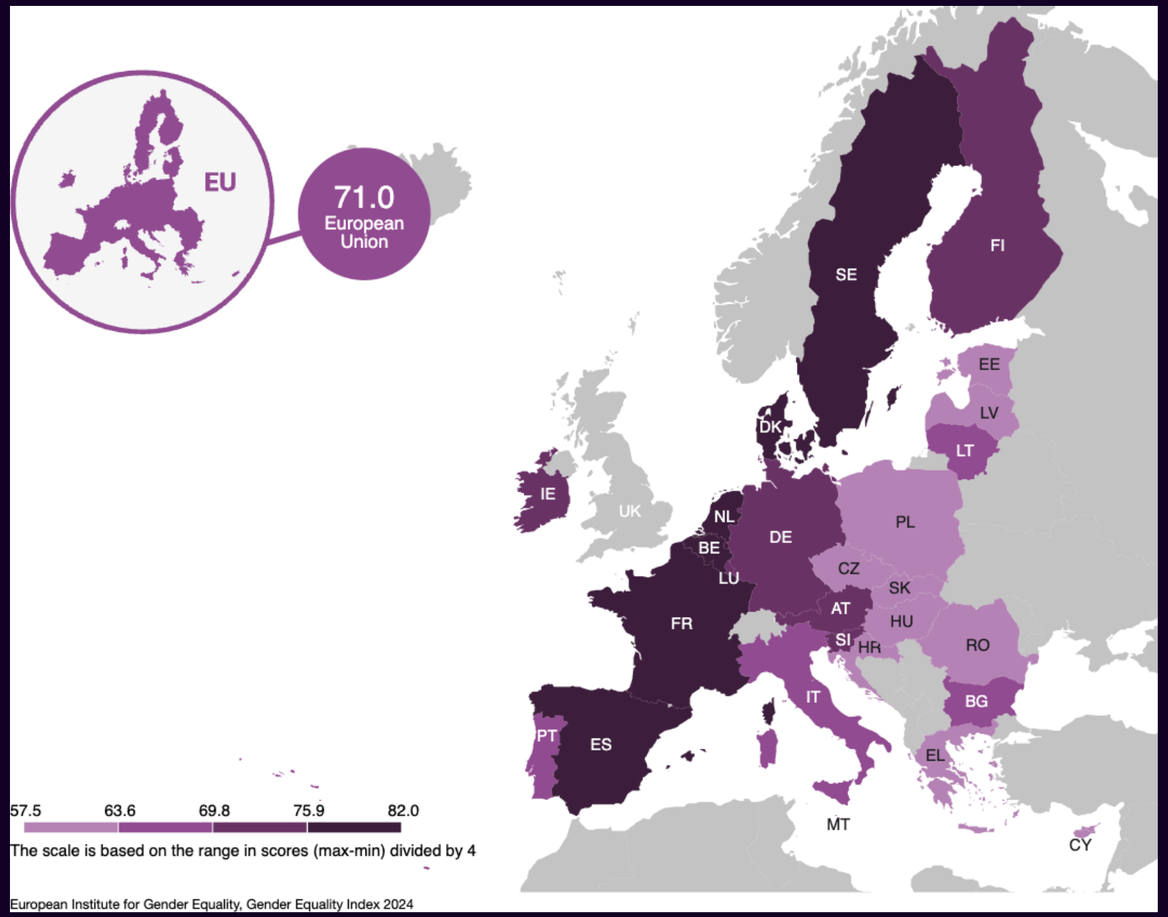
Why the Feminine Voice for Digital Assistants Reflects Deep Gender Bias

Why do Siri, Alexa, and ChatGPT sound like women? This article explores the gender coding behind the feminine voice for digital assistants and why it needs to change.

