

Who Benefits from Inclusion in Generative AI?

Participatory AI is motivated by trickle-down logic:

Model improvement will address stereotypes and preserve material culture.



1. **GenAI systems shape societal representation**
2. **Representational harm has real consequences**
3. **Human participation can “fix” misrepresentation (?)**

Prompt: "a young, modern Vietnamese woman wearing traditional dress at a cultural heritage museum"



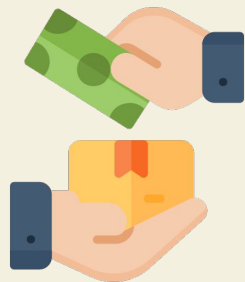
Participatory AI is often framed as a step toward equity, but does it really benefit the marginalized communities it seeks to include?

Thuy, a Vietnamese cultural preservation activist,

is invited by a large technology company to participate in a data enrichment initiative.

Thuy hopes that by participating in this data enrichment initiative, she can leverage new generative AI technologies to preserve her material culture.





Paywall access



Inaccessible interfaces

Communities are sold back models that may be difficult to use, with improvements that would not have been possible without their labor.



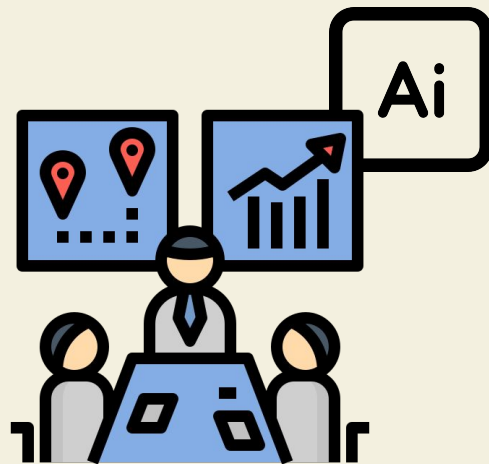
1. Material barriers in accessing/using AI models



2. Reliance on other social actors To produce media representation



3. Harms from increased visibility in AI outputs



Communities rely on other social actors to produce accurate media about them. Media production is a question of economic, social, and political incentives not just technical ability to create images.



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WHO BENEFITS?

Technology institutions

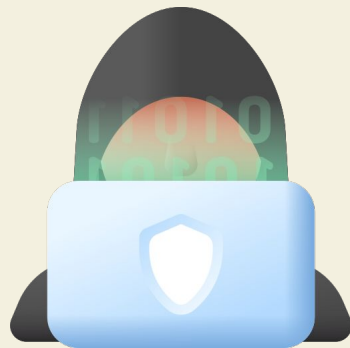
Profit from improved offerings as a competitive advantage

Designs interfaces to work well for paying customers

Community members

Struggle to navigate company paywall structures

May face barriers in accessing and using models



Communities rely on companies to implement effective policies to protect their likeness, which might be at odds with their profit motives.



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Move beyond consultation to shared ownership.

co-authorship, ongoing compensation, licensing of data/models.

Leverage data as power.

empower communities to negotiate terms that reflect the value of their contributions.

Support localized, community-owned AI development.

e.g., Te Hiku Media; Deep Learning Indaba

Support community-driven impact assessment, critique, and refusal.

community members are best situated to anticipate harms.

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Vagueness is enemy of accountability; Equitable participatory AI requires specificity



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Barriers prevent community members from benefiting from improved representation in AI.



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**2. Reliance on
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**3. Harms from
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in AI outputs

