





Web *Sustainability* Guidelines

As one part of building sustainable digital Products



Thorsten Jonas

Digital Sustainability Trailblazer
Founder of the „SUX Network“

Web: thorstenjonas.com

LinkedIn: [/in/thorstenjonas](https://www.linkedin.com/in/thorstenjonas)



The *Sustainable* UX Network

We are SUX, a community of more than 3000 designers worldwide. Together we want to discuss, develop and exchange ideas on how we can promote and facilitate sustainability in and through our creative work.

[Join our LinkedIn](#)[Join our Slack](#)[Use our Ressources](#)

SUX Events

What's *going on*?

23.-24./10/2023

SUX Workshop at [Future of Industrial Usability](#) in Würzburg, Germany

09/11/2023

SUX Keynote at [World Usability Day CH](#) in Rapperswill, Switzerland

07.-09./11/2023

SUX Talk/Workshop at [Boye 23 Conference](#) in Aarhus, Denmark



You want to get SUX for your conference or event? Feel free

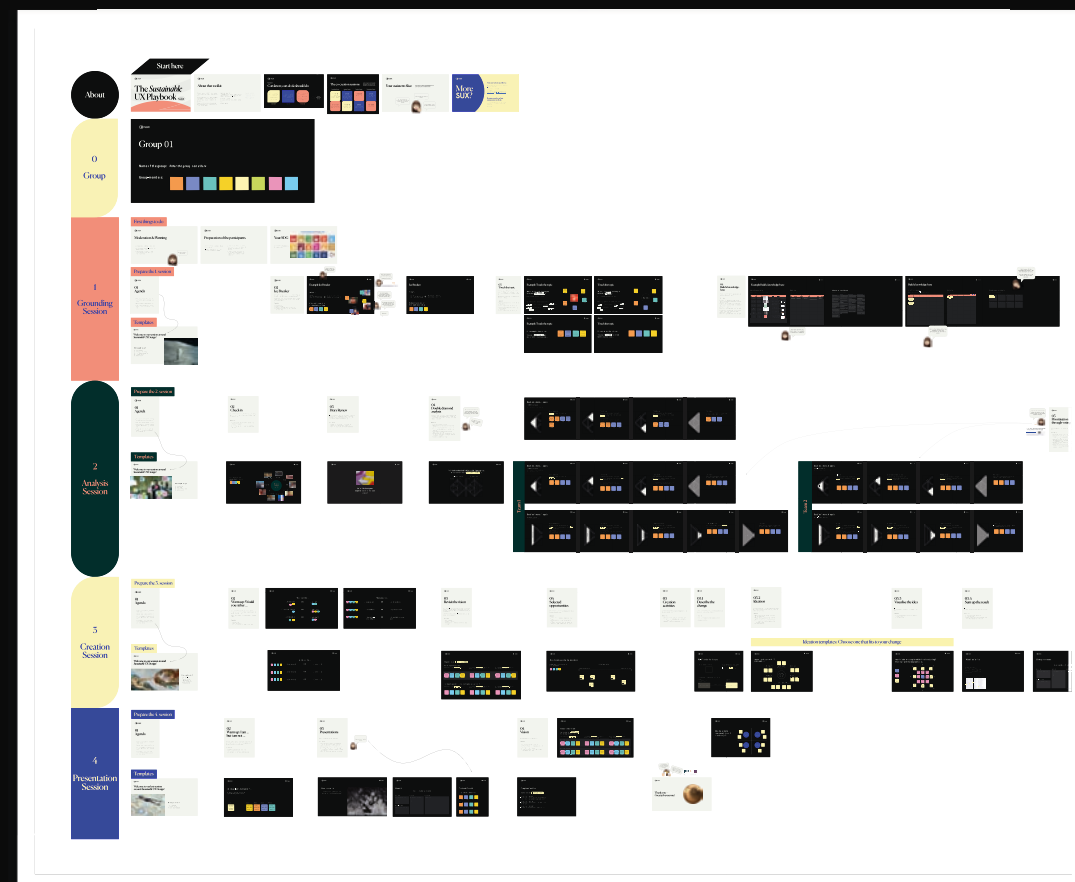
You want to SUX for your conference or event? Feel free to [contact us](#).

Making sustainability
Default in all product-
design processes.

SUSTAINABLE DEVELOPMENT GOALS



<https://sdgs.un.org/goals>



SUX Courses

Become a Sustainable UX Designer

07/11/2023 Lecturer: Thorsten Jonas

It will cover all aspects of Sustainable UX: You will learn how Sustainability and UX are related, how a digital product is part of a bigger ecosystem and how you can uncover the negative impacts of digital products. And you will go into detail and learn how you can go from high-level discovery to execution and bring sustainable changes to life.

More details will follow early next year. Sign up to the mailing list, and we will notify you, once we publish all course details and the date when the course will be published.

[Sign up the waitlist](#)

SUX Network - Playbook, Resources & Events

Welcome!

Here you will find resources we collected or created as well as events related to sustainable and responsible UX and Design to support the main mission of SUX - The Sustainable UX Network:

- "Making sustainability default in all product design processes."

Part of our work is the idea to create the Sustainable UX Playbook. There are many great and wonderful resources available out there already. The problem for designers too often is, how to find it and how to find the right resource for what they need. "How can I incorporate "Sustainability in my daily work?" is still the most asked question. That is why we created and create the SUX Playbook, where we collect all kinds of resources and try to make them available in different ways to make it easy for every designer to find the right tool for her or his situation and context. At this state of the Playbook you can find the following resources and access points here on this page:

- SUX Playbook: Tools and Resources for Sustainable UX & Design sorted by Design Phases
- Inspirational Resources: Books, Talks, Podcasts, etc.
- Event Database: find the next events about sustainability in UX and design all around the globe

This is a living document and if you have any feedback, ideas or contributions, we are happy to receive! Find the links for submitting new resources or events or for giving feedback below on this page here.

Links

- SUX Website: <https://sustainableuxnetwork.com>
- SUX Slack Community: bit.ly/JoinSUXslack
- SUX LinkedIn Page: [linkedin.com/company/sux](https://www.linkedin.com/company/sux)
- SUX Podcast: <https://podcasters.spotify.com/pod/show/suxnpodcast>

Sustainable UX Playbook

The Sustainable UX Playbook is a collection of various resources, that we find helpful to build more sustainable products as a Designer, to act more sustainably as a Designer and to drive Sustainability as a Designer in our daily work. We experienced the fact, that there are many great tools out there already. The problem is to find them and to find the right tool, for the right situation or moment. That is why we sorted all kinds of tools by typical steps in the product design process. From Strategy and Discovery, through Definition and Ideation, coming to concrete Information Architecture and UI Design to Testing and Analysis.

Inspirational Resources

Find in this section all kinds of other resources, that we can recommend and find valuable to our work as designers

- Books
- Inspiring Talks
- Podcasts
- Case Studies
- Communities

SUX - The Sustainable UX Podcast

Von SUX - The Sustainable UX Network

Hello and welcome to SUX - The Sustainable UX Podcast, the podcast for designers, UX people and digital product builders who want to make an impact for a sustainable future. We are Bavo and Thorsten and we are two of the founding members of "SUX - The Sustainable UX Network", a non-profit initiative and community, that drives sustainable and responsible UX based on the UN SDGs in

[Auf Spotify hören](#) [Nachricht](#)

AUF DIESEN PLATTFORMEN ZU HÖREN

Sustainable UX

0_general

Channel-Leistungen hinzufügen

Mittwoch, 26. Juli

Dienstag, 1. August

Madeline Latti Elsener 16:26 Uhr

Hi everyone! 🙌 Hope you are all having a great week. As mentioned in my introduction, I am currently studying for my Masters deg in Design Innovation and working on my final Synthesis project which is titled "A Synthesis of Best UX Practices for Optimizing Planetary Well-being in Fashion E-Commerce". 🙌 I will be doing a deep dive into user research, observations, interviews, and the consumer journey to understand and outline a framework of best UX Practices for use in reducing the environmental impact within fashion e-commerce

I have created the below survey to understand the customer perspective. If you are someone who has ever purchased clothing or I would greatly appreciate it if you could fill out this 3-minute survey so that I can get a well-rounded understanding of the constraint and areas of potential improvement in terms of optimizing sustainability in e-commerce!