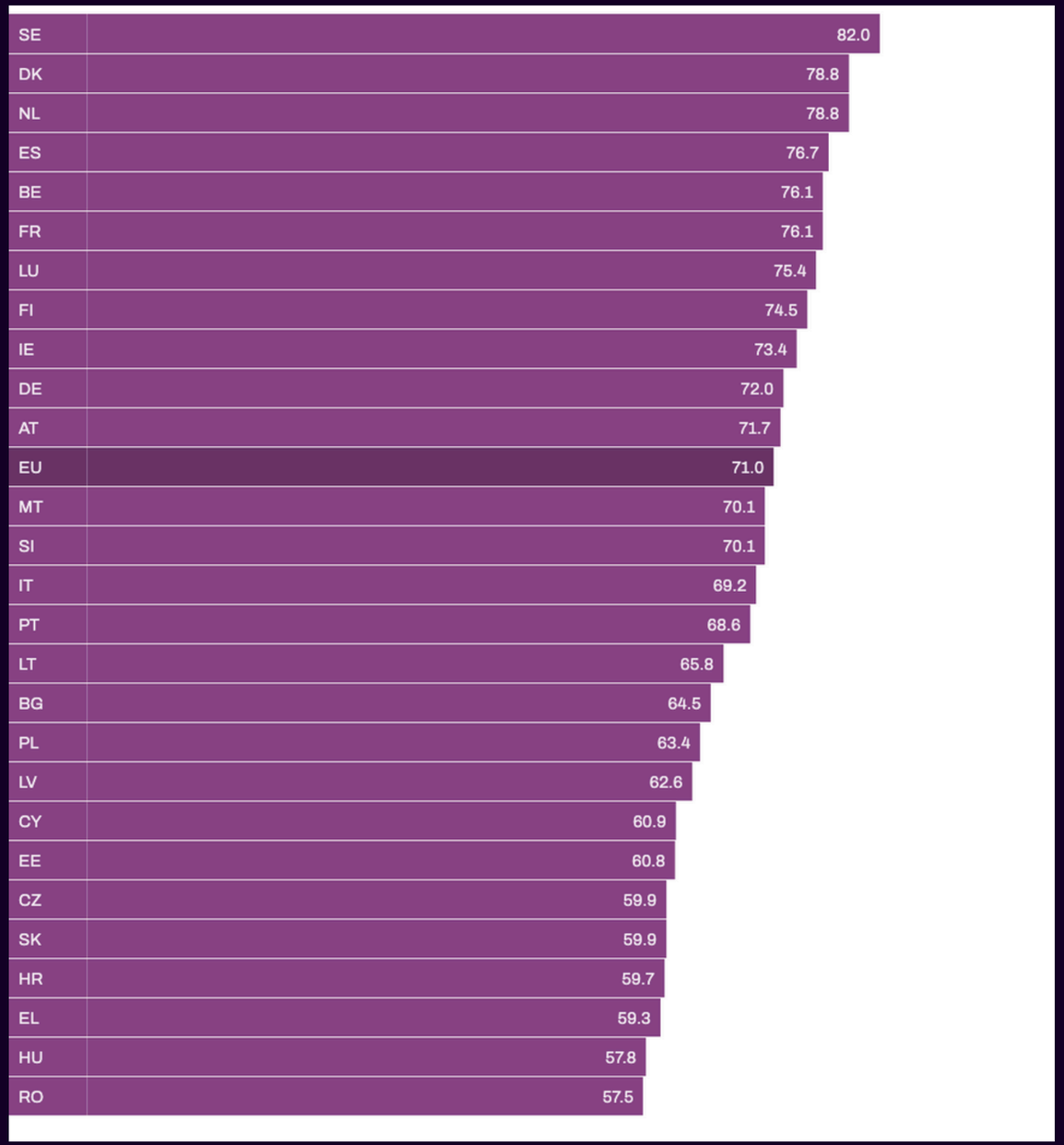
Changeincontent / Jun 6

Awareness

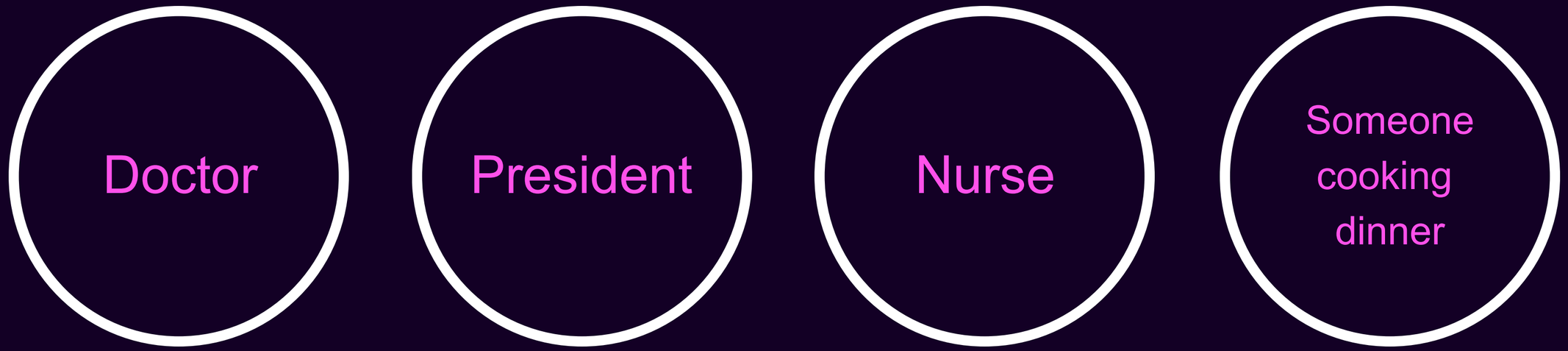
Gender equality is still 60+ years away



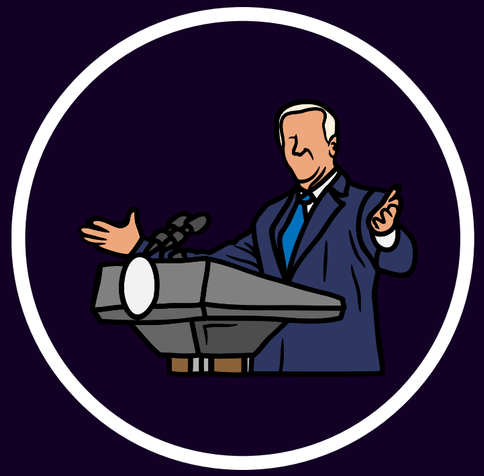
Gender Equality Index



Think of a .....



What did you see?



Do a search on “Leader” on Google

Google

leader

MI Oasis
On Good Leadership: Refle…

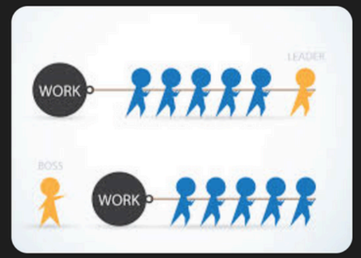
Michael Page
What Kind of Leader Are You? | Michael Page

ATD (Association for Talent Development)
The 5 Types of Leaders

Inlea
How to be a good leader? // Inlea ...

Profitable Leadership
The purpose of a leaders

Onrec
Learning These 7 Essential Skills ...



Joël Bax
Recognize a succesful leader - Joë…

SRSCC
What Makes a Good Team Leader: 10 ...

