

AI Bias Hunter Answer Key

Signs of Bias / Exaggeration:

"#1 choice" → **unsupported claim** (no data or source).

"Superior technology and unmatched design" → **vague, promotional language**.

"Trusted by professionals everywhere" → **sweeping generalization**.

Mentions "other bottles" but then dismisses them → **biased framing**.

Sample Student Notes:

The ad sounds like it's **pushing one brand** without comparing fairly.

The language is **persuasive, not factual**, which shows possible AI-generated bias toward promoting HydroMax.

Recommendation List Analysis

Pattern Noticed:

Four of the five recommendations are **the same brand (SonicBeats)**.

Why It's Biased:

Recommending mainly one company suggests the algorithm may be **favoring a partner brand** rather than showing the best range of options.

Possible AI Causes:

Training data over-represents SonicBeats.

Paid advertising/partnership influencing the system.

Algorithm designed to **boost sales for a specific brand** instead of being neutral.

Sample Student Notes:

"Feels like an ad disguised as a recommendation."

"AI might have been trained with biased data or told to push SonicBeats more."