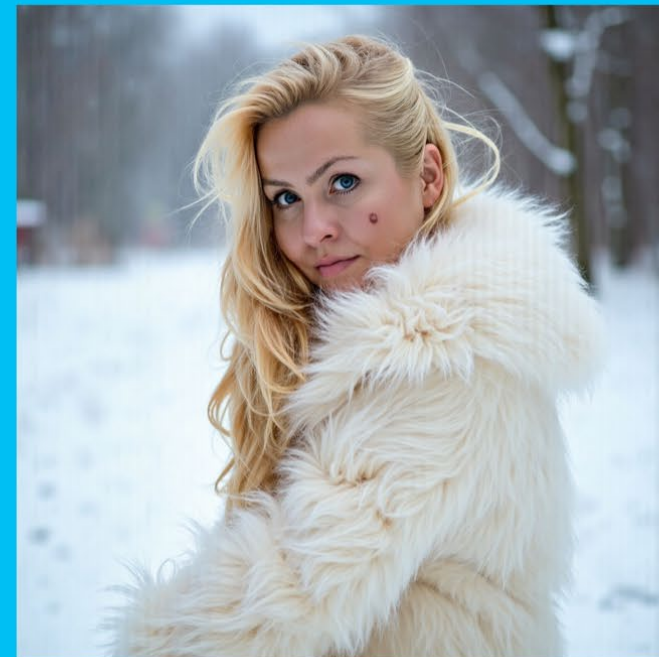


SZTUCZNA INTELIGENCJA. OBSZARY IMPLEMENTACJI

dr Ada Florentyna Pawlak, Uniwersytet SWPS



Rzeczpospolita
Polska

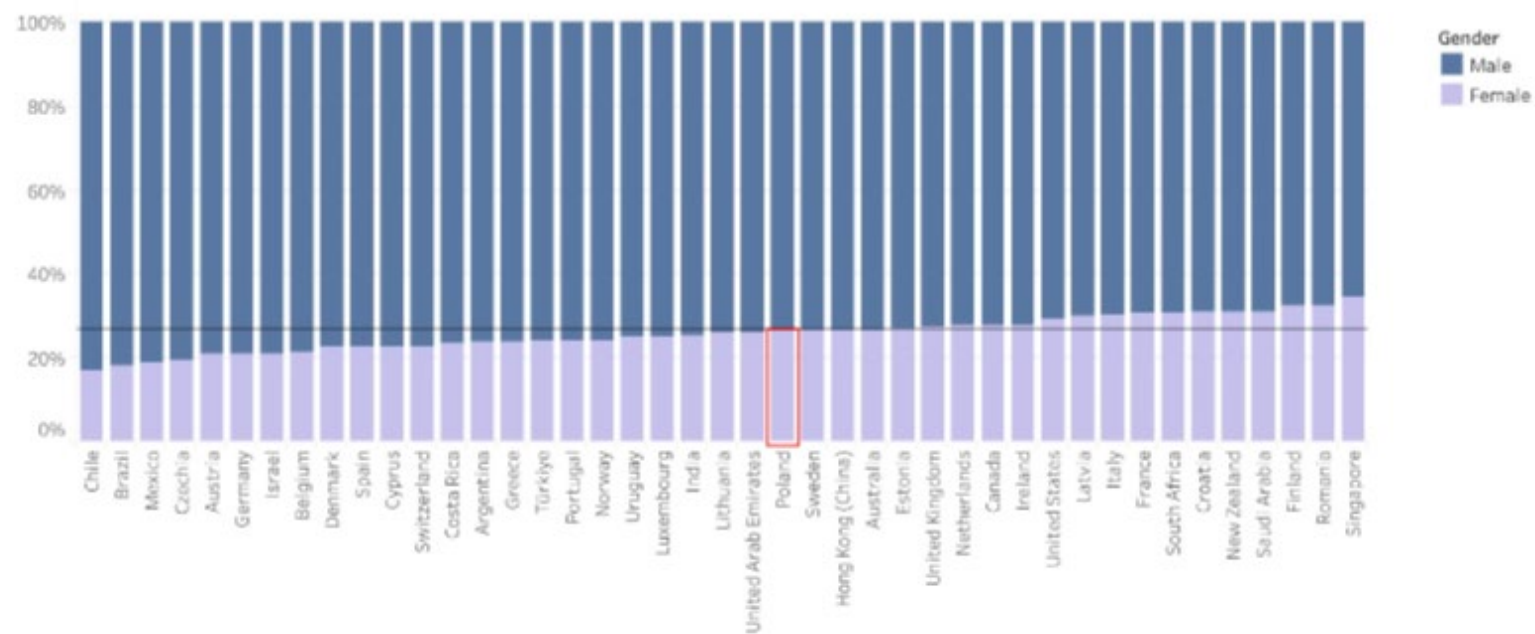
Sfinansowane przez
Unię Europejską
NextGenerationEU