Vistage
The Power of Inspirational Leadership ...

Elevate Corporate Training
Great Leaders Made by Nature or …

Walden University
What Makes A Good Leader? 10 Essentia…

EuroSchool
Building Strong Leadership Skills in ...

Vaya Group
Formula to Becoming a Great Leader ...

University of Phoenix
Characteristics of a Leader in Business ...

LinkedIn
What Is Leadership?

Stereotypes and unconscious bias

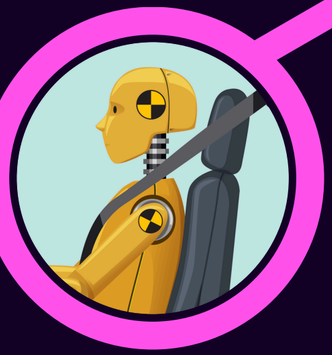
Designed for men, not for women

Stab vests

Not designed for the female body

Aircondition

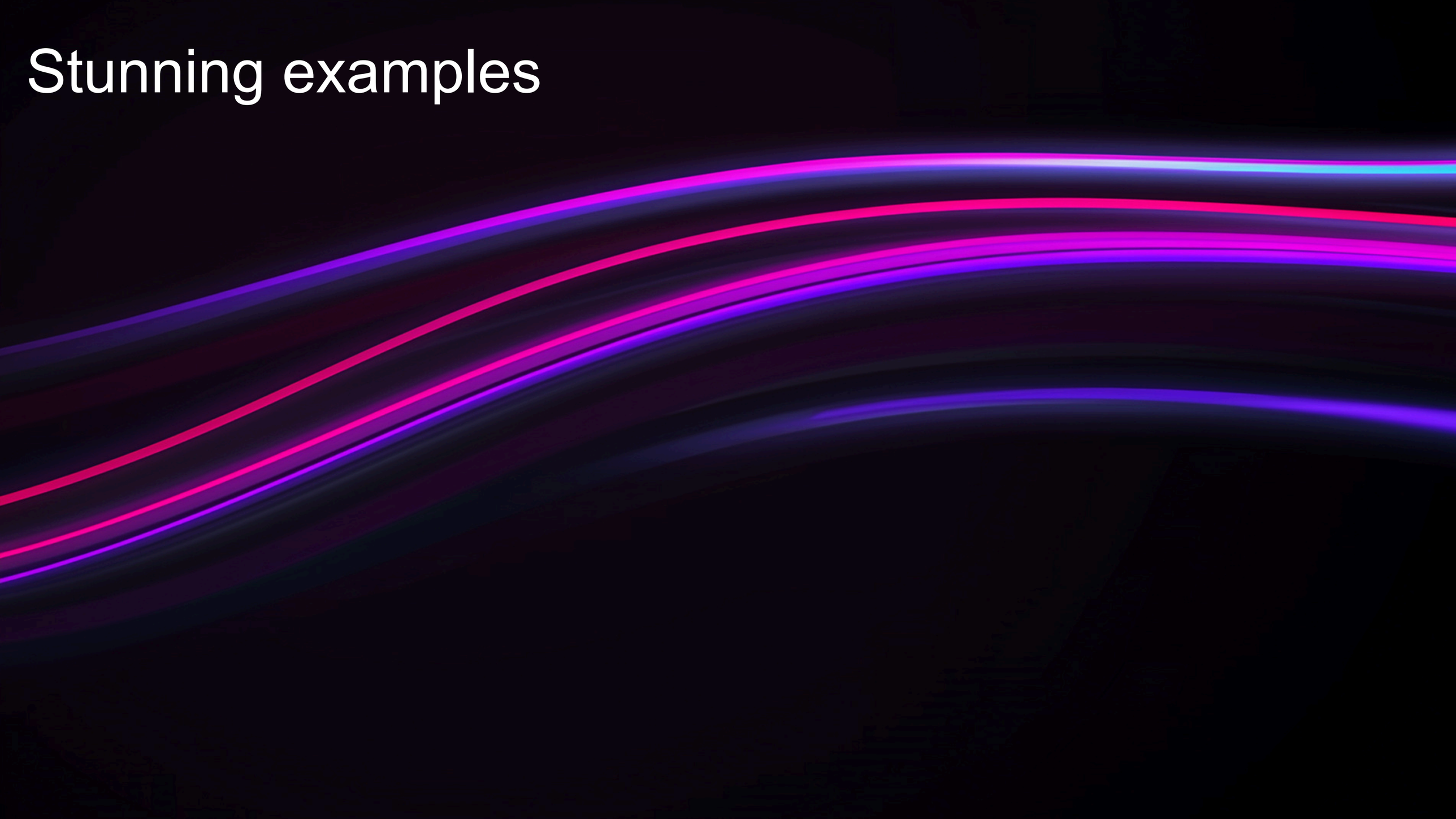
Ideal temperature based upon male bodies



Crash Test Dummies

Based upon the ‘average’ male body

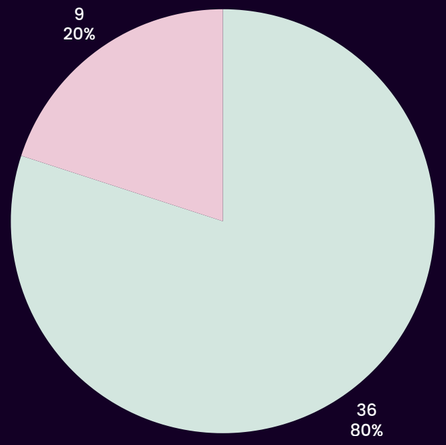
Stunning examples



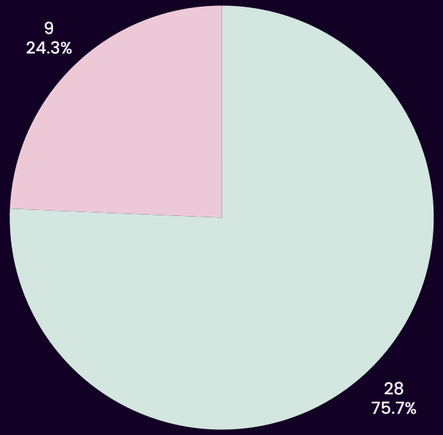
More examples

Women are not just ‘short men’,
we are build different.