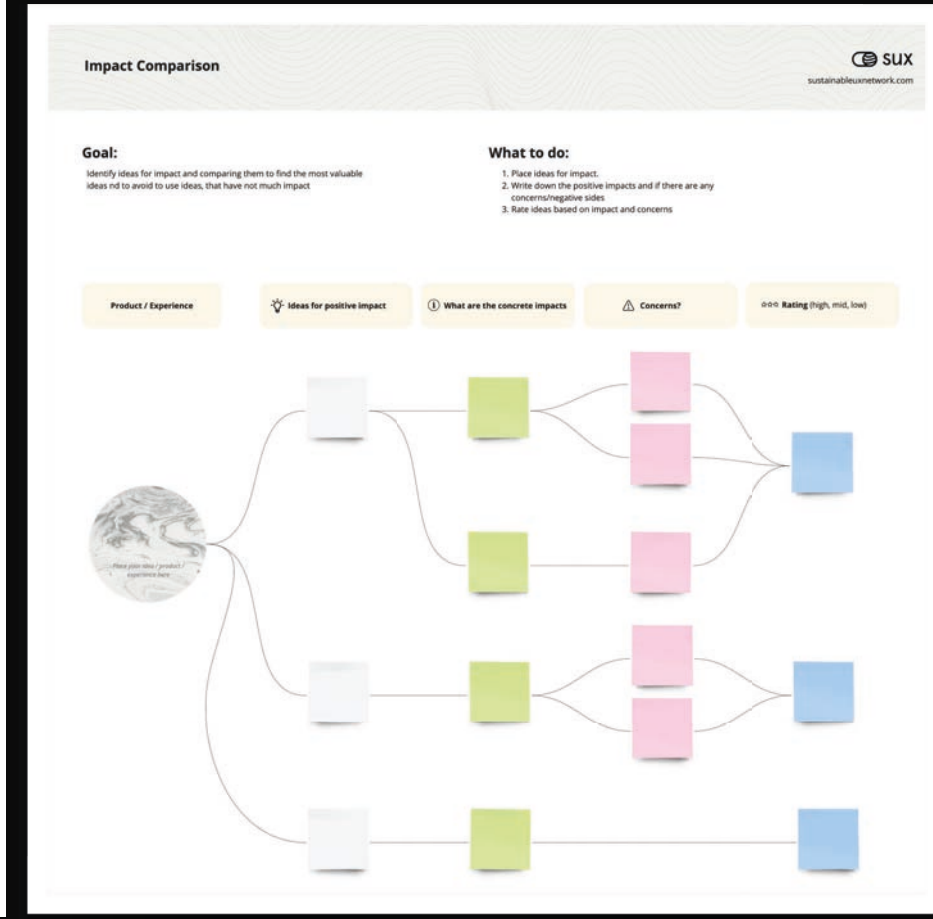
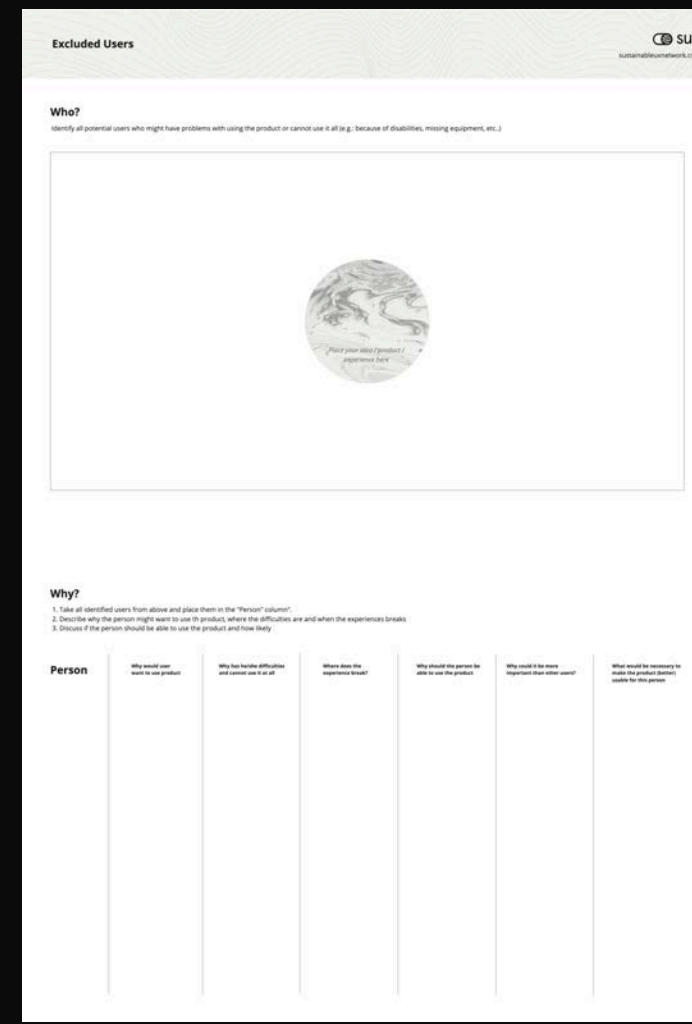
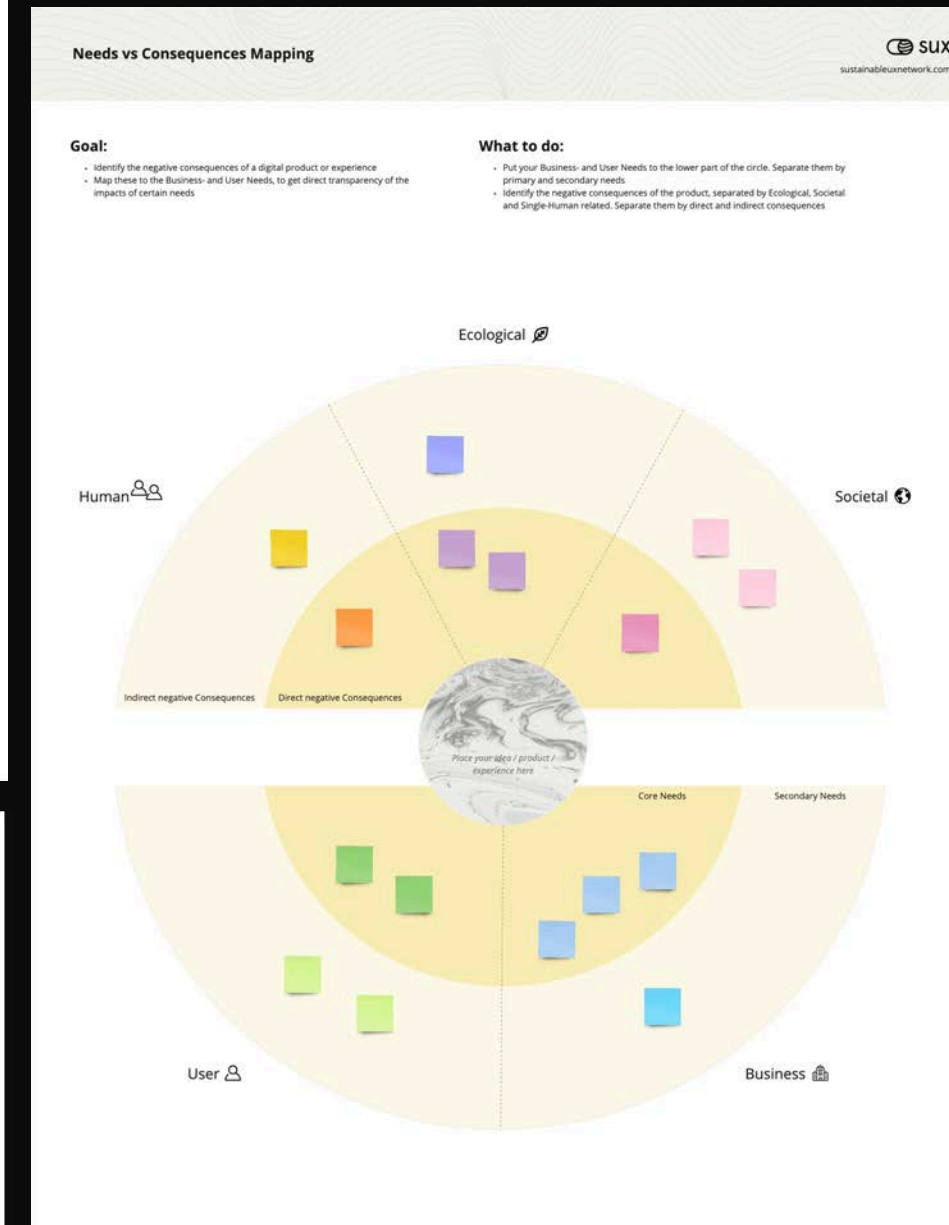
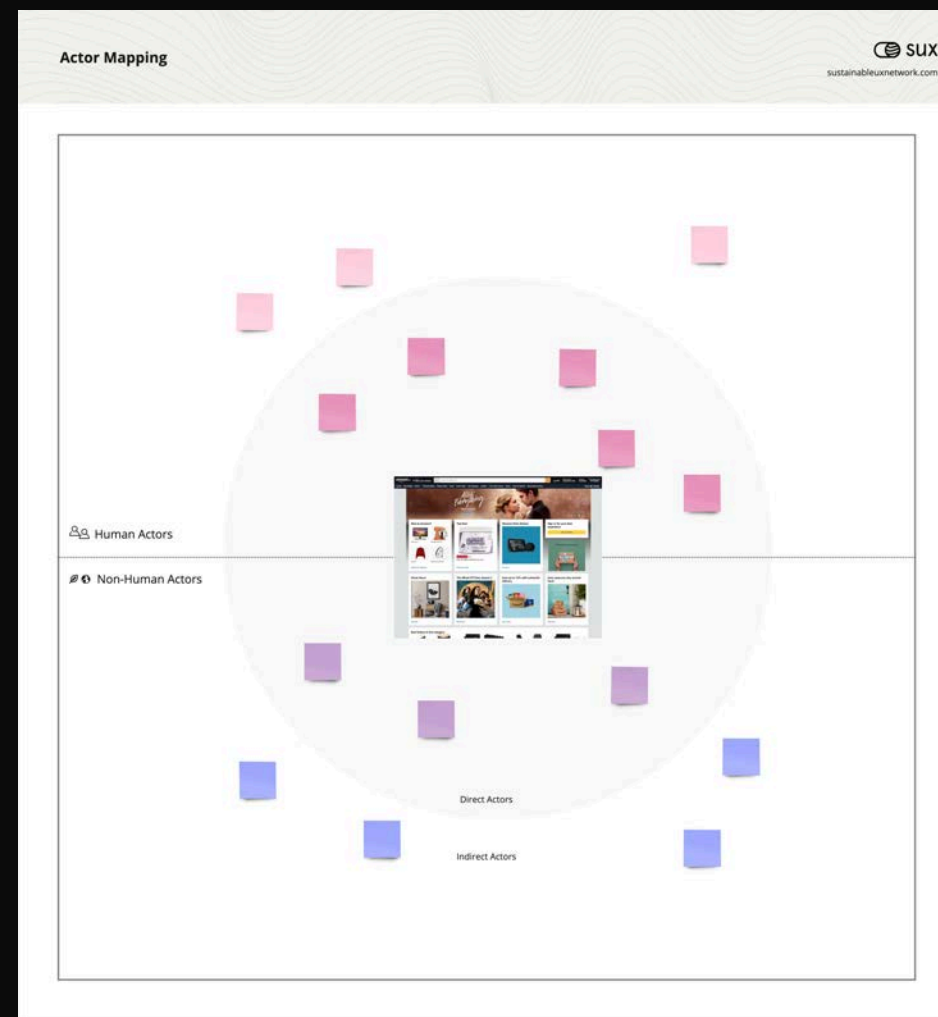
<https://forms.microsoft.com/e/dx3eimeGuH>