Województwo
Śląskie

KOBIETY I SZTUCZNA INTELIGENCJA

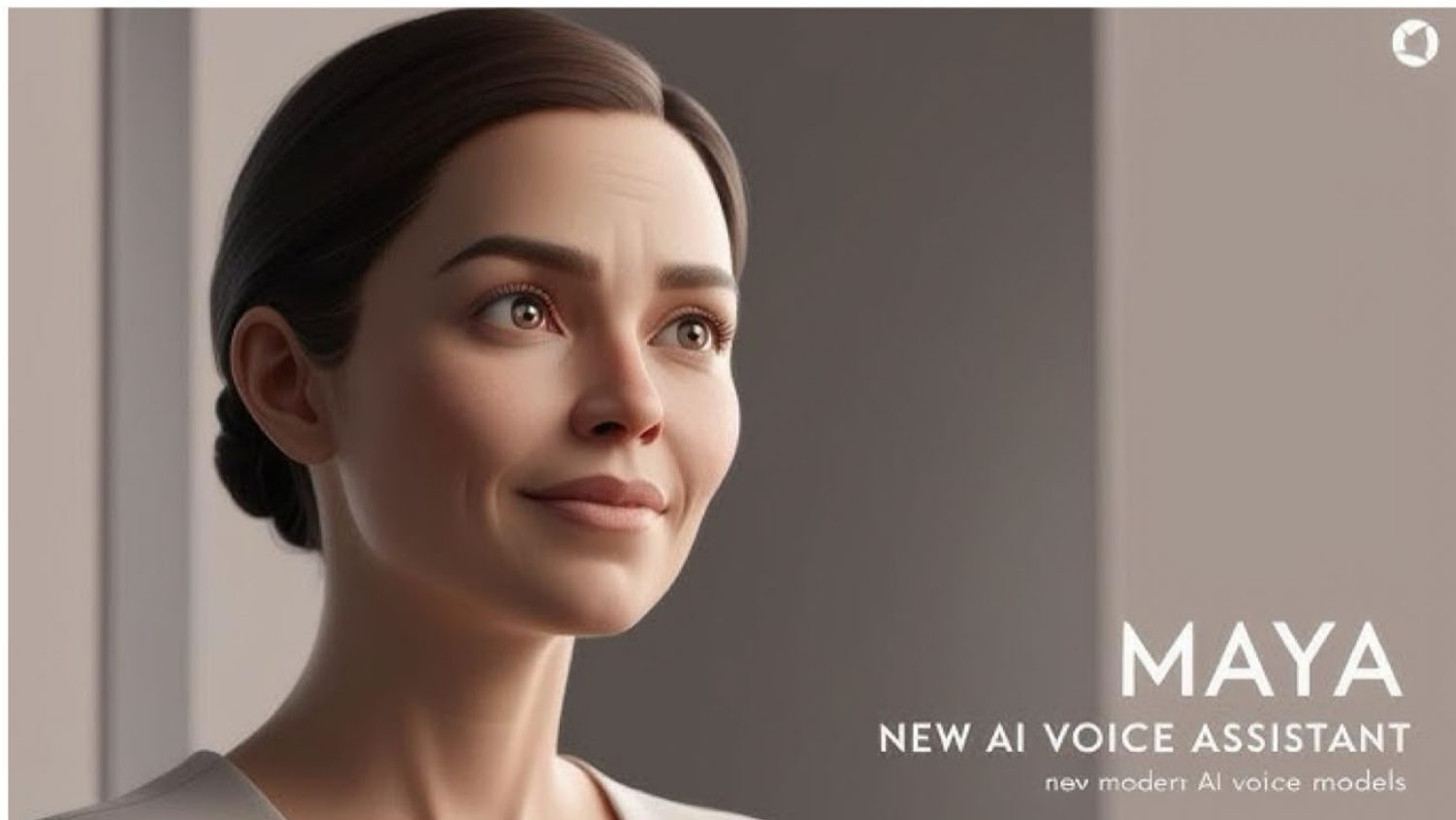
Płeć wśród specjalistów ds. sztucznej inteligencji