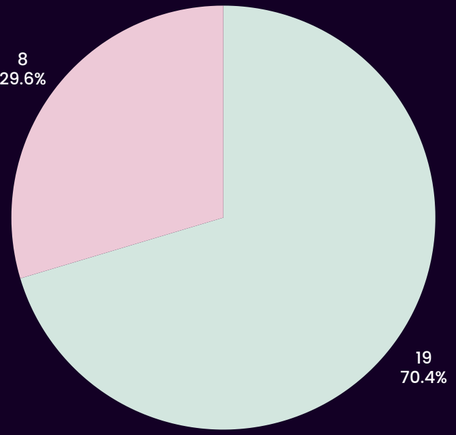
Gender Ratios of Speakers at Agile Conferences



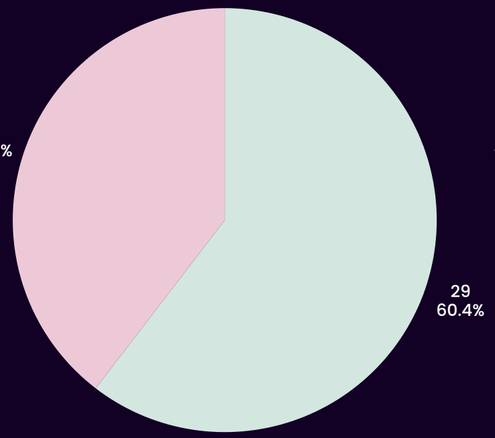
Agile Prague
2024



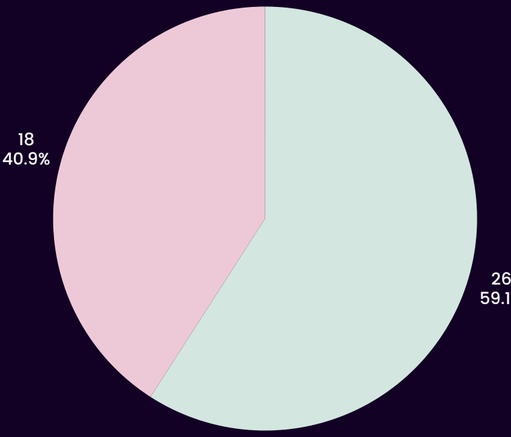
World Agility Forum Portugal
2024



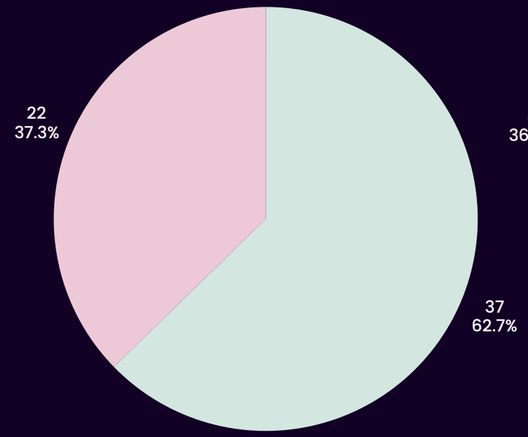
Business Agility `Day
2024



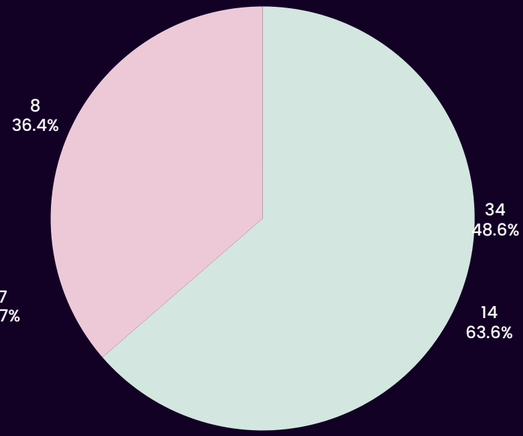
Agile & DevOps Orlando
2024



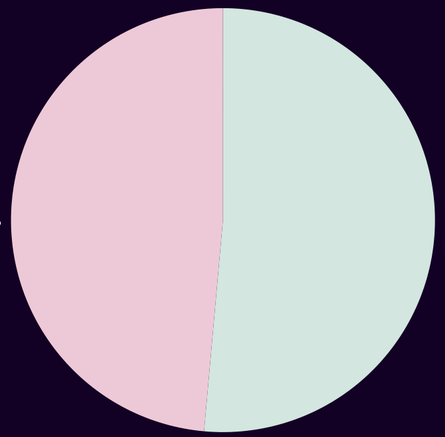
XPDays2025



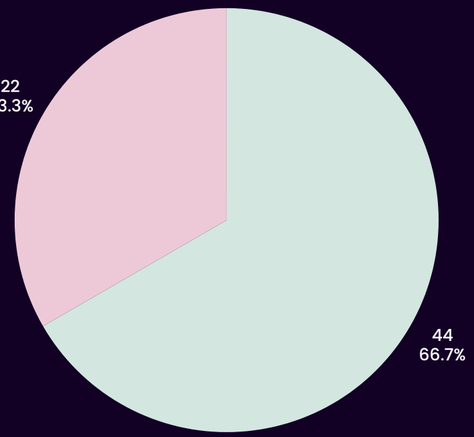
Global Scrum Gathering
New Orleans
2024



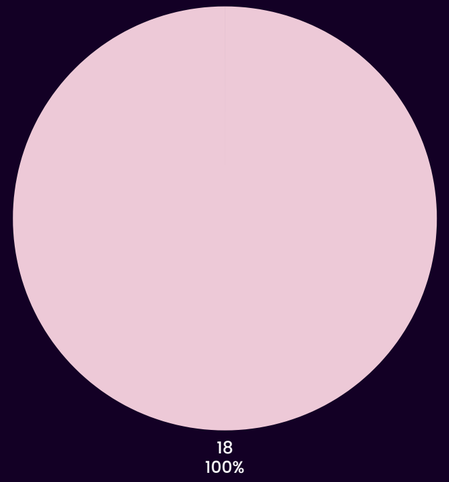
Scrum Day Europe
2025



Agile2025



Global Scrum Gathering
2025



Women in Agile EUrope

What is gender bias?

Gender bias is unfair treatment based on someone’s gender.

Bias forms through learned associations and past experiences.