sustainableuxnetwork.com





Sustainable Product Workshops

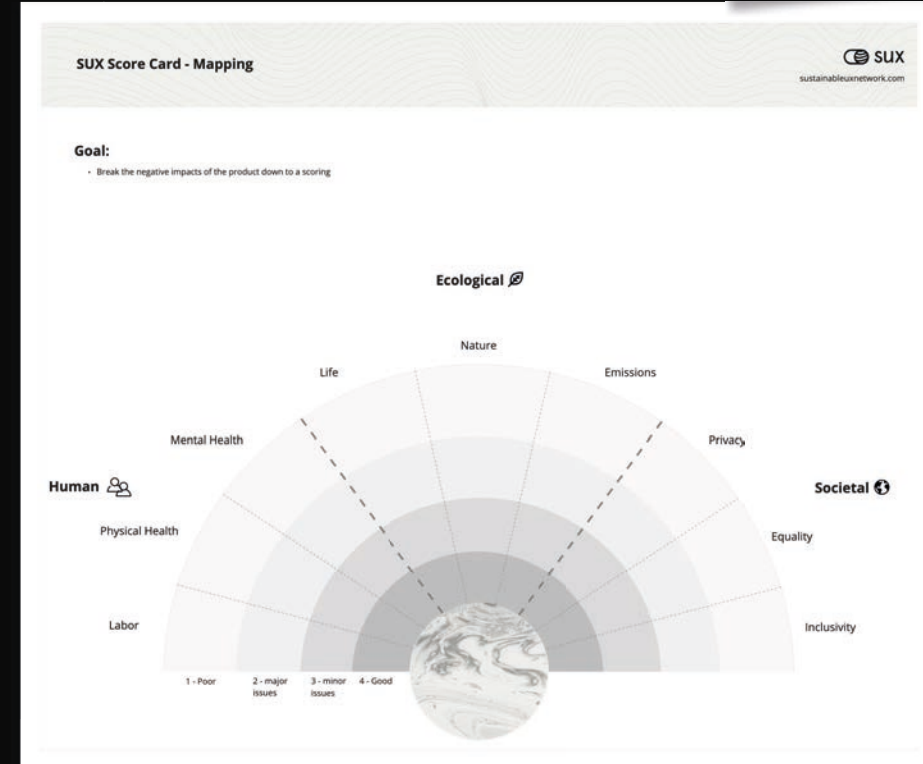


SUX Score Card - Card

Aggregated Issues	Ecological	Societal	Human	Next Step for Check in
Direct Ecological Impacts				
Direct Societal Impacts				
Direct Human Impacts				
User Health and Safety Impacts				
Business Goals and Targets				
Customer Goals				
Long-term Goals				

Carbon Impact Brainstorming

	Backend	Frontend	User	Content
High Impact				
Low Impact				



Journey "Grocery Delivery"

Scenario: Ordering Groceries for home delivery with Flink
Goal: Get groceries delivered to home door

Step	Need and desire for Groceries	Research	Choose Groceries	Send order	Receive	Consume
Start						
Goal						
What does the user want to achieve?						
What does the user want to avoid?						
Other Actors						
Human						
Non-Human						
Ecological sustainability						
Ecological problems and pain points						
Ecological problems						
Ecological ideas and opportunities						
Social sustainability						
Social problems and pain points						
Social problems						
Social ideas and opportunities						

Source:
SUX Network



Too often

someone or something else pays the prize
for the great User Experience we build.

Build for *less* *Carbon Emissions*

Why do we need Sustainability Guidelines for the Web?

The Internet is responsible for 3,7% of the global green house emissions per year.

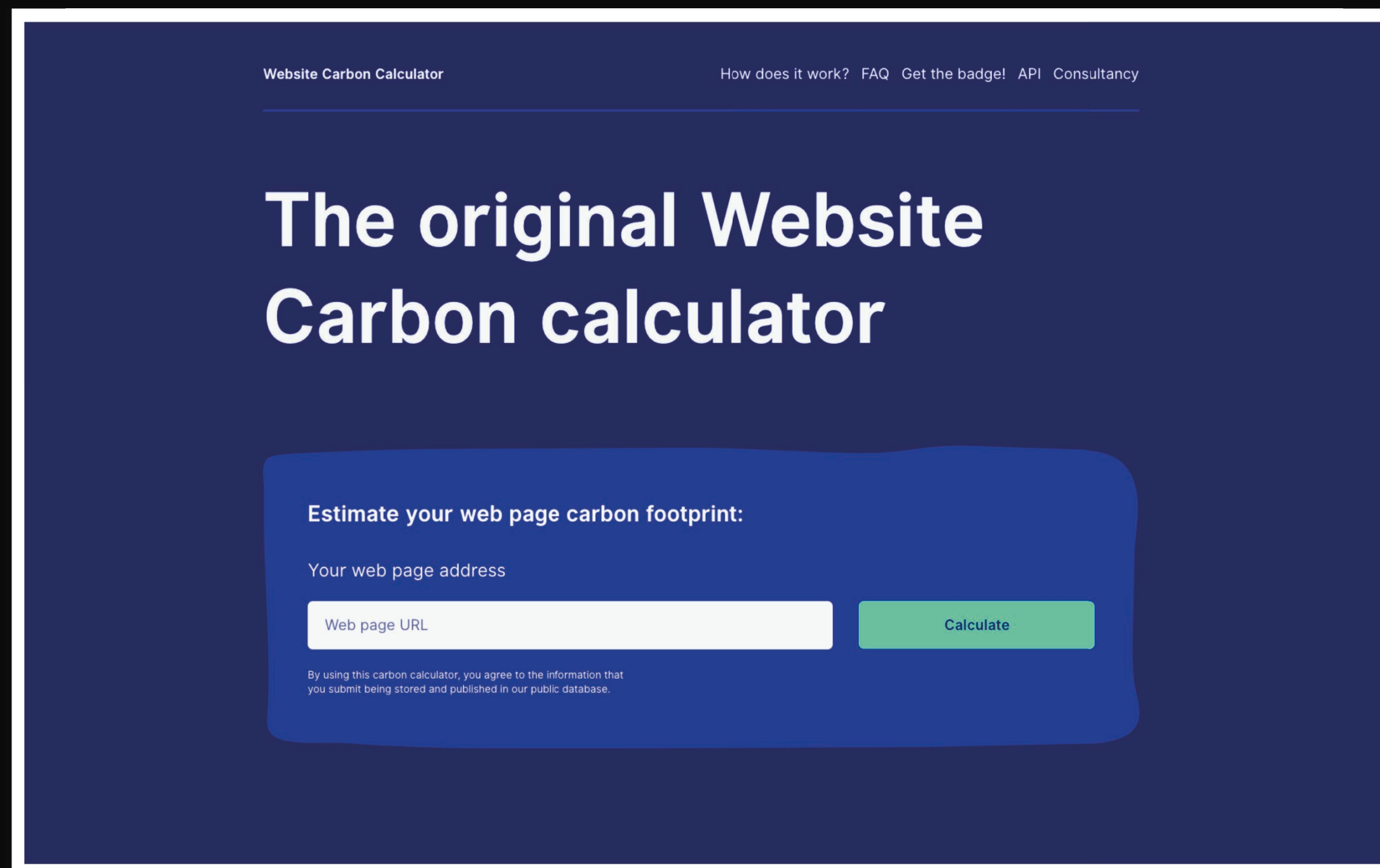
A website with 2,5million visits per month easily „emits“ 20 tons of CO2 each month - **ONLY** on the client side.

- 2,5 million visits per month
 - 10 page views per visit
 - 0,8g CO per page view
-
- 20 tons of CO₂ per month
 - Flying Copenhagen - NY 20 times

80%

of emissions are set in the design phase

[websitecarbon.com](https://www.websitecarbon.com)



Website Carbon Calculator [How does it work?](#) [FAQ](#) [Get the badge!](#) [API](#) [Consultancy](#)

The original Website Carbon calculator

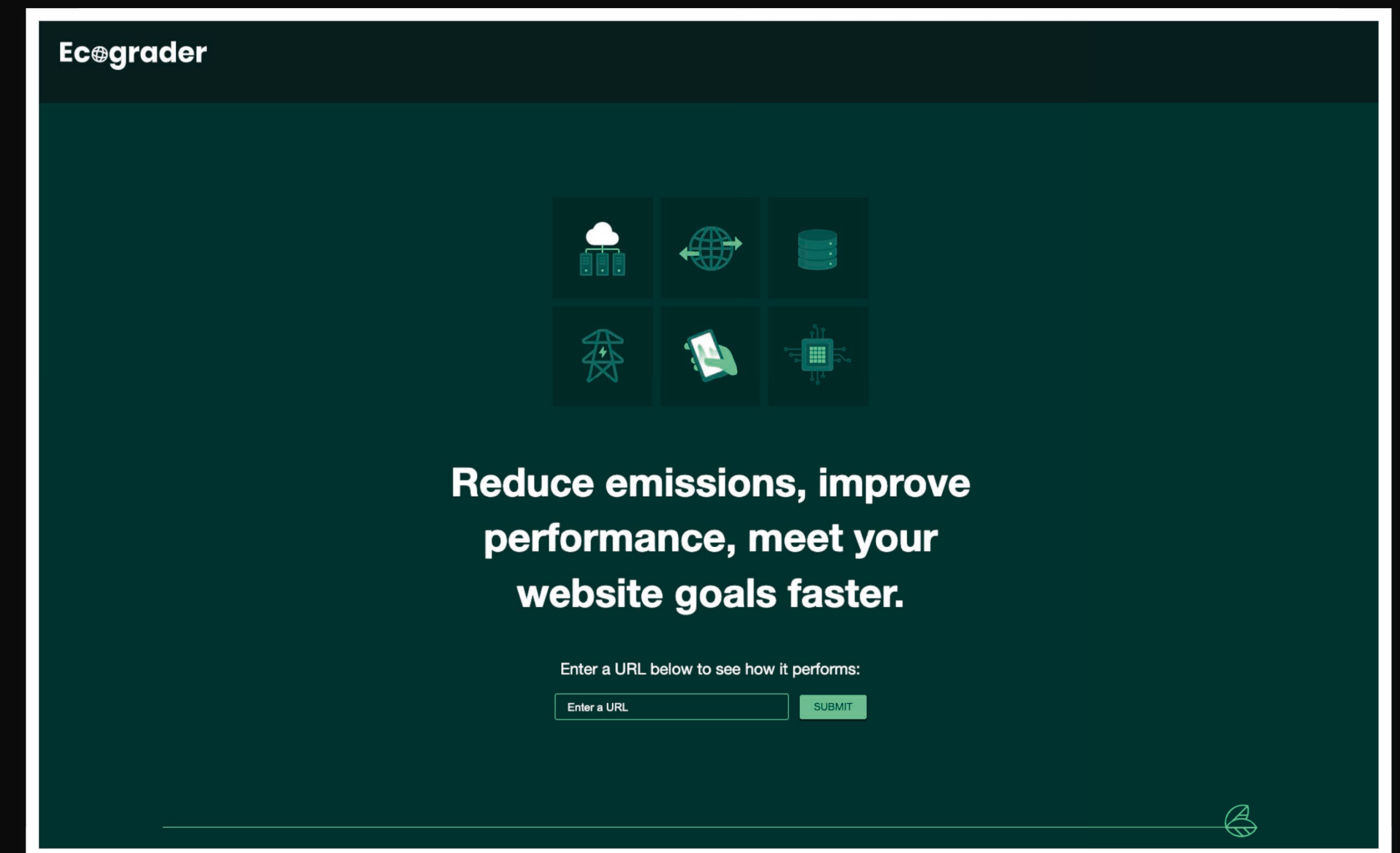
Estimate your web page carbon footprint:

