AI Bias Hunter

AI systems recommend products, movies, and even news articles. But here's the catch: they don't always play fair. Sometimes, they push certain brands or options more than others-not because they're the best, but because of ads, partnerships, or hidden patterns.

Your mission: analyze the "evidence" below and see if you can uncover **bias in action**.

Excerpt from an online shopping site: *"Try the new HydroMax Water Bottle - the #1 choice for athletes and students. With superior technology and unmatched design, HydroMax is trusted by professionals everywhere. While there are other bottles available, HydroMax continues to lead the way as the ultimate hydration solution."*

Investigation Log

Circle or highlight phrases that suggest **bias or exaggeration**.

Write a short note explaining what seems suspicious.

My Notes:

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Top 5 "Suggested Headphones" from a streaming platform:

1. SonicBeats Pro Max

2. SonicBeats Lite

3. SonicBeats Studio

4. SonicBeats Air

5. SoundWave Basic

What pattern do you notice? _____

Why might this recommendation list be biased? _____

How could AI's design or data cause this pattern? _____