Historical norms made men the ‘default’ in leadership, authority, and expertise.

Why This Matters Now

- Small bias entering a model → larger bias after scaling
- 44% of AI systems show gender bias*
- Rise of generative AI in UX
- Regulatory pressure (EU AI ACT)

*https://www.unwomen.org/en/articles/explainer/artificial-intelligence-and-gender-equality

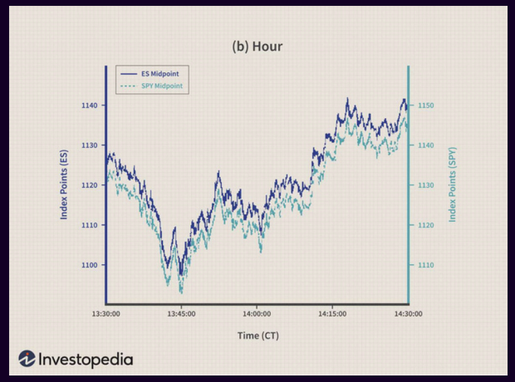
Real World Impact

Health

AI diagnostic tools failing to recognize heart attack symptoms in women, which present differently than men.*

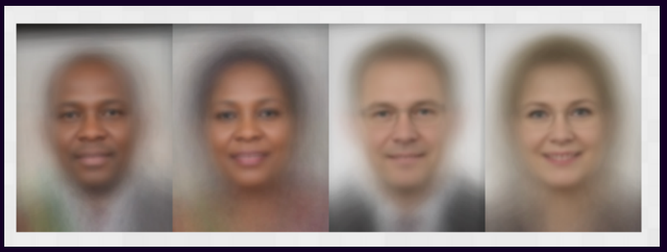
Finance

Credit limit algorithms offering significantly lower limits to women than their husbands, despite identical assets.**



Recognition

Facial analysis software misclassifying darker-skinned female faces at error rates of up to 35%.***