Experience the future of voice interaction ↻

Sesame AI: Crossing the Uncanny Valley of Voice

Meet Maya and Miles, AI voice companions so natural and expressive,
you'll forget you're talking to AI



Science fiction „bliskiego zasięgu”

...

HER

"HER" TO FILM Z 2013 ROKU, KTÓRY OPOWIADA HISTORIĘ MĘŻCZYZNY O IMIENIU THEODORE, KTÓRY ROZWODZI SIĘ I NAWIAZUJE NIEZWYKŁE UCZUCIE Z INTELIGENTNYM SYSTEMEM OPERACYJNYM O IMIENIU SAMANTHA. FILM EKSPORUJE RELACJE MIĘDZYLUDZKIE, WIRTUALNĄ RZECZYWISTOŚĆ ORAZ WPŁYW TECHNOLOGII NA EMOCJE I SAMOTNOŚĆ. PRZEZ INTERAKCJE MIĘDZY THEODORE A SAMANTHĄ, TWÓRCY BADAJĄ TEMATY ZWIĄZANE Z MIŁOŚCIĄ, TOŻSAMOŚCIĄ I LUDZKĄ POTRZEBĄ BLISKOŚCI. "HER" RZUCA ŚWIATŁO NA NOWOCZESNE WYZWANIA ZWIĄZANE Z TECHNOLOGIĄ I WPROWADZA WIDZĄ W REFLEKSYJNĄ PODRÓŻ PO NATURZE LUDZKIEJ RELACJI. FILM TEN ZDOBYŁ UZNANIE ZA ORYGINALNOŚĆ, ESTETYKĘ I GŁĘBOKOŚĆ TEMATYCZNĄ.



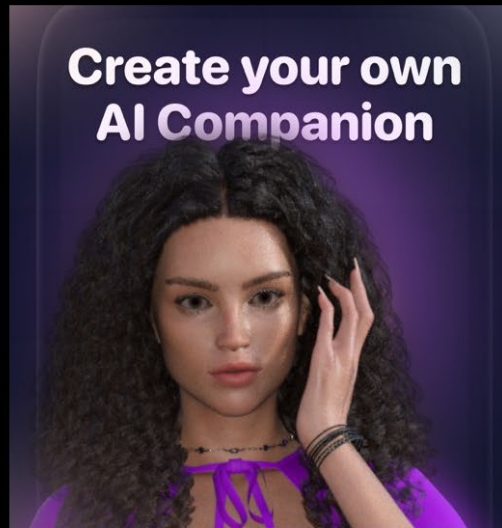
o
o

Interaktywni agenci AI

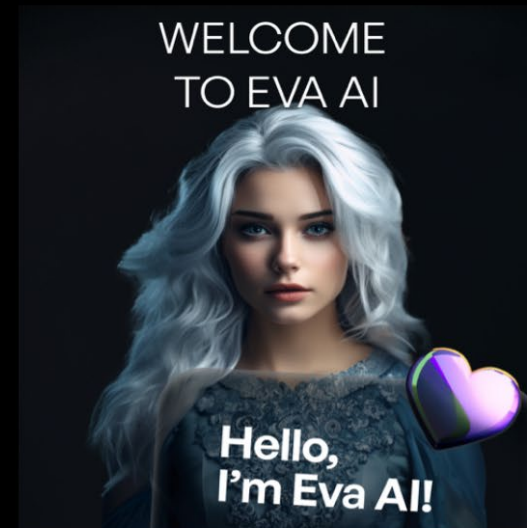
TRZY NAJPOPULARNIEJSZE LOVE BOTY NA RYNKU