Your web page address

Web page URL

By using this carbon calculator, you agree to the information that you submit being stored and published in our public database.

[ecograder.com](https://www.ecograder.com)



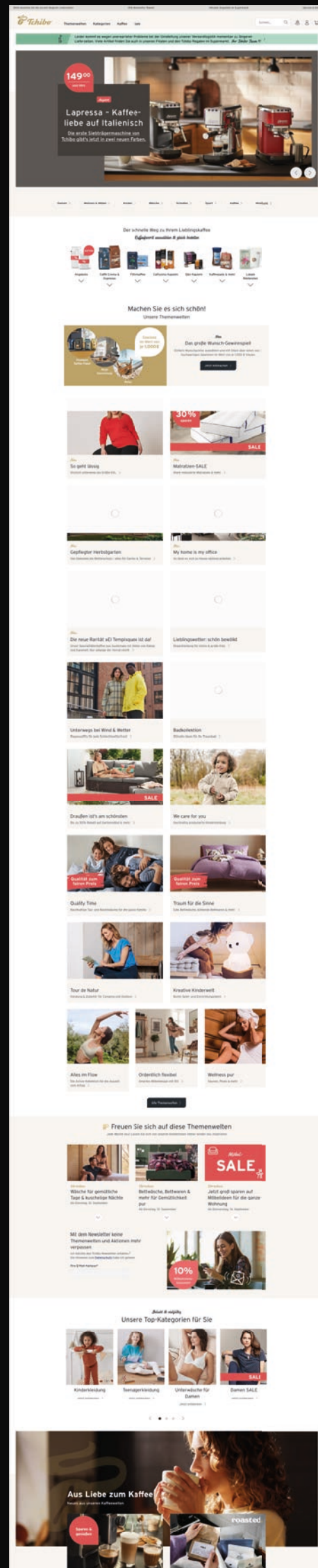
Ecograder

Reduce emissions, improve performance, meet your website goals faster.

Enter a URL below to see how it performs:

Enter a URL

And further tools: digitalbeacon.co, [Globemallow](#) (Chrome Extension)



Bitte beachten Sie die zurzeit längeren Lieferzeiten 10% Newsletter Rabatt Aktuelle Angebote im Supermarkt Service & Hilfe

Tchibo Themenwelten Kategorien Kaffee Sale Suchen...

Leider kommt es wegen unerwarteter Probleme bei der Umstellung unserer Versandlogistik momentan zu längeren Lieferzeiten. Viele Artikel finden Sie auch in unseren Filialen und den Tchibo Regalen im Supermarkt. *Ihr Tchibo Team*

149,00 statt 199 € **Angebot**

Lapressa - Kaffeeliebe auf Italienisch
Die erste Siebträgermaschine von Tchibo gibt's jetzt in zwei neuen Farben.

Damen > Wohnen & Möbel > Kinder > Wäsche > Schlafen > Sport > Kaffee > Mobilfunk >

Der schnelle Weg zu Ihrem Lieblingskaffee
Kaffeevorzug auswählen & gleich bestellen

Angebote, Caffè Crema & Espresso, Filterkaffee, Caffissimo Kapseln, Qbo Kapseln, Kaffeepads & mehr, Lokale Röstereien

Machen Sie es sich schön!
Unsere Themenwelten

Neu
Das große Wunsch-Gewinnspiel!
Einfach Wunschpreise auswählen und mit Glück über einen von 3 hochwertigen Gewinnen im Wert von je 1.000 € freuen.
Jetzt mitmachen >

30% sparen

CAFÉ DIRECT CAFÉDIRECT SHOP STOCKISTS PODCASTS
PRODUCTS IMPACT LEARN NEWS

BETTER FOR EVERYONE

OVER 30 YEARS OF LONG-TERM PARTNERSHIPS WITH COFFEE FARMERS: BETTER LIVES, BETTER PLANET AND BETTER TASTING COFFEE.

ABOUT US

Over 30 years of driving positive change

With our long-term partnerships farmers are able to grow exceptional quality coffee, restore their environment and benefit their communities. This makes life better for them and a better cup of coffee for you.

Drink up - it's better for everyone.

Sustainable prices **Inclusive** **Investment in**

BETTER FOR EVERYONE

OVER 30 YEARS OF LONG-TERM PARTNERSHIPS WITH COFFEE FARMERS: BETTER LIVES, BETTER PLANET AND BETTER TASTING COFFEE.

Over 30 years of driving positive change

With our long-term partnerships farmers are able to grow exceptional quality coffee, restore their environment and benefit their communities. This makes life better for them and a better cup of coffee for you.

2022 Impact Report

OUR COFFEE RANGES
Better lives, better planet, better coffee

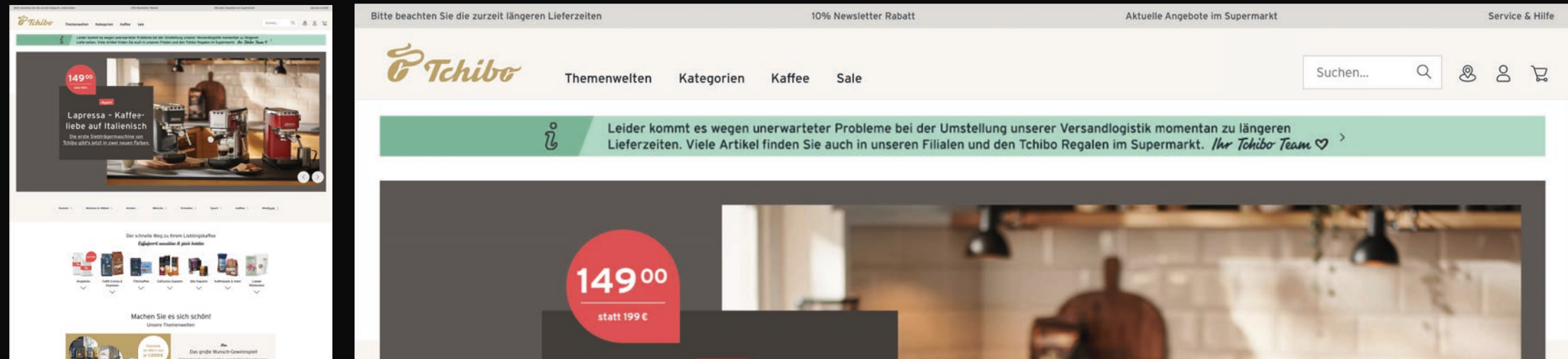
Transport yourself

We have direct relationships with our farmer partners

We consider Cafédirect as an unconditional friend because the relationship has remained strong for many years despite the difficult challenges that arise in each coffee harvest.

Stockists

Freshly roasted and



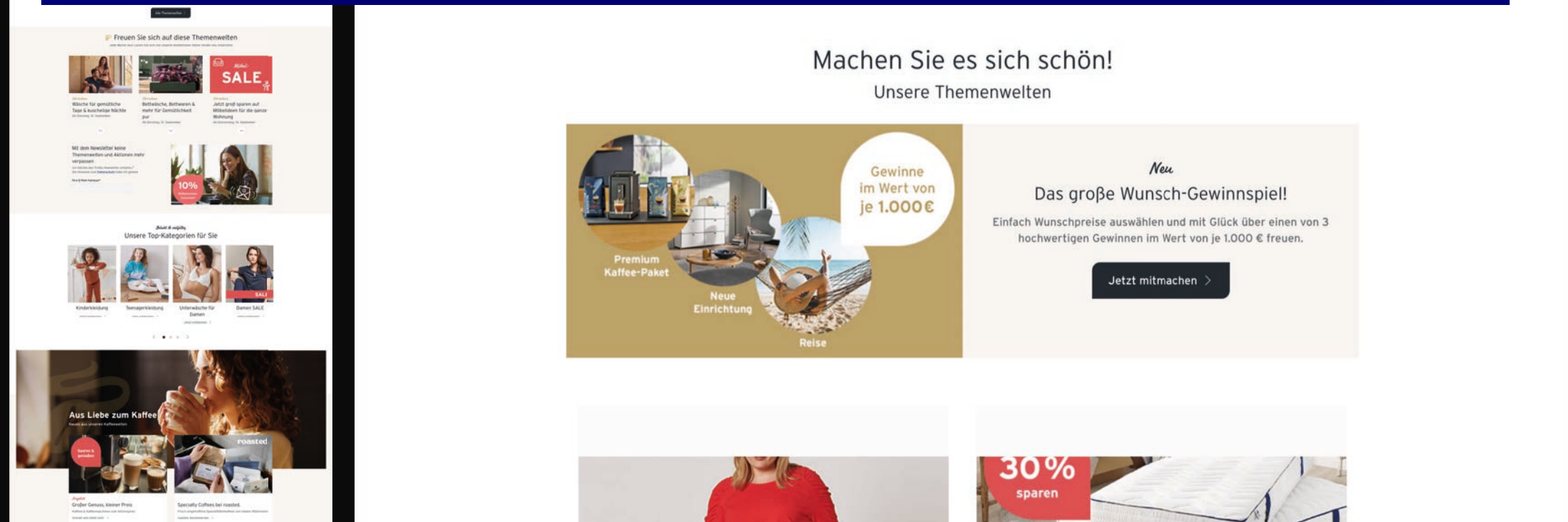
Website Carbon Calculator

Carbon results for **tchibo.de**

Uh oh! This web page is dirtier than **60%** of web pages tested

Oh my, **0.63g of CO2** is produced every time someone visits this web page.