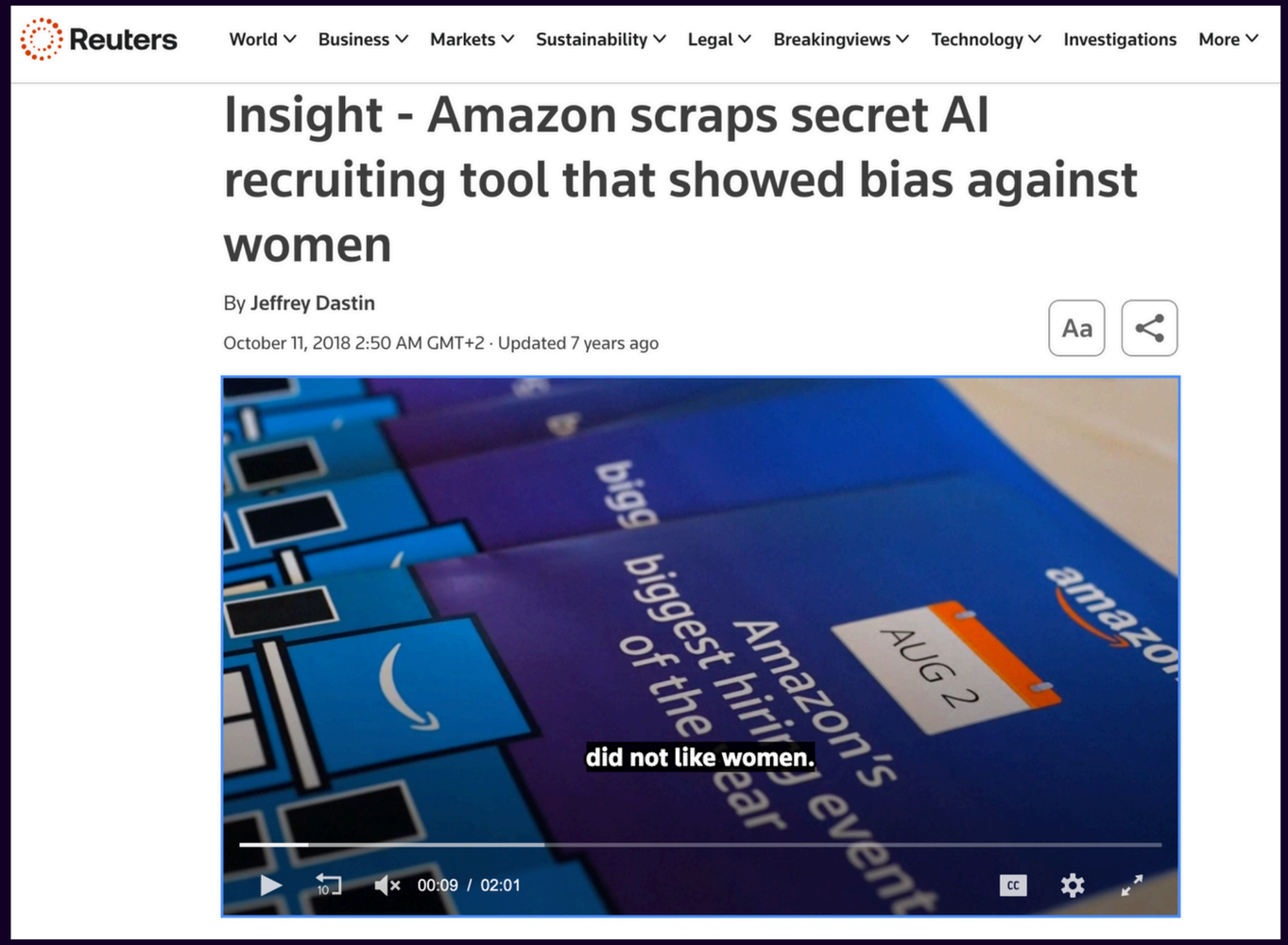


*https://www.pharmasalmanac.com/articles/the-gender-bias-built-into-ai-and-its-threat-to-womens-health

**https://www.technologyreview.com/2019/11/11/131983/apple-card-is-being-investigated-over-claims-it-gives-women-lower-credit-limits/

***https://ssir.org/articles/entry/when_good_algorithms_go_sexist_why_and_how_to_advance_ai_gender_equity

AI Learned to reject women’s resumes



Model trained on male-dominated historical data.

Biased or incomplete training data

The Gender Bias Built Into AI — And Its Threat to Women's Health

David Alvaro, Ph.D.
Editor in Chief
Pharma's Almanac

Apr 14, 2025 PAO-04-25-NI-07

AI in healthcare risks misdiagnosing women due to missing sex-specific data.

AI in courts reinforced victim-blaming

AI added harmful bias to survivor testimonies,
showing the danger of using it without ethical guardrails.

The ChatGPT gender bias in image generation

“can you create a realistic image of 10 leaders discussing gender inequality” (2023)

The ChatGPT gender bias in image generation

“can you create a realistic image of 10 leaders discussing gender inequality” (2025)

AI and Gender Inequality: A growing Risk

1 Teams who create products

Women are underrepresented in tech

- Only 22% of AI jobs
- Just 2% of EU tech funding goes to women-led startups

2 The Product

- Bias is built into products
- Bias is already built into AI systems

3 Users of AI

- Women using AI less, risk of future inequality
- Cyber violence silences women (deepfakes, online bullying)

It’s a Product Problem

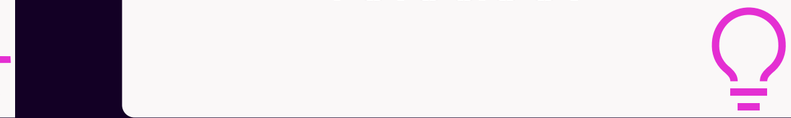
data → model → decisions → user experience.

It's Real

Gender bias in AI is already affecting real products and real people today. It is not hypothetical.

Built In

Inclusion must be built into every product decision from the start, not bolted on after release.