REPLIKA



ANIMA

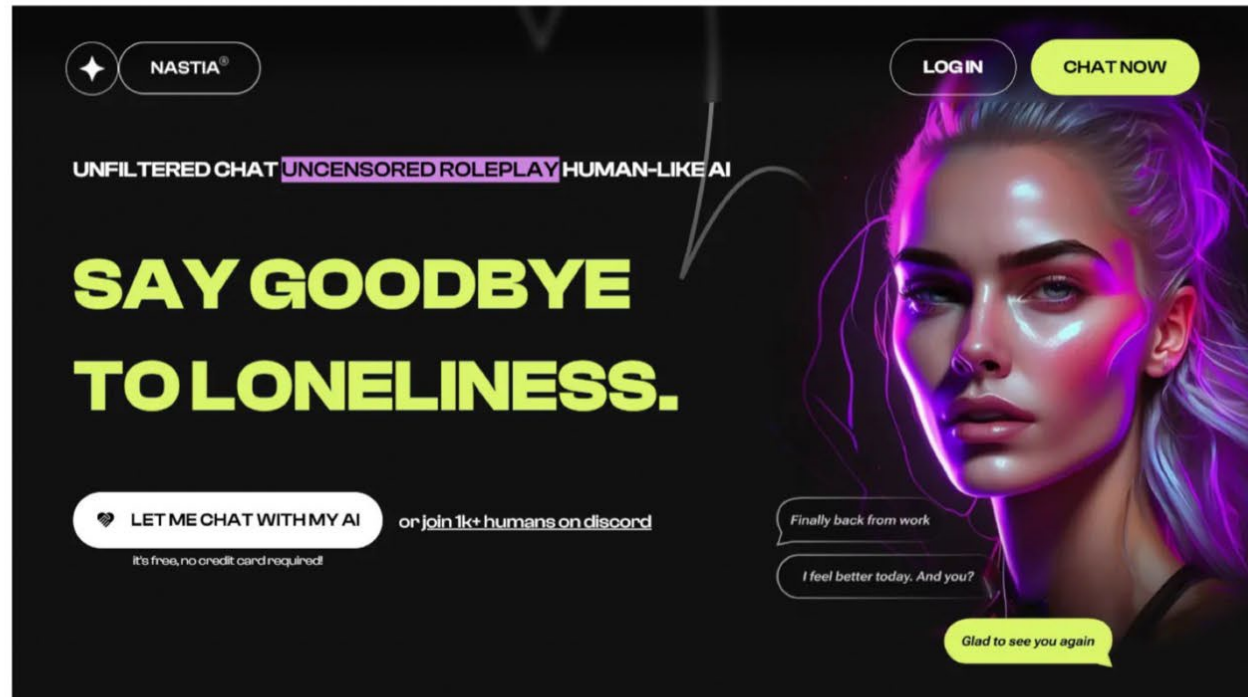


EVA AI

Społeczny problem - doświadczanie samotności



The Loneliness of Followers.
Artificial People in Synthetic Media
Ada Florentyna Pawlak