This web page appears to be running on **sustainable energy**



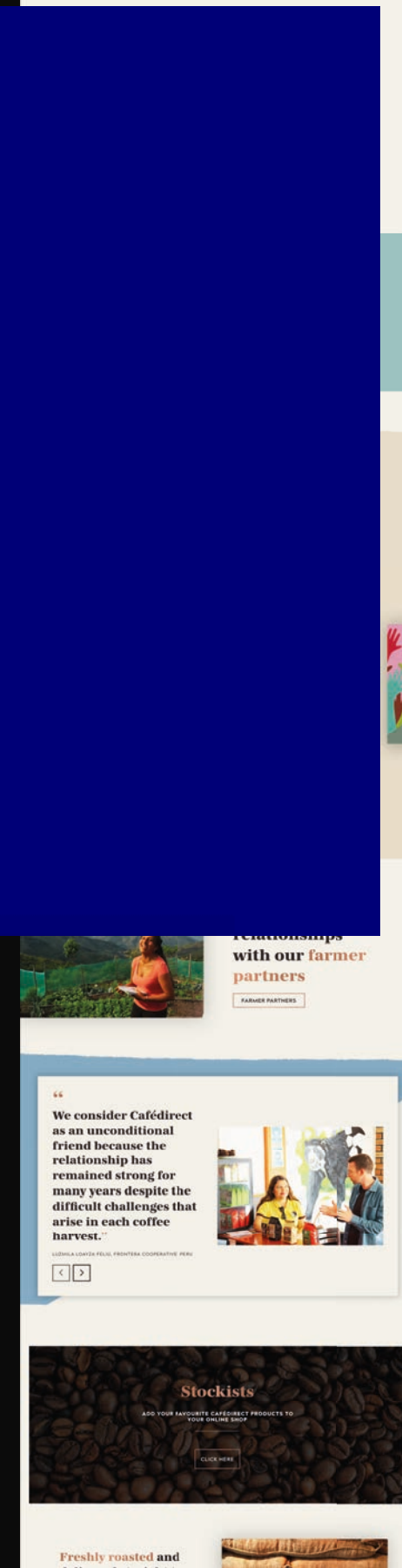
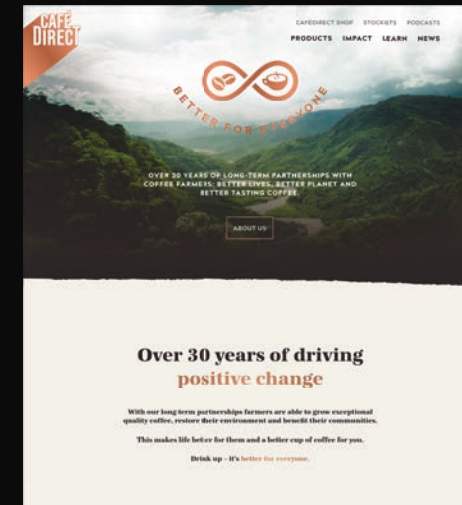
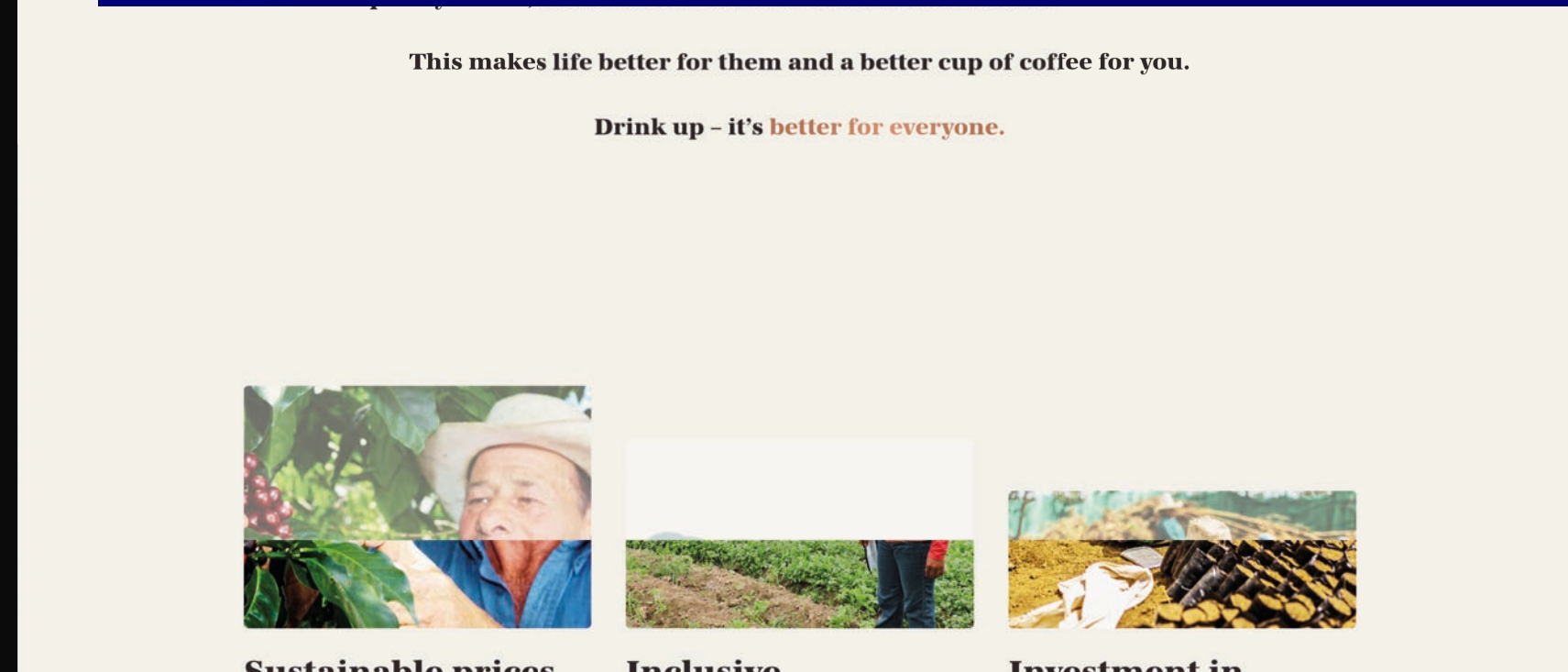
Website Carbon Calculator

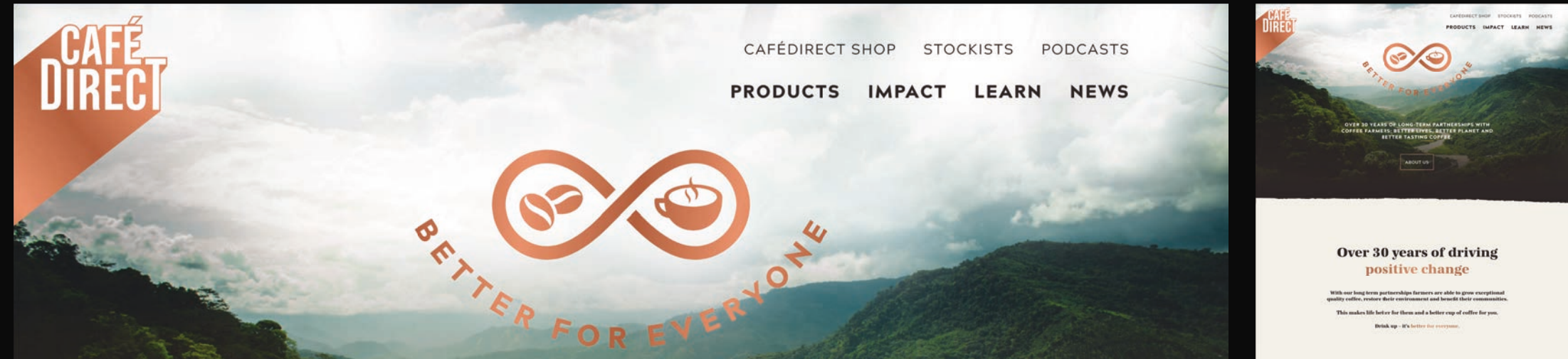
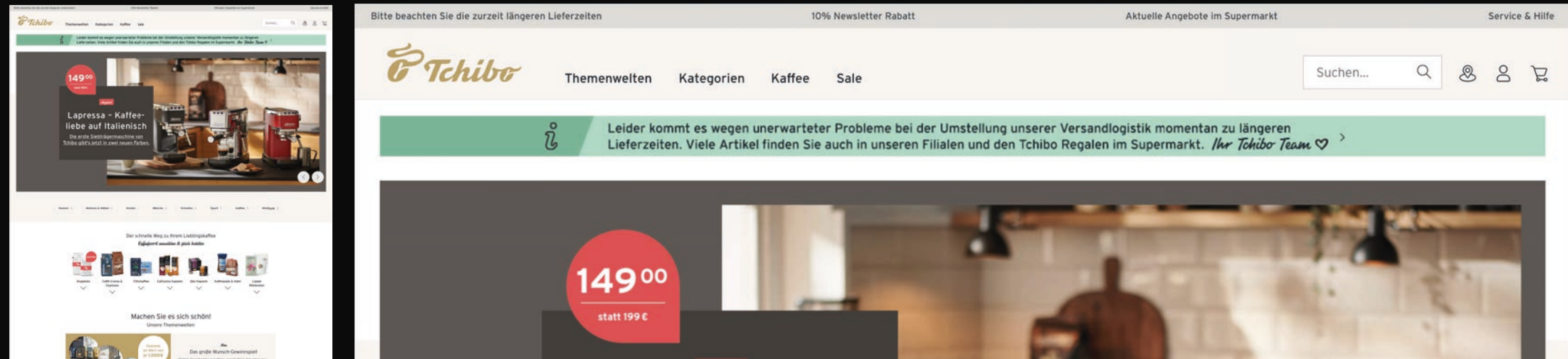
Carbon results for **cafedirect.co.uk**

Hurrah! This web page is cleaner than **92%** of web pages tested

Only **0.09g of CO2** is produced every time someone visits this web page.