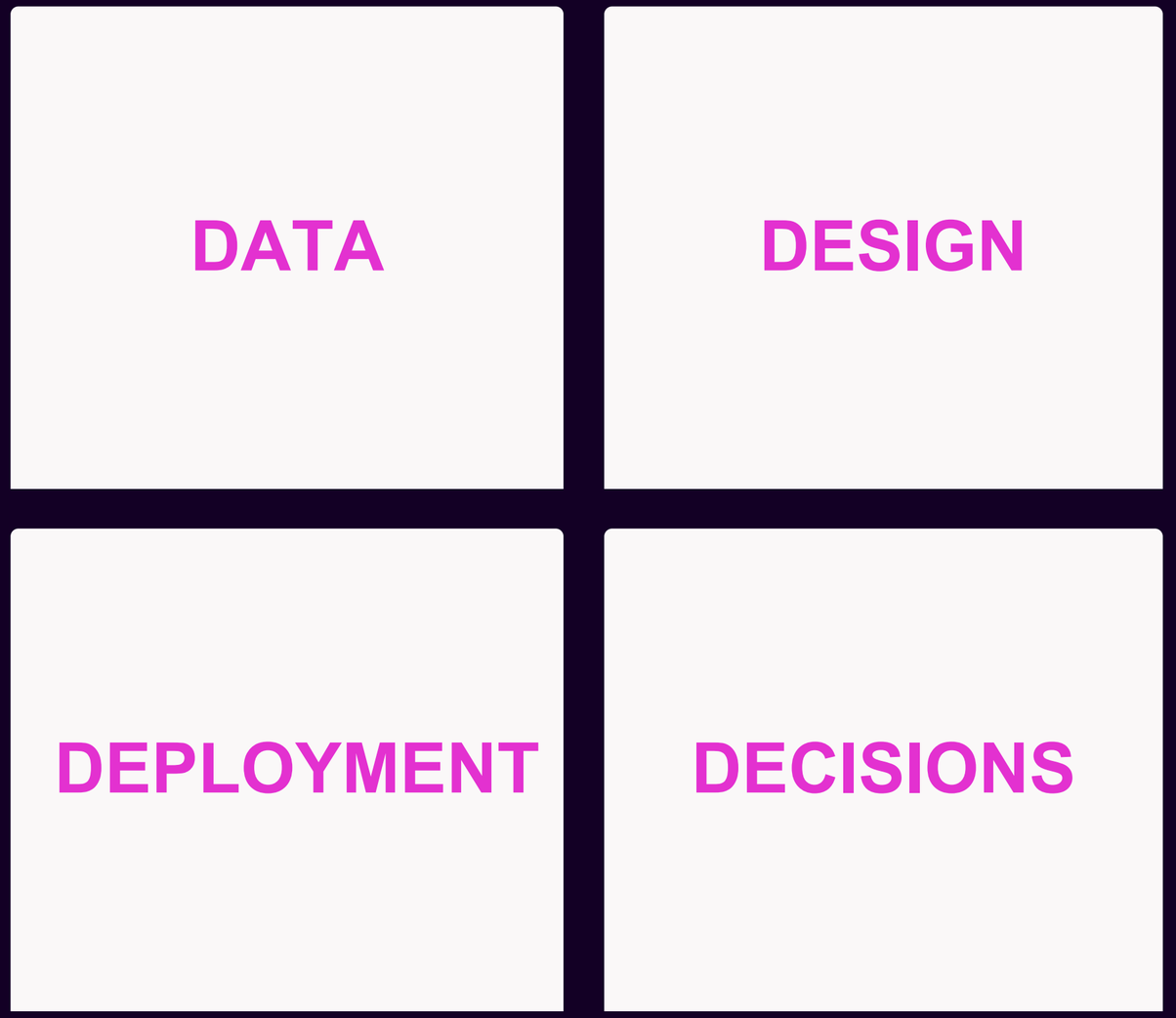


Agile Fit

Agile teams already have the mindset (inspection) and structure (reviews) to detect address bias early.

The four Ds framework

Where gender bias enters AI Systems (and where your team can intervene)



The four Ds framework

Where gender bias enters AI Systems (and where your team can intervene)

1. DATA

What data are we training on?

- Who's included?
- Who's missing?
- What's being measured?

2. DESIGN

What assumptions are we building into the product?

- What's "normal"?
- Who did we design for?
- What did we not consider?

3. DEPLOYMENT

How are we testing and releasing this?

- Who's testing?
- Who's affected?
- Who monitors after release?

4. DECISIONS

Who has power to question and challenge this?

- Is it safe to speak up?
- Who has final say?

The Power of the Four Ds: Each D represents a moment where diverse perspectives can catch bias BEFORE it scales. Your Scrum Events are bias-detection opportunities.

DATA
The Voice Assistant that couldn't hear women

What data might be missing or underrepresented in YOUR product?"

DESIGN
The Health App that didn't track "Female Problems"

What assumptions about 'normal users' might be built into your product design?

DEPLOYMENT & DECISIONS
The Hiring AI that preferred men

Who on your team has permission to challenge AI decisions? Who should?

Which of these five stages do you think YOUR team has the biggest influence on?

Data collection

Labeling

Model training

Product decisions

Feedback loops

Interventions

Definition of Done

Retro Bias Lens questions

Backlog Bias Review

Definition of Done

Before (Traditional DoD):

Code reviewed

Tests passing

Documentation updated

Deployed to staging

After (Inclusive DoD):

Code reviewed

Tests passing (including edge cases for diverse inputs)

Reviewed by team members from different backgrounds

Documentation updated (checked for gendered language)

Deployed to staging

Tested by diverse user group (not just QA team)

Feedback channels confirmed working

Retro Bias Lens questions

Data reflection

"Let's talk about the data and information that informed our Sprint..."

Design reflection

"Let's talk about design choices and product decisions..."

Deployment reflection

"Let's talk about testing, releasing, and monitoring..."

Decisions reflection

"Let's talk about power and voice..."

Toolkit

Each group uses the toolkit to:

Identify which of the Four Ds is involved (2 min)

Use the relevant toolkit section to detect the bias (4 min)

Design one intervention (Definition of Done item, retro question, or backlog refinement) (4 min)

Prepare 30-second share (2 min)