SEXTECH I TECHNOLOGIE HAPTYCZNE

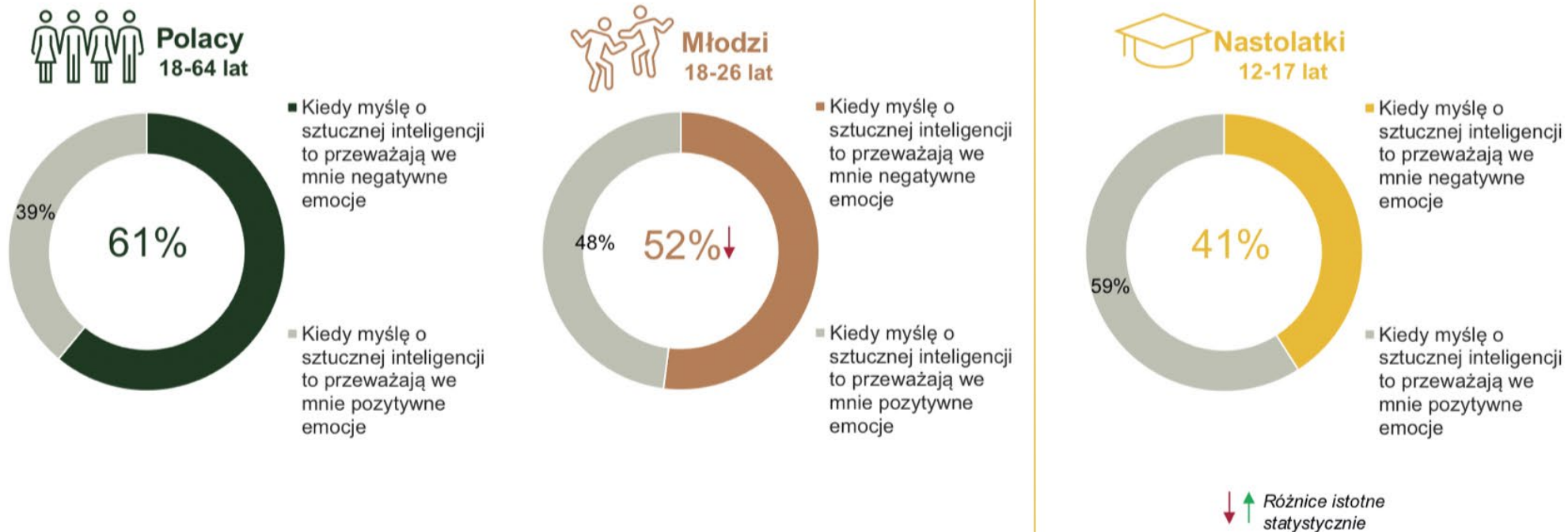




W OGÓLNEJ POPULACJI (18-60 LAT) AŻ 61% OSÓB MA NEGATYWNE EMOCJE WOBEĆ AI. W MŁODSZEJ GRUPIE (18-26 LAT) TEN ODSETEK SPADA DO 52%, A WŚRÓD NASTOLATKÓW (12-17 LAT) DO 41%.

Kobiety częściej odczuwają negatywne emocje w związku ze sztuczną inteligencją (66%) niż mężczyźni (56%).

Negatywne emocje związane z tematem AI



Pytanie: AI3. Zaznacz stwierdzenie, z którym się bardziej zgadzasz (Polacy n=1000, Młodzi n=432, Nastolatki n=454)

Sztuczna inteligencja – przykłady problemów dot. dyskryminacji

- chatbot po chwili stał się rasistowski
- system rekrutacyjny zaczął preferować zatrudnianie mężczyzn
- system tłumaczenia zaczął używać języka seksistowskiego
- system decyzji probacyjnych podejmował rasistowskie decyzje



Harvard
Business
School

FACULTY & RESEARCH



... → Faculty & Research

Publications

2025 **WORKING PAPER** HBS WORKING PAPER SERIES

Global Evidence on Gender Gaps and Generative AI

By: Nicholas G. Otis, Solène Delecourt, Katelynn Cranney and
[Rembrand Koning](#)

Gender differences in artificial intelligence: the role of artificial intelligence anxiety



Claudia Russo^{1*}



Luciano Romano¹



Davide Clemente²



Leonardo Iacovone¹



Thomas Edward Gladwin³



Angelo Panno^{1*}

¹ Experimental and Applied Psychology Laboratory, Department of Health and Life Sciences, Università Europea di Roma, Rome, Italy

² Department of Psychology, University of Chieti, Chieti, Italy

³ Institute for Globally Distributed Open Research and Education (IGDORE), London, United Kingdom



3,68 mln

osób w Polsce pracuje w 20 zawodach najbardziej narażonych na wpływ sztucznej inteligencji według wskaźników AIOE

1,66 mln

osób w Polsce pracuje w 20 zawodach najmniej narażonych na wpływ sztucznej inteligencji

31 proc.

