



AI FOR GOOD

Humanizing the Algorithm



It takes courage to stand up for something you believe in. But it's so much easier when you stand with others. This is the power of activism.

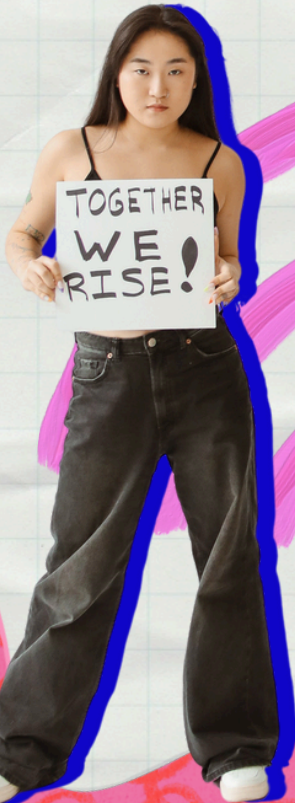
True transformation happens when passionate people come together to insist on changing the status quo.

What IS the algorithm? The algorithm is the thing that programs implement, the thing that gets data processing and other computation done (Hill, 2016).



So what does it mean to humanize the algorithm? It simply means exploring the agencies at play in algorithmic systems and beyond. The goal is to highlight human involvement in technological processes and to investigate how humans are involved and thereby implicated in said processes.

This means that algorithms are not just cold, automatic systems, they are shaped by people. Humans create them, train them, feed them data, and decide how they are used. Because of that, these systems can reflect human choices, values, and even biases. Humanizing the algorithm helps us understand that behind every "smart" tool or decision made by a machine, there are people making key decisions that affect how that tool works and who it impacts.






Who is affected by this issue?

Marginalized communities, consumers, workers, policymakers, and developers are affected by it. When algorithms are not designed with ethical, inclusive, and human-centered values, they can reinforce bias, amplify inequality, or make opaque decisions that affect lives without accountability. We need a shift in mindset from viewing AI as purely technical to understanding it as sociotechnical, influenced by human values, biases, and societal structures. Awareness must be raised about the importance of:

1. Transparency in algorithmic decision-making.
2. Accountability for unintended consequences.
3. The role of human oversight in AI deployment.



Take a Stand

Make a Difference

Myths vs. Realities

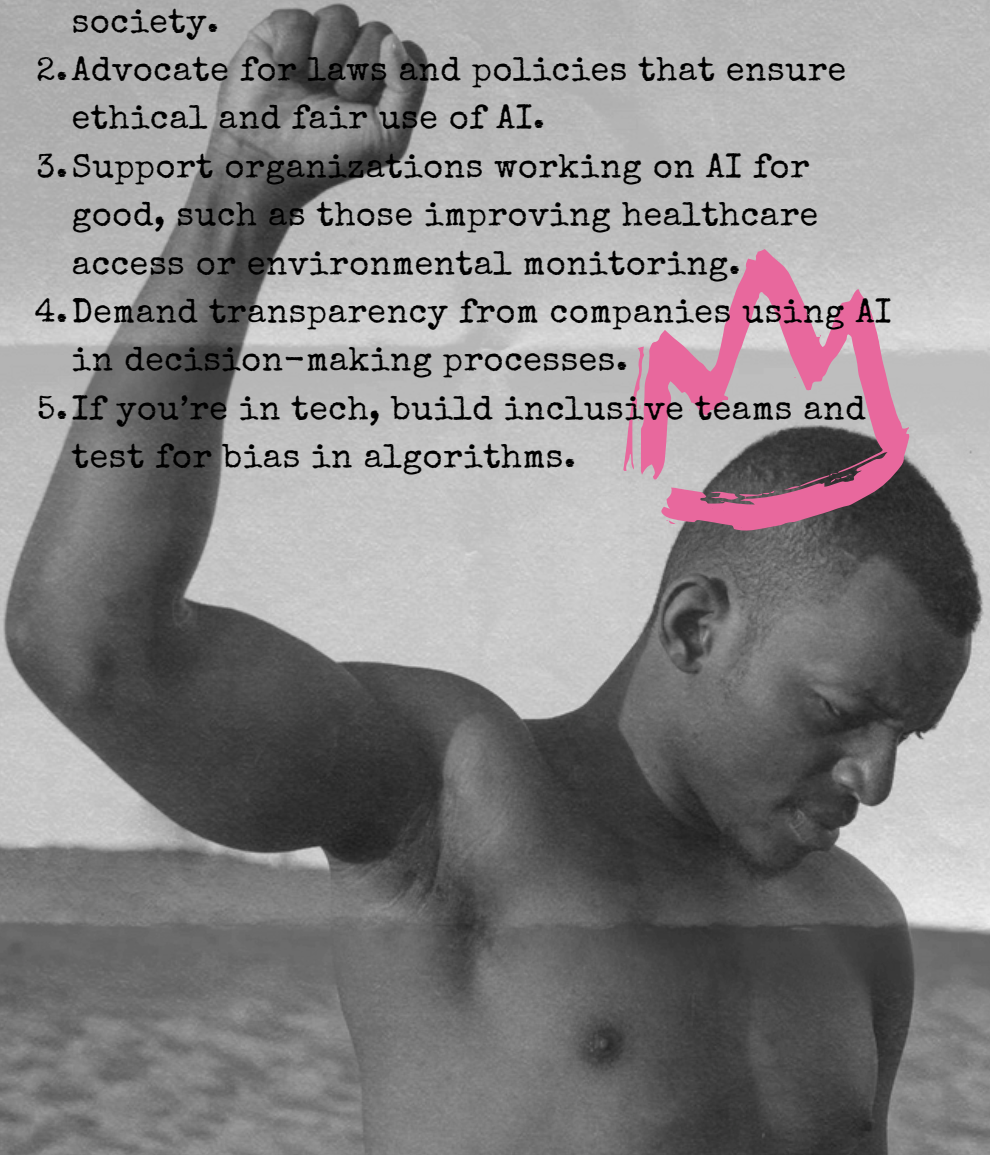


1. Myth: "AI is neutral or objective."
2. Reality: AI reflects the data it's trained on, which often contains human bias.
3. Myth: "AI will fix social problems automatically."
4. Reality: AI can exacerbate problems unless deliberately designed to help.
5. Myth: "Only tech experts should worry about AI."
6. Reality: AI affects everyone; ethical design requires input from communities, ethicists, sociologists, and the public, not just coders.



What Can Users Do?

1. Educate yourself and others on how AI impacts society.
2. Advocate for laws and policies that ensure ethical and fair use of AI.
3. Support organizations working on AI for good, such as those improving healthcare access or environmental monitoring.
4. Demand transparency from companies using AI in decision-making processes.
5. If you're in tech, build inclusive teams and test for bias in algorithms.



SOURCES

6



1

Coeckelbergh, M. (2014). The moral standing of machines: Towards a relational and non-Cartesian moral hermeneutics. *Ethics and Information Technology*, 16(2), 61-72. Don't belittle what one person can do.

Even the biggest movements start with a few.

The smallest spark can start a flame.

And the world will never be the same.

2


Donia, J. A., & Shaw, A. (2022). AI and human values: A systematic review. *AI & Society*, 39, 567-583. Coeckelbergh, M. (2014). The moral standing of machines: Towards a relational and non-Cartesian moral hermeneutics. Ethics and Information Technology, 16(2), 61-72. Don't belittle what one person can do.

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Thanks for reading!

A collage of images including a raised fist, a pink wavy shape, a blue sky, a map, and a building.

A Zine for a Cause

Created in May 2025.
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