Shift & Share

One person stays at table to share their solution

Others rotate to see 2-3 other table solutions

Return to home table

Personal Reflection

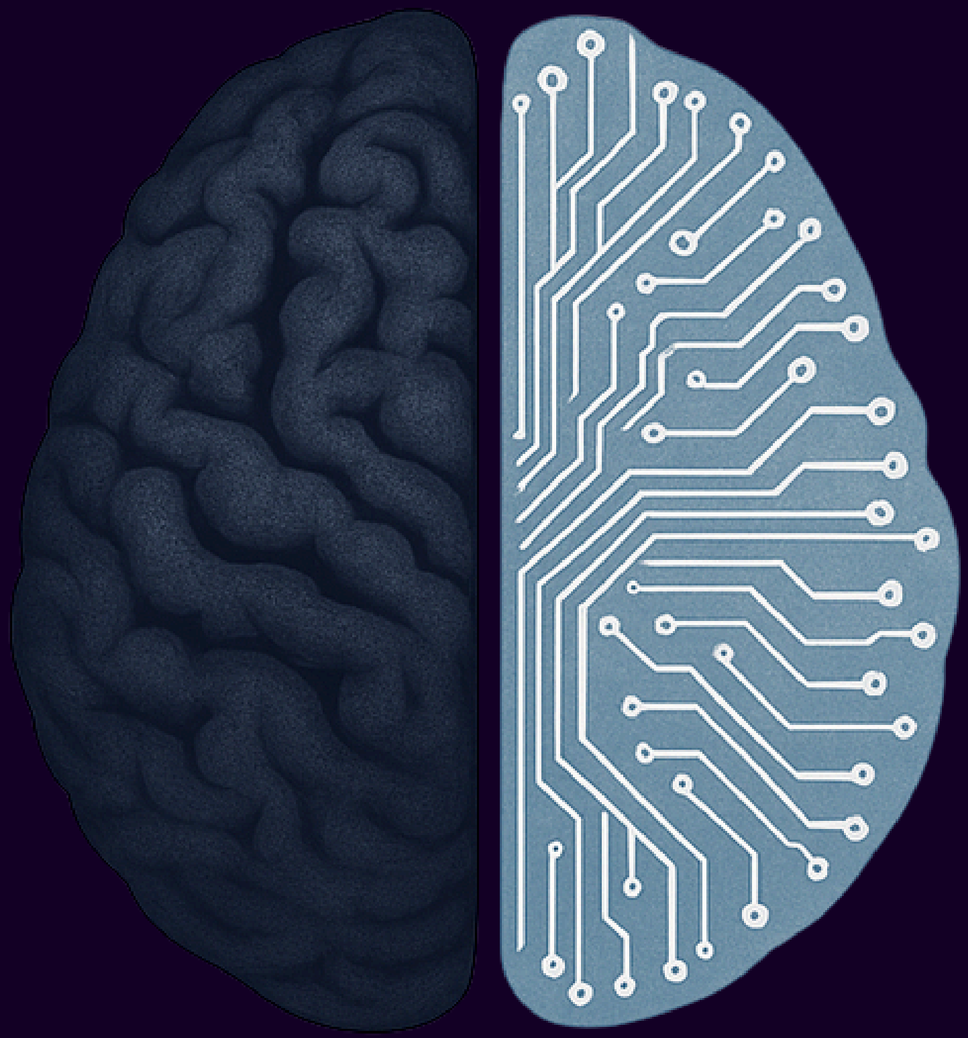
"Where might bias already exist in your product?"

"What would it take for someone on your team to speak up about it?"

"What's one assumption you're going to question next Sprint?"

Write on individual sticky notes

Bias in = bias out



ONE action you'll take Monday

Add one inclusion question to your Definition of Done

Add bias lens to your next retrospective

Review one backlog item through the Four Ds

Start a conversation about who can challenge AI decisions

This is not just a tech problem.
It's a product problem.
It's a team problem.

And you now have the tools to solve it,
one Sprint at a time.

Give feedback to Evelien

Scan this QR code

Or go to

https://talk.ac/evelienacunroos

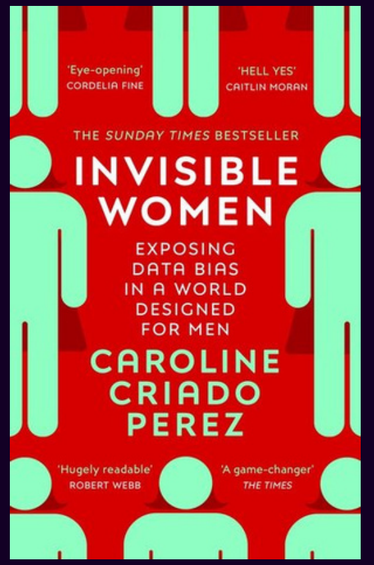
and enter this code when prompted

XPDAYS

Powered By talkadot

Source material used while researching

1. The theory that men evolved to hunt and women evolved to gather is wrong
2. Do wages fall when women enter an occupation?
3. Faking deep voices to sound like an authority
4. Deep impact asserting authority low pitched voice
5. Perceptions of male - female leaders
6. The origins of sexism, how men came to rule 12000 years ago
7. Ambivalent Sexism and Religion: Connected Through Values
8. Teaching feminism to toddlers



AI related

1. https://www.scientificamerican.com/article/chatgpt-replicates-gender-bias-in-recommendation-letters/
2. https://www.reuters.com/article/us-amazon-com-jobs-automation-insight-idUSKCN1MK08G/
3. https://www.unesco.org/en/articles/generative-ai-unesco-study-reveals-alarming-evidence-regressive-gender-stereotypes
4. https://nypost.com/2024/04/26/tech/chatgpt-overwhelmingly-depicts-financiers-ceos-as-men-and-women-as-secretaries-study/
5. http://gendershades.org/overview.html
6. https://www.technologyreview.com/2021/06/23/1043082/podcast-hired-by-an-algorithm-2/
7. https://www.wired.com/story/openai-sora-video-generator-bias/
8. https://www.washington.edu/news/2024/10/31/ai-bias-resume-screening-race-gender/
9. https://www.pharmasalmanac.com/articles/the-gender-bias-built-into-ai-and-its-threat-to-womens-health
10. https://www.theguardian.com/law/2024/oct/08/family-court-judges-victim-blaming-language-domestic-abuse-cases-ai-project
11. https://www.changeincontent.com/women-in-ai-underrepresentation-bias-barriers/
12. https://www.changeincontent.com/feminine-voice-for-digital-assistants/