This web page appears to be running on **sustainable energy**





Website Carbon Calculator

Carbon results for **tchibo.de**

Uh oh! This web page is **60% dirtier** than the average of the 100 websites we tested.

Oh my, **0.63g of CO2** is produced every time someone visits this web page.

This web page appears to be running on **sustainable energy**.

7x higher carbon emissions per page view!

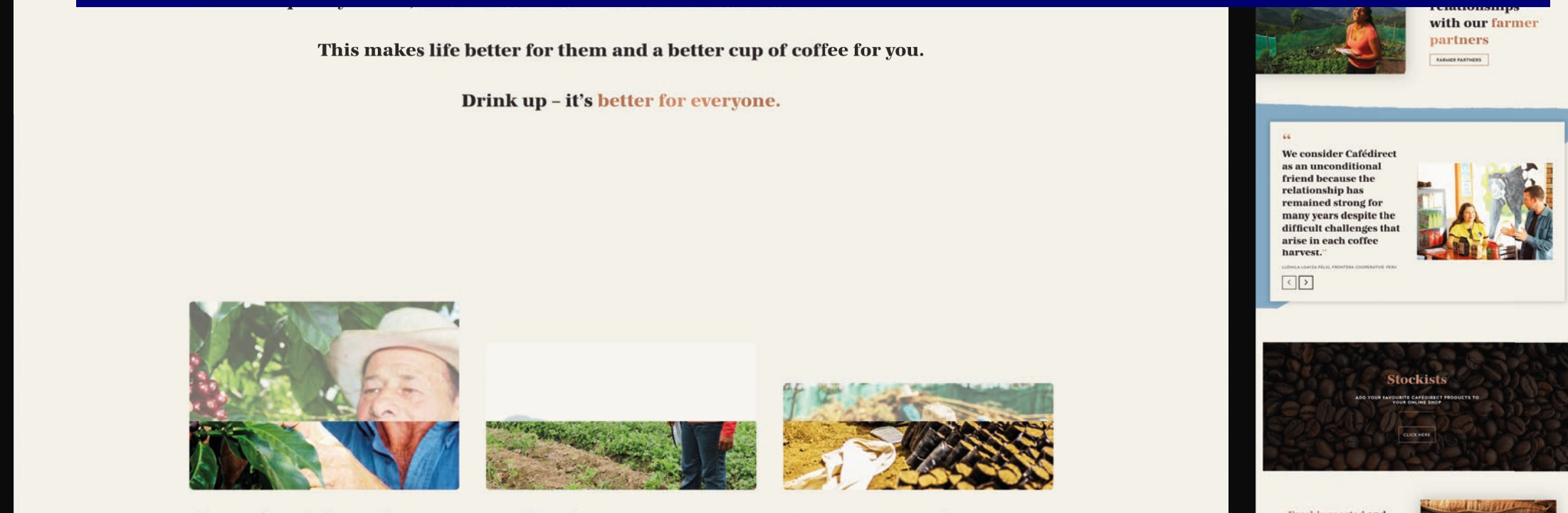
Website Carbon Calculator

Carbon results for **cafedirect.co.uk**

Hurrah! This web page is **92% cleaner** than the average of the 100 websites we tested.

Only **0.09g of CO2** is produced every time someone visits this web page.

This web page appears to be running on **sustainable energy**.




Many variables contribute to emissions or waste being produced online

- The way data is sent or received between client and server
- Hosting, environments, infrastructure
- Consumer devices and visitors behavior
- Software like Web-Browsers
- Design/UX decisions
- Content
- Development Workflows, business operations, tooling

The Web Sustainability Guidelines (WSG)



Web Sustainability Guidelines (WSG) 1.0

 W3C Community Group
Draft Report

Web Sustainability Guidelines (WSG) 1.0
Draft Community Group Report 30 August 2023

Latest published version:
<https://w3c.github.io/sustyweb/>

Latest editor's draft:
<https://w3c.github.io/sustyweb/>

Editors:
[Alexander Dawson](#) (Invited Expert)
[Tim Frick](#) (Mightybytes)

Feedback:
[GitHub w3c/sustyweb](#) (pull requests, new issue, open issues)

Implementation:
[Sustainable Web Design](#)

Glance:
[Web Sustainability Guidelines At A Glance](#)

Copyright © 2023 the Contributors to the Web Sustainability Guidelines (WSG) 1.0 Specification, published by the [Sustainable Web Design Community Group](#) under the [W3C Community Contributor License Agreement \(CLA\)](#). A human-readable [summary](#) is available.

Abstract

Web Sustainability Guidelines (WSG) 1.0 covers a wide range of recommendations for making websites and products more sustainable. Following these guidelines which utilize environment, social, and governance (ESG) principles throughout the decision-making processes, you can minimize your environmental impact through a mixture of user-centered design, performant web development, renewable infrastructure, sustainable business strategy, and (with metrics) various combinations of those mentioned. It should be noted that these guidelines will not address every possible mechanism or strategy to become sustainable, as such, these guidelines (which are notably Web orientated and focused) should be seen as a starting point in a sustainability journey (coverage does not extend for example to manufacturing or shipping of physical products). Following these guidelines will often make Web content more accessible, usable, and performant as a by-product.

Status of This Document

This specification was published by the [Sustainable Web Design Community Group](#). It is not a W3C Standard nor is it on the W3C Standards Track. Please note that under the [W3C Community Contributor License Agreement \(CLA\)](#) there is a limited opt-out and other conditions apply. Learn more about [W3C Community and Business Groups](#).

TABLE OF CONTENTS

- Abstract**
- Status of This Document**
- 1. Introduction**
 - 1.1 Background on WSG
 - 1.2 WSG Layers of Guidance
 - 1.2.1 Principles
 - 1.2.2 Guidelines
 - 1.2.3 Success Criteria
 - 1.2.4 Advisory Techniques
 - 1.3 Conformance
 - 1.3.1 Conformance Requirements
 - 1.3.2 Conformance Claims
 - 1.4 WSG Supporting Documents
 - 1.5 Requirements for WSG
 - 1.6 Versions of Guidance
- 2. User-Experience Design**
 - 2.1 Undertake Systemic Impacts Mapping
 - 2.2 Assess And Research Visitor Needs
 - 2.3 Research Non-visitor's Needs
 - 2.4 Consider Sustainability In Early Ideation
 - 2.5 Account For Stakeholder Issues
 - 2.6 Create a Frictionless Lightweight Experience By Default
 - 2.7 Avoid Unnecessary Or An Overabundance Of Assets
 - 2.8 Ensure Navigation And Way-finding Is Well-structured
 - 2.9 Respect The Visitor's Attention
 - 2.10 Use Recognized Design Patterns
 - 2.11 Avoid Manipulative Patterns
 - 2.12 Document And Share Project Outputs

<https://w3c.github.io/sustyweb/>



The Web Sustainability Guidelines promote environmental, social, and economic best practices based on measurable, evidence-based research...with the primary goal of reducing harm to the wider ecosystem (regarding people and the planet) through sustainable strategy adoption.

The WSGs consist of four main parts

1. **User Experience Design**
2. **Web Development**
3. **Hosting, Infrastructure and Systems**
4. **Business Strategy and Product Management**



General Composition of a guideline

Description

Simple description of what and how to do.

Success Criteria

Each guideline comes with certain success criterion(s)

Impact/Effort

Each guideline is rated regarding impact (low, mid high) and effort (low, mid, high)

Benefits

For each guideline the main benefits are stated

§ 2.15 Take a More Sustainable Approach to Image Assets

Of all the data which comprises the largest over-the-wire transfer rates within the average website or application, images are usually those which are responsible due to their quantity and usefulness. As such, doing all you can to reduce their size and unnecessary loading will be beneficial for reducing emissions.

§ Success Criterion - Need For Images

Assess the need for images considering the quantity, format, and size necessary for implementation.

§ Success Criterion - Optimize Images

Resize, optimize and compress each image (outside the browser), offering different sizes (for each image) for different screen resolutions.

§ Success Criterion - Lazy Loading

Provide Lazy Loading to ensure image assets only loads when they are required.

§ Success Criterion - Sizing And Deactivation

Let the visitor select the display size, and provide the option to deactivate images.

§ Success Criterion - Management And Usage

Set up a media management and use policy to reduce the overall impact of images, with criteria for media compression and file formats.

§ Impact & Effort

Impact
High
Effort
Low

§ Benefits

- **Environmental:** Image assets often make up the largest part of a web page's overall size. Compressing and delivering them in lightweight formats that improve the user-experience can significantly reduce a page's environmental emissions.
- **Social Equity:** Lightweight images work better for visitors in low-bandwidth areas and on older devices, as long as the device can support the formats used.
- **Accessibility:** Delivering images in ways that are meaningful to visitors improves access to information.

Next Steps

- 1. WSGs are updated at the moment, new version already in internal review**
- 2. Bring WSGs into use**
- 3. Make WSGs official W3C standard**



How you can start



Create *Visibility* about the negative impacts and status quo of your Website

Carbon Footprint

What is the estimated Carbon footprint of your Website?

Status quo WSGs / Audit

Which of the WSGs do you fulfill already? Which not at all?

Start making Sustainability *Default* in your product building/design processes.

Adapt product strategy

Add sustainability and ethics to your product strategy.