1. Defining the Problem
2. Making Observations
3. **Forming a Hypothesis**
4. Experiment Results
5. Drawing a Conclusion

Lorem Ipsum Dolor

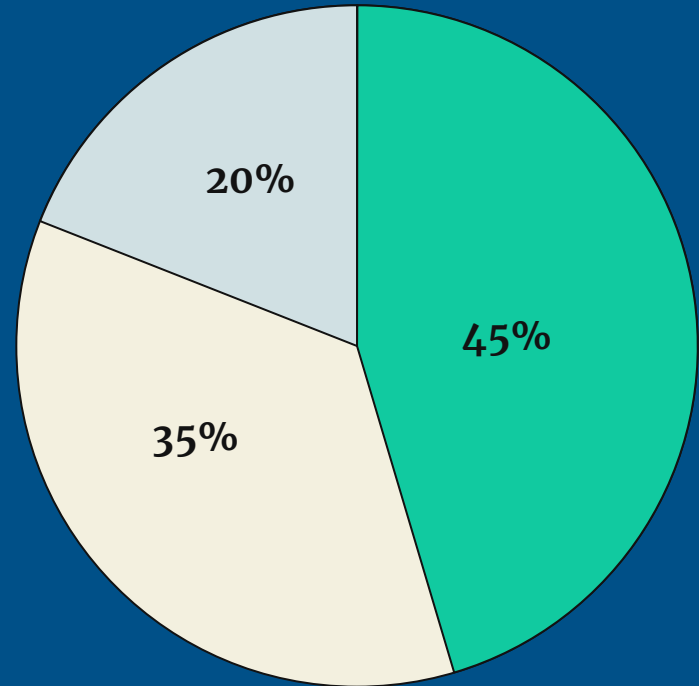
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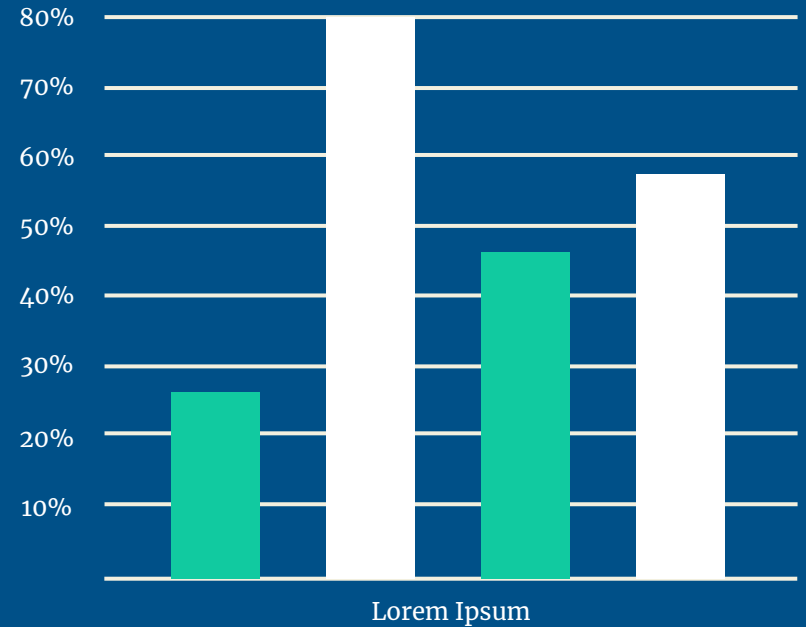
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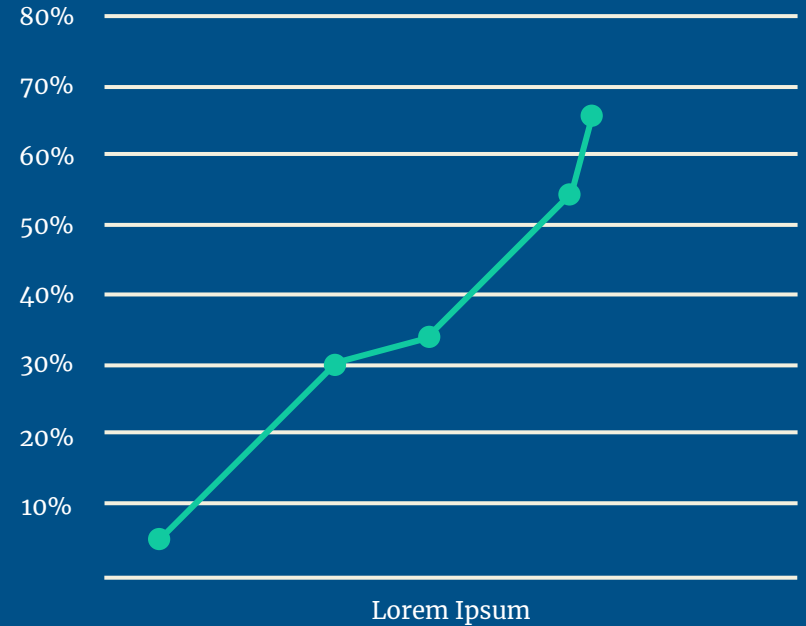
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Drawing a Conclusion

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