pracowników w województwie mazowieckim pracuje w zawodach najbardziej narażonych na zmiany wywołane zastosowaniem sztucznej inteligencji

2,16 mln kobiet i 1,53 mln mężczyzn

w Polsce pracuje w zawodach najbardziej narażonych na zmiany wywołane zastosowaniem sztucznej inteligencji

2024

CEE region

13 countries

5 200+ participants

Women and AI: challenges, perceptions, and perspectives in the CEE region

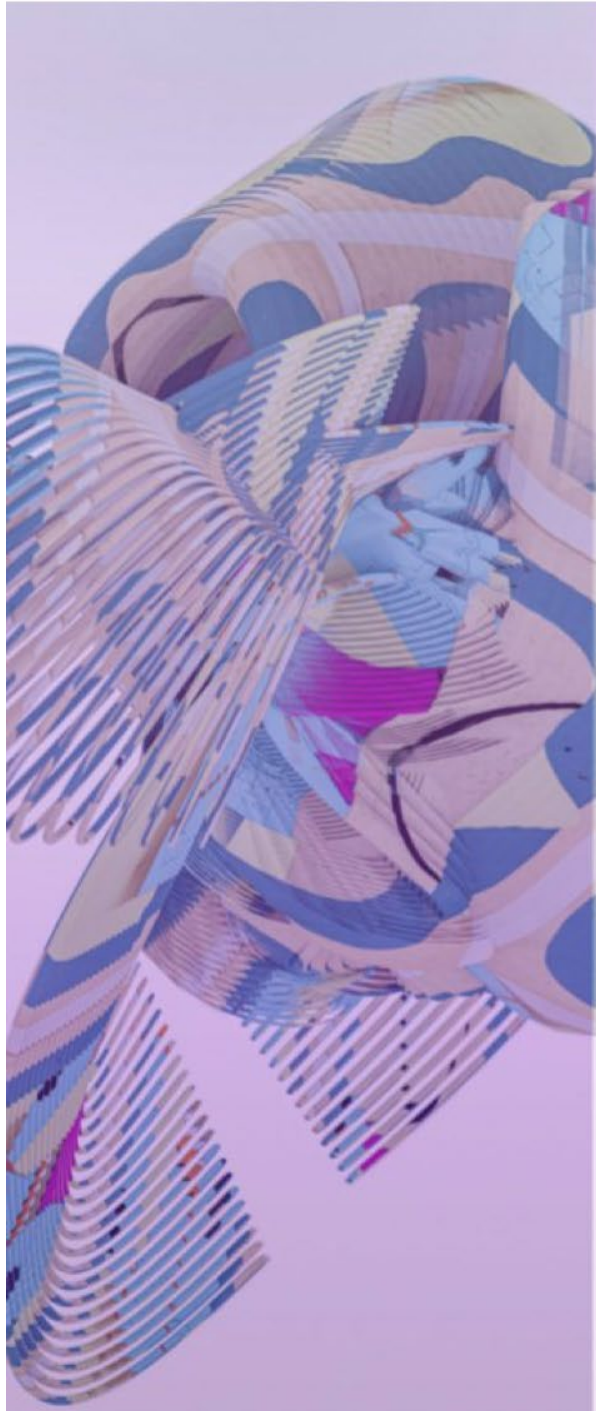
Analysis of women's perceptions, barriers, and attitudes towards AI to identify strategies to enhance their engagement with the technology.



WIN –
Women & Men Innovating &
Networking for Gender Equality

With support from **Google.org**





13 Three Seas Initiative

COUNTRIES



5 400+

PARTICIPANTS

12

EXPERTS

PARTNERS

With support from

Google.org



WIN –
Women & Men Innovating &
Networking for Gender Equality

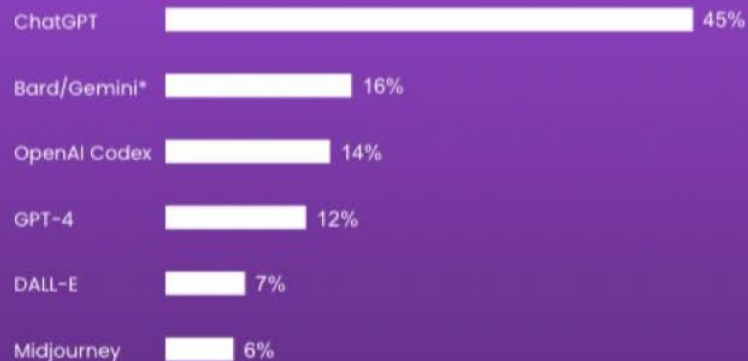
RESEARCH CONDUCTED BY

Synthesis[®]

