



SOCIAL MEDIA TOOLKIT

Coded Bias premieres on *Independent Lens* Monday, March 22. Watch on PBS and the PBS Video App starting at 10/9c.

Racial bias in facial recognition algorithms — MIT Media Lab researcher Joy Buolamwini makes a startling discovery: machine learning algorithms are only as unbiased as the humans and historical data programming them. *Coded Bias* follows Joy Buolamwini's journey to push for the first-ever legislation in the U.S. to govern against bias in the algorithms that impact us all.

Site: pbs.org/codedbias

Hashtag: #CodedBiasPBS

SOCIAL ASSETS

Google Drive: <https://bit.ly/2CZBj4e>

Web Download: <https://to.pbs.org/2CdcOju>

FACEBOOK

[Facebook Page: [@codedbiasmovie](https://www.facebook.com/codedbiasmovie)]

MIT Media Lab researcher @JoyBuolamwini makes a startling discovery: machine learning algorithms are only as unbiased as the humans and historical data programming them. Watch @IndependentLens' #CodedBiasPBS Monday, March 22 on @PBS and the PBS Video App.

<https://to.pbs.org/3otklse>

Data scientists, mathematicians, and ethicists have exposed a simple truth: machine learning algorithms are only as unbiased as the humans and historical data programming them. Watch @IndependentLens' #CodedBiasPBS Monday, March 22 on @PBS and the PBS Video App.

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Meet the superheroes of the @AJLUnited — exposing a simple truth: machine learning algorithms are only as unbiased as the humans and historical data programming them. Watch @IndependentLens' #CodedBiasPBS Monday, March 22 on @PBS and the PBS Video App.

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“‘Coded Bias’ serves as both a wake-up call (to invasive practices the public doesn’t yet realize are being implemented) and a call to action.” [➡@Variety]

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Email grace.schrater@itvs.org

TWITTER

[Twitter Page: [@CodedBias](https://twitter.com/CodedBias)]

MIT Media Lab researcher @jovialjoy makes a startling discovery: machine learning algorithms are only as unbiased as the humans and historical data programming them. Watch @IndependentLens' #CodedBiasPBS Monday, March 22 on @PBS and the PBS Video App.

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INSTAGRAM

[Instagram Page: [@CodedBias](#)]

Bio/swipe up link: <https://to.pbs.org/3otklse>

MIT Media Lab researcher @joyfulcode makes a startling discovery: machine learning algorithms are only as unbiased as the humans and historical data programming them. Watch @IndependentLens' #CodedBiasPBS Monday, March 22 on @PBS and the PBS Video App.

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INSTAGRAM STORIES

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