

Questão 26

TEXTO PARA AS QUESTÕES DE 25 A 27

Assigning female genders to digital assistants such as Apple's Siri and Amazon's Alexa is helping entrench harmful gender biases, according to a UN agency.

Research released by Unesco claims that the often submissive and flirty responses offered by the systems to many queries – including outright abusive ones – reinforce ideas of women as subservient.

"Because the speech of most voice assistants is female, it sends a signal that women are obliging, docile and eager-to-please helpers, available at the touch of a button or with a blunt voice command like 'hey' or 'OK'", the report said.

"The assistant holds no power of agency beyond what the commander asks of it. It honours commands and responds to queries regardless of their tone or hostility. In many communities, this reinforces commonly held gender biases that women are subservient and tolerant of poor treatment."

The Unesco publication was entitled "I'd Blush if I Could"; a reference to the response Apple's Siri assistant offers to the phrase: "You're a slut." Amazon's Alexa will respond: "Well, thanks for the feedback."

The paper said such firms were "staffed by overwhelmingly male engineering teams" and have built AI (Artificial Intelligence) systems that "cause their feminised digital assistants to greet verbal abuse with catch-me-if-you-can flirtation".

Saniye Gülser Corat, Unesco's director for gender equality, said: "The world needs to pay much closer attention to how, when and whether AI technologies are gendered and, crucially, who is gendering them."

The Guardian, May, 2019. Adaptado.

Segundo o texto, o título do relatório publicado pela Unesco - “I’d Blush if I Could” -, no que diz respeito aos assistentes digitais, indica

- (A) resposta padrão para comandos que incluem impropérios.
- (B) capacidade tecnológica para selecionar temas sensíveis ao grande público.
- (C) preocupação dos fabricantes de dispositivos eletrônicos com usuários conservadores.
- (D) perda de controle das formas de interação entre seres humanos e máquinas.
- (E) necessidade de elaboração de sistemas integrados de reconhecimento de voz.

RESPOSTA

Alternativa: A

“I’d Blush if I Could” (Eu ficaria sem graça se eu pudesse) é o título do artigo da Unesco sobre a resposta dada pela assistente digital da Apple Siri à afirmativa de que ela era uma “vagabunda”. O artigo mostra as respostas a assertivas sexistas, inseridos em programas de inteligência artificial, predominantemente criados por homens, introduzem o pensamento machista na Inteligência Artificial.