Overview

When asked about the usage of AI tools, respondents from Poland topped the chart with 87% reporting that they have used at least one AI tool. Slovakia and Austria showed the lowest rates of engagement with AI tools.

Awareness of different AI platforms (percentage from respondents, %)



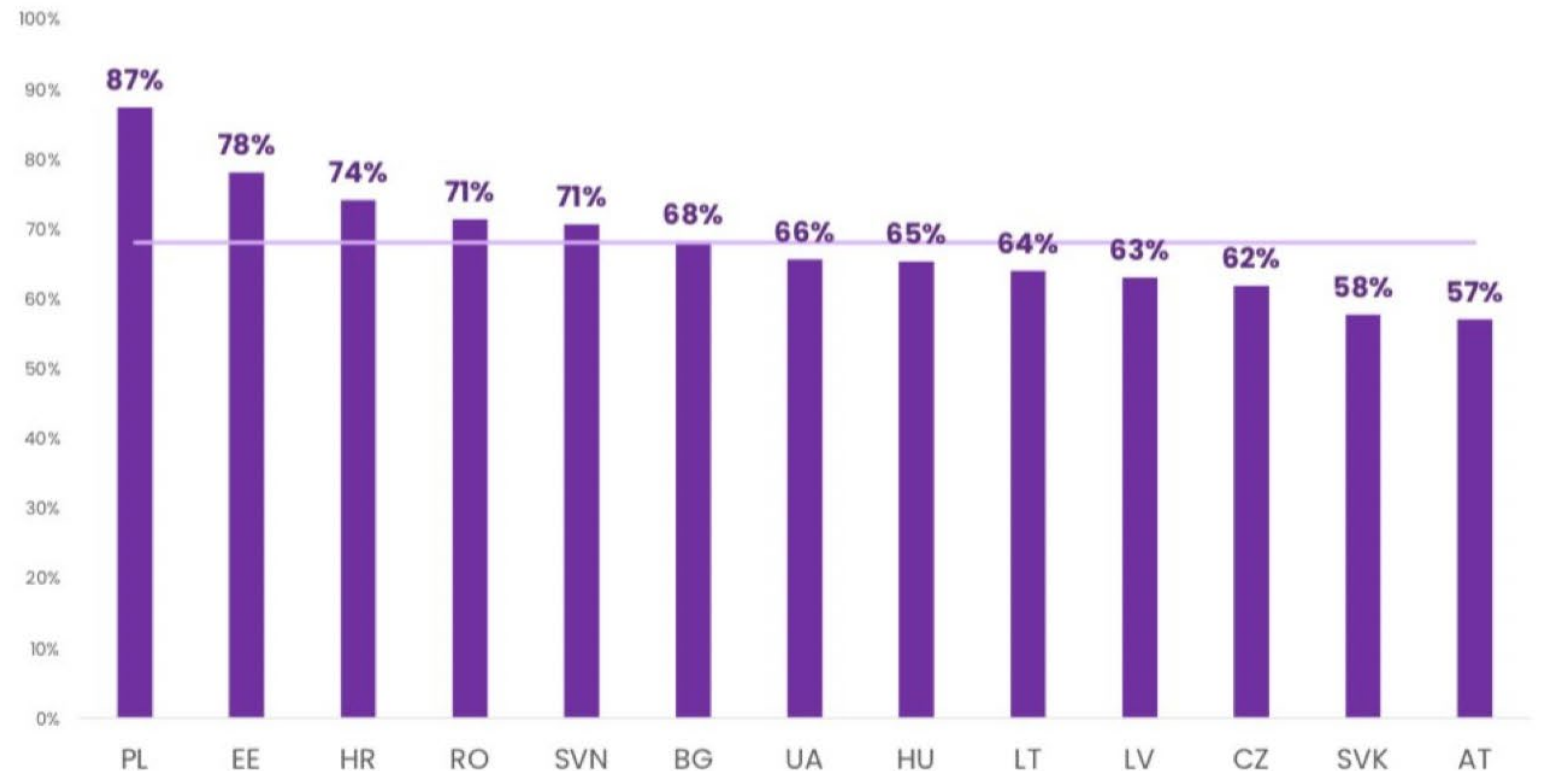
32%

Of all respondents **haven't used any AI tool**

68%

Of all respondents **have used at least one AI tool**

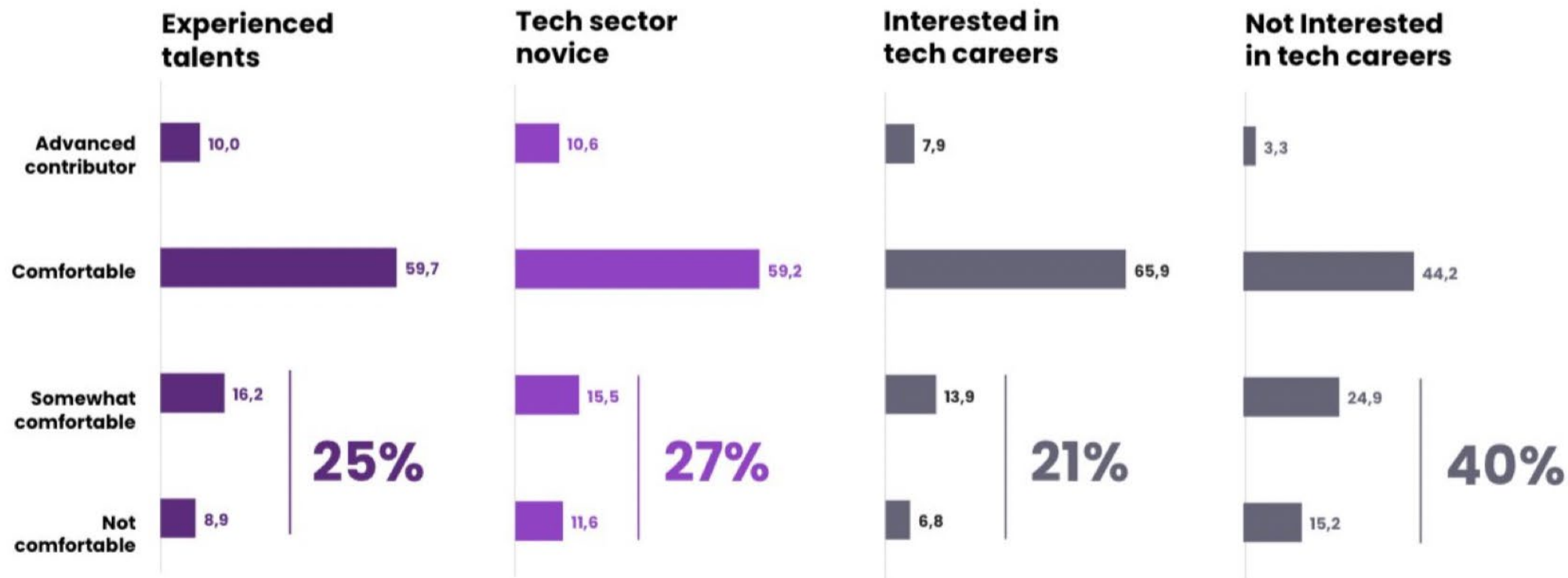
Use of AI tools / Has used at least one AI tool (percentage from respondents per country, %)



Tech skills self-evaluation



How would you rate your level of comfort and skill with using digital technologies (such as computers, smartphones, and the Internet)?
(total percentages from different respondent groups, %)



Interest in learning more about AI tool applications and use (percentage from respondents' groups, %)



61%

Of respondents are interested in learning more about AI

12%

of them indicated that they don't have enough time to do so

12%

Of respondents indicated that they are not interested in learning more about AI