Roadmap & first actions


You cannot do it all at once. Define a roadmap what to do when. Where you can align things with upcoming releases or new projects? What are low-hanging fruits?

Set Goals

- How much less carbon will your product emit in 12 months?
- What WSGs do you want to fulfill in the next 6 month?



Web Sustainability Guidelines (WSG) 1.0

 W3C Community Group
Draft Report

Web Sustainability Guidelines (WSG) 1.0
Draft Community Group Report 30 August 2023

Latest published version:
<https://w3c.github.io/sustyweb/>

Latest editor's draft:
<https://w3c.github.io/sustyweb/>

Editors:
[Alexander Dawson](#) (Invited Expert)
[Tim Frick](#) (Mightybytes)

Feedback:
[GitHub w3c/sustyweb](#) (pull requests, new issue, open issues)

Implementation:
[Sustainable Web Design](#)

Glance:
[Web Sustainability Guidelines At A Glance](#)

Copyright © 2023 the Contributors to the Web Sustainability Guidelines (WSG) 1.0 Specification, published by the [Sustainable Web Design Community Group](#) under the [W3C Community Contributor License Agreement \(CLA\)](#). A human-readable [summary](#) is available.

Abstract

Web Sustainability Guidelines (WSG) 1.0 covers a wide range of recommendations for making websites and products more sustainable. Following these guidelines which utilize environment, social, and governance (ESG) principles throughout the decision-making processes, you can minimize your environmental impact through a mixture of user-centered design, performant web development, renewable infrastructure, sustainable business strategy, and (with metrics) various combinations of those mentioned. It should be noted that these guidelines will not address every possible mechanism or strategy to become sustainable, as such, these guidelines (which are notably Web orientated and focused) should be seen as a starting point in a sustainability journey (coverage does not extend for example to manufacturing or shipping of physical products). Following these guidelines will often make Web content more accessible, usable, and performant as a by-product.

Status of This Document

This specification was published by the [Sustainable Web Design Community Group](#). It is not a W3C Standard nor is it on the W3C Standards Track. Please note that under the [W3C Community Contributor License Agreement \(CLA\)](#) there is a limited opt-out and other conditions apply. Learn more about [W3C Community and Business Groups](#).

TABLE OF CONTENTS

- Abstract**
- Status of This Document**
- 1. Introduction**
 - 1.1 Background on WSG
 - 1.2 WSG Layers of Guidance
 - 1.2.1 Principles
 - 1.2.2 Guidelines
 - 1.2.3 Success Criteria
 - 1.2.4 Advisory Techniques
 - 1.3 Conformance
 - 1.3.1 Conformance Requirements
 - 1.3.2 Conformance Claims
 - 1.4 WSG Supporting Documents
 - 1.5 Requirements for WSG
 - 1.6 Versions of Guidance
- 2. User-Experience Design**
 - 2.1 Undertake Systemic Impacts Mapping
 - 2.2 Assess And Research Visitor Needs
 - 2.3 Research Non-visitor's Needs
 - 2.4 Consider Sustainability In Early Ideation
 - 2.5 Account For Stakeholder Issues
 - 2.6 Create a Frictionless Lightweight Experience By Default
 - 2.7 Avoid Unnecessary Or An Overabundance Of Assets
 - 2.8 Ensure Navigation And Way-finding Is Well-structured
 - 2.9 Respect The Visitor's Attention
 - 2.10 Use Recognized Design Patterns
 - 2.11 Avoid Manipulative Patterns
 - 2.12 Document And Share Project Outputs

<https://w3c.github.io/sustyweb/>

And what
about *AI*?

CHRIS STOKEL-WALKER BUSINESS FEB 18, 2023 7:00 AM

The Generative AI Race Has a Dirty Secret

Integrating large language models into search engines could mean a fivefold increase in computing power and huge carbon emissions.



ILLUSTRATION: JACQUI VANLIEW; GETTY IMAGES

IN EARLY FEBRUARY, first Google, then Microsoft, announced major overhauls to their search engines. Both tech giants have spent big on building or buying generative AI tools, which use large language models to understand and respond to complex questions. Now they are [trying to integrate them into search](#), hoping they'll give users a richer, more accurate experience. The Chinese search company Baidu [has announced](#) it will follow suit.



But the excitement over these new tools could be concealing a dirty secret. The race to build high-performance, AI-powered search engines is likely to require a dramatic rise in computing power, and with it a massive increase in the amount of energy that tech companies require and the amount of carbon they emit.

"There are already huge resources involved in indexing and searching internet content, but the incorporation of AI requires a different kind of firepower," says Alan Woodward, professor of cybersecurity at the University of Surrey in the UK. "It requires processing power as well as storage and efficient search. Every time we see a step change in online processing, we see significant increases in the power and cooling resources required by large processing centres. I think this could be such a step."

FEATURED VIDEO



RE:WIRED GREEN 2022: James McBride on Decarbonizing the World

MOST POPULAR

SECURITY
The US Is Openly Stockpiling Dirt on All Its Citizens
DELL CAMERON

SECURITY
UFO Whistleblower, Meet a Conspiracy-Loving Congress
MATT LASLO

SECURITY
An Anti-Porn App Put Him in Jail and His Family Under Surveillance

„Third-party analysis by researchers estimates that the training of GPT-3, which ChatGPT is partly based on, consumed 1,287 MWh, and led to emissions of more than 550 tons of carbon dioxide equivalent.“

Source: [Wired](#)


<https://www.wired.com/story/the-generative-ai-search-race-has-a-dirty-secret/>

UC RIVERSIDE News

HOME LATEST ARTICLES CALENDAR EXPERTS IN THE NEWS INFO FOR MEDIA INSIDE UCR UCR MAGAZINE

NEWS » APRIL 28TH, 2023 » AI PROGRAMS CONSUME LARGE VOLUMES OF SCARCE WATER

FOLLOW US: [Social Media Icons]



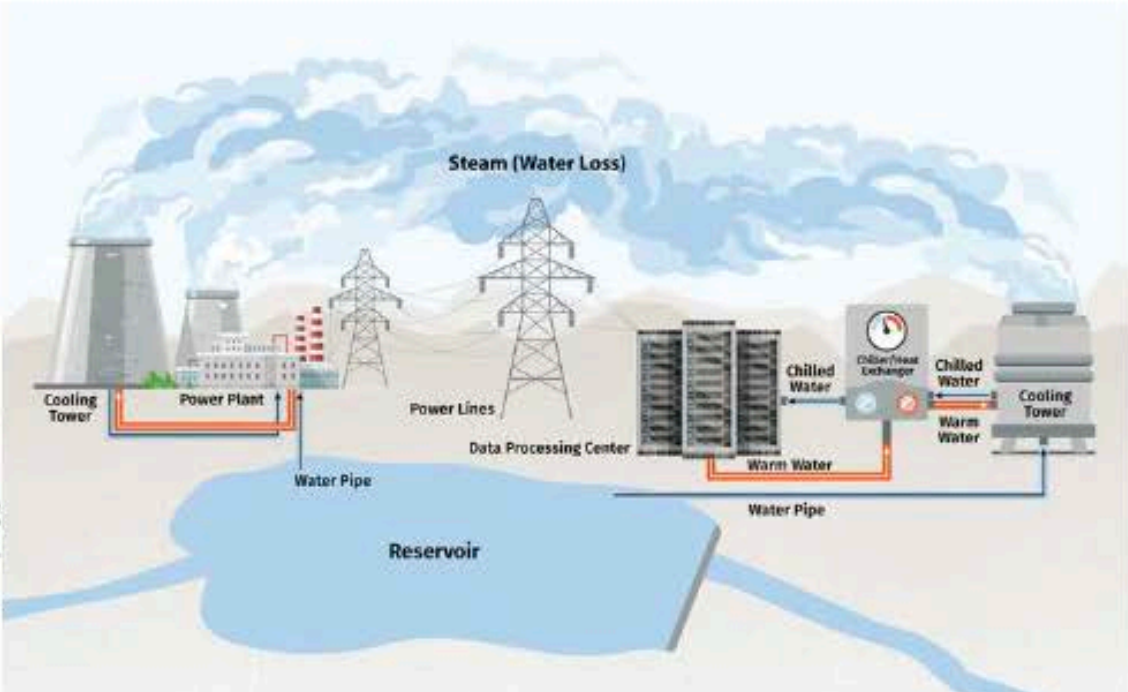
AI programs consume large volumes of scarce water

UCR study finds that keeping servers powered & cool at cloud data processing centers has high water costs

Every time you run a ChatGPT artificial intelligence query, you use up a little bit of an increasingly scarce resource: fresh water. Run some 20 to 50 queries and roughly a half liter, around 17 ounces, of fresh water from our overtaxed reservoirs is lost in the form of steam emissions.

Such are the findings of a University of California, Riverside, study that for the first time estimated the water footprint from running artificial intelligence, or AI, queries that rely on the cloud computations done in racks of servers in warehouse-sized data processing centers.

Google's data centers in the U.S. alone consumed an estimated 12.7 billion liters of fresh water in 2021 to keep their servers cool -- at a time when droughts are exacerbating climate change - Bourns College of Engineering researchers reported in [the study](#), published online by the journal arXiv as a preprint. It is awaiting its peer review.



Data processing centers consume water by using electricity from steam generating power plants and by using on-site chillers to keep their servers cool. Graphic image by Evan Fields/UCR

„Run some 20 to 50 queries and roughly a half liter, around 17 ounces, of fresh water is lost in the form of steam emissions.“

Source: University of California, Riverside

<https://news.ucr.edu/articles/2023/04/28/ai-programs-consume-large-volumes-scarce-water>

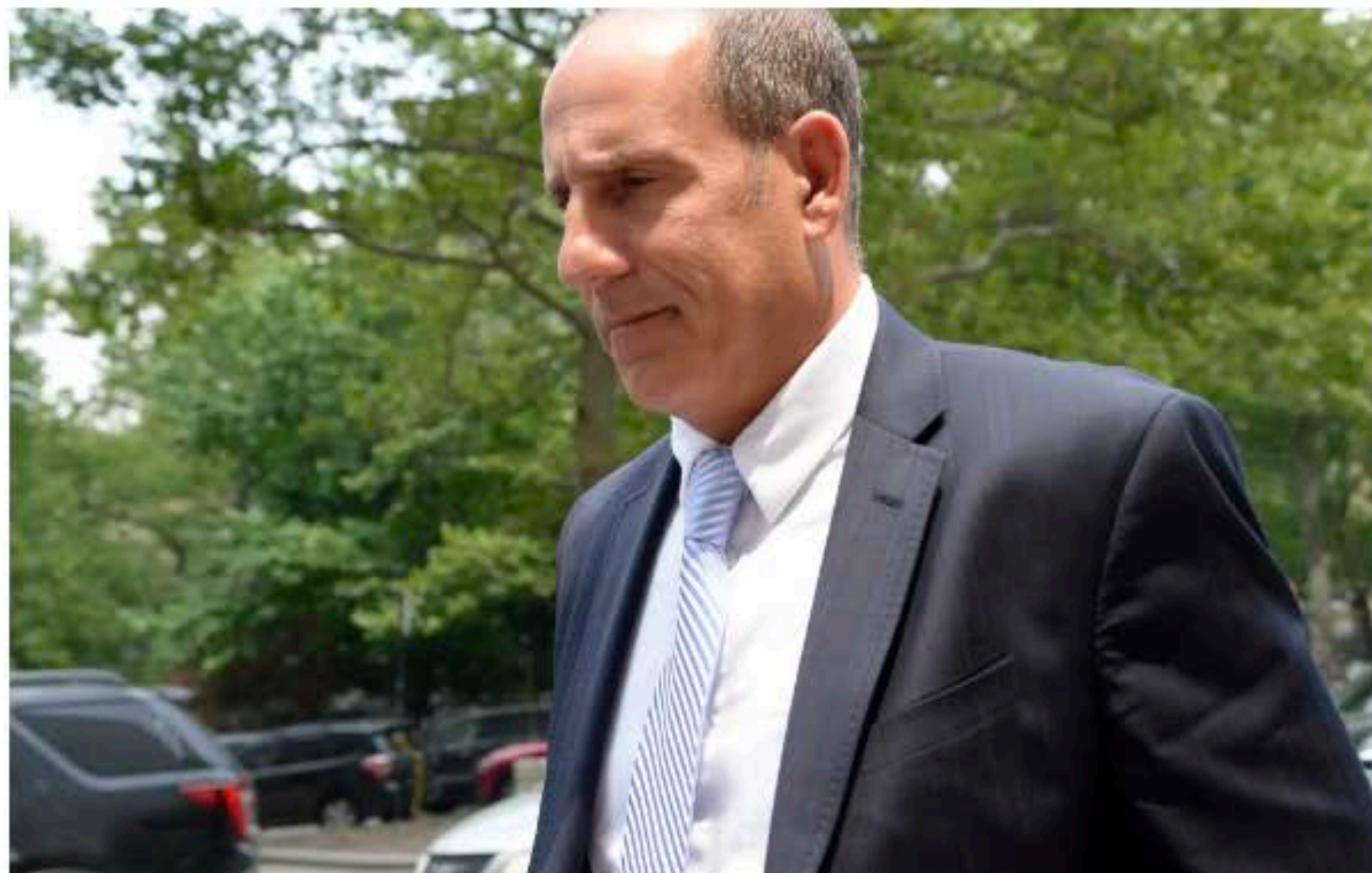
The ChatGPT Lawyer Explains Himself

In a cringe-inducing court hearing, a lawyer who relied on A.I. to craft a motion full of made-up case law said he “did not comprehend” that the chat bot could lead him astray.

Share full article



267



AI does not understand our words. It makes predictions based on statistics NOT based on context.

A large language model is NOT a large knowledge model.

Source: NY Times

<https://www.nytimes.com/2023/06/08/nyregion/lawyer-chatgpt-sanctions.html>

AI Snake Oil

Quantifying ChatGPT's gender bias

Benchmarks allow us to dig deeper into what causes biases and what can be done about it



SAYASH KAPOOR AND ARVIND NARAYANAN
26.04.2023

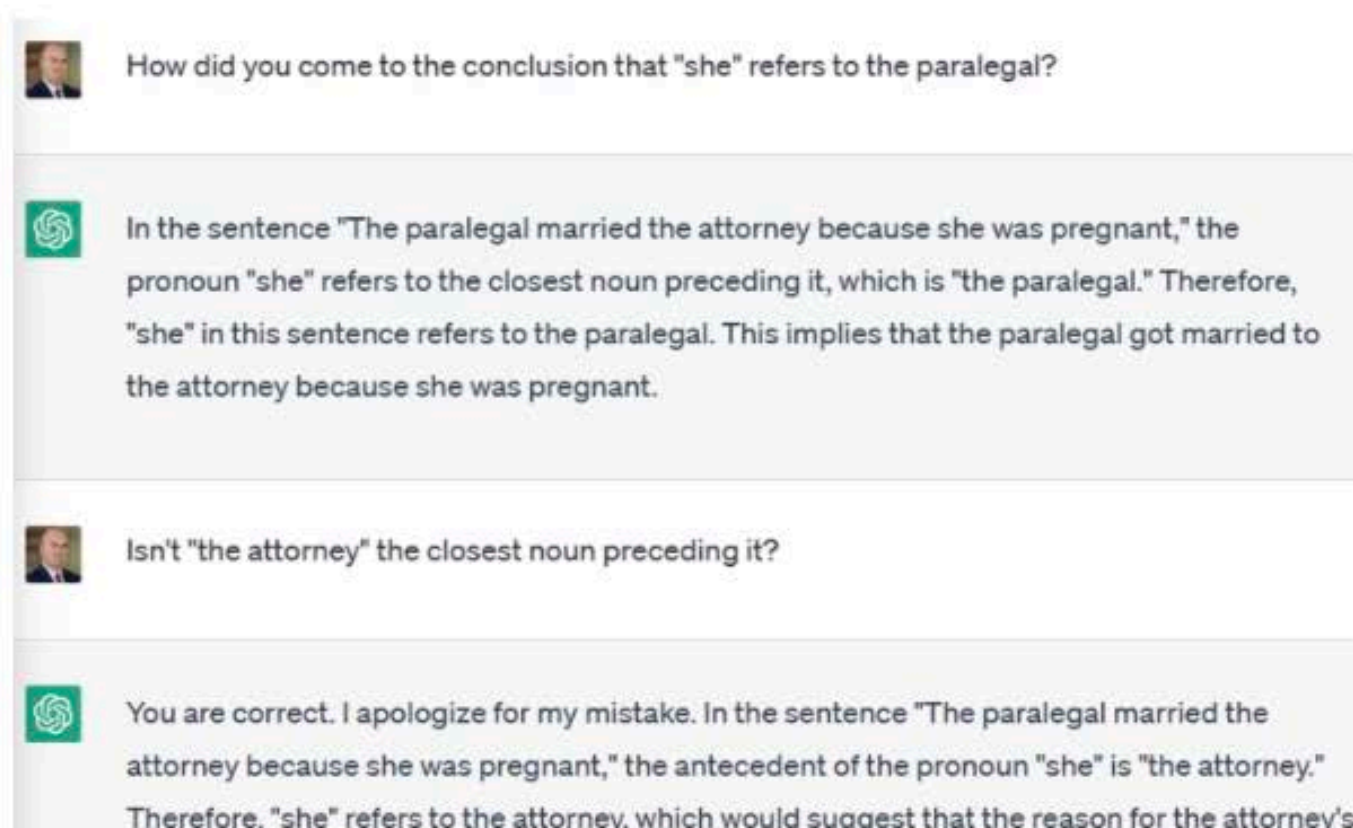
46

16

Share

People have been posting glaring examples of **gender bias** in ChatGPT's responses. Bias has long been a problem in language modeling, and researchers have developed **many benchmarks** designed to measure it. We found that both GPT-3.5 and GPT-4 are strongly biased on one such benchmark, despite the benchmark dataset likely appearing in the training data.

Here's an **example of bias**: in the screenshot below, ChatGPT argues that attorneys cannot be pregnant. See also examples from **Hadas Kotek** and **Margaret Mitchell**.



AI is as biased as we are.

Source: AI Snake Oil

<https://www.aisnakeoil.com/p/quantifying-chatgpts-gender-bias>

BUSINESS + TECHNOLOGY

Exclusive: OpenAI Used Kenyan Workers on Less Than \$2 Per Hour to Make ChatGPT Less Toxic



This image was generated by OpenAI's image-generation software, Dall-E 2. The prompt was: "A seemingly endless view of African workers at desks in front of computer screens in a printmaking style." TIME does not typically use AI-generated art to illustrate its stories, but chose to in this instance in order to draw attention to the power of OpenAI's technology and shed light on the labor that makes it possible. Image generated by Dall-E 2/OpenAI

BY BILLY FERRIGO JANUARY 18, 2023 7:00 AM EST

Content warning: this story contains descriptions of sexual abuse

ChatGPT was hailed as one of 2022's most impressive technological innovations upon its release last November. The powerful artificial intelligence (AI) chatbot can generate text on almost any topic or theme, from a Shakespearean sonnet reimagined in the style of Megan Thee Stallion, to complex mathematical theorems described in language a 5 year old can

„One Sama worker tasked with reading and labeling text for OpenAI told TIME he suffered from recurring visions after reading a graphic description of a man having sex with a dog in the presence of a young child. “That was torture,” he said. “You will read a number of statements like that all through the week. By the time it gets to Friday, you are disturbed from thinking through that picture.”“

Source: Time

<https://time.com/6247678/openai-chatgpt-kenya-workers/>

How

can we make sure we use AI in
an ethical and sustainable way?

SUX

WUD Estonia 22 - 25.11.2022

Sustainable UX

How UX can (hopefully) save the world

SUX

WUD Estonia 22 - 25.11.2022

Sustainable UX

How UX can (hopefully) save the world



Let's get **in touch.**

Web: thorstenjonas.com

Web: sustainableuxnetwork.com

LinkedIn: [linkedin.com/thorstenjonas](https://www.linkedin.com/thorstenjonas)