The use of AI in business

Ghislaine Prins
Global Digital Marketing Director
AI, a bag of everything.

Bron: Tutorials point
a small peak into the future.
why is this relevant for Randstad?

- we foster inclusive employment
- we are committed to ethical use of AI
- it’s in our human forward promises
AI, ain’t I a woman?

Michelle Obama

Oprah Winfrey

Joy Buolamwini, Algorithmic Justice League
AI: how to recognise female voices.

Google Speech recognition results
what about the people....
male attorneys get better performance evaluations in narrative comments no sex effects of favorability of women

Biernat et al
rating scales are not neutral
smaller scales favorable for women
hiring biases
so, what about the future?

artificial and human Intelligence?
we need to combine technology and people to fulfill the promise we make to our clients and candidates.

human forward.
language in job ads is key

Johnson & Johnson is adding 90,000 more women to their hiring pipeline by using data science to reinvent recruiting.
and also ...

- review data set
- establish diverse teams for creating algorithms
- train leaders
- check, check, check (by humans!) - and check the checkers
embrace differences between men and women
randstad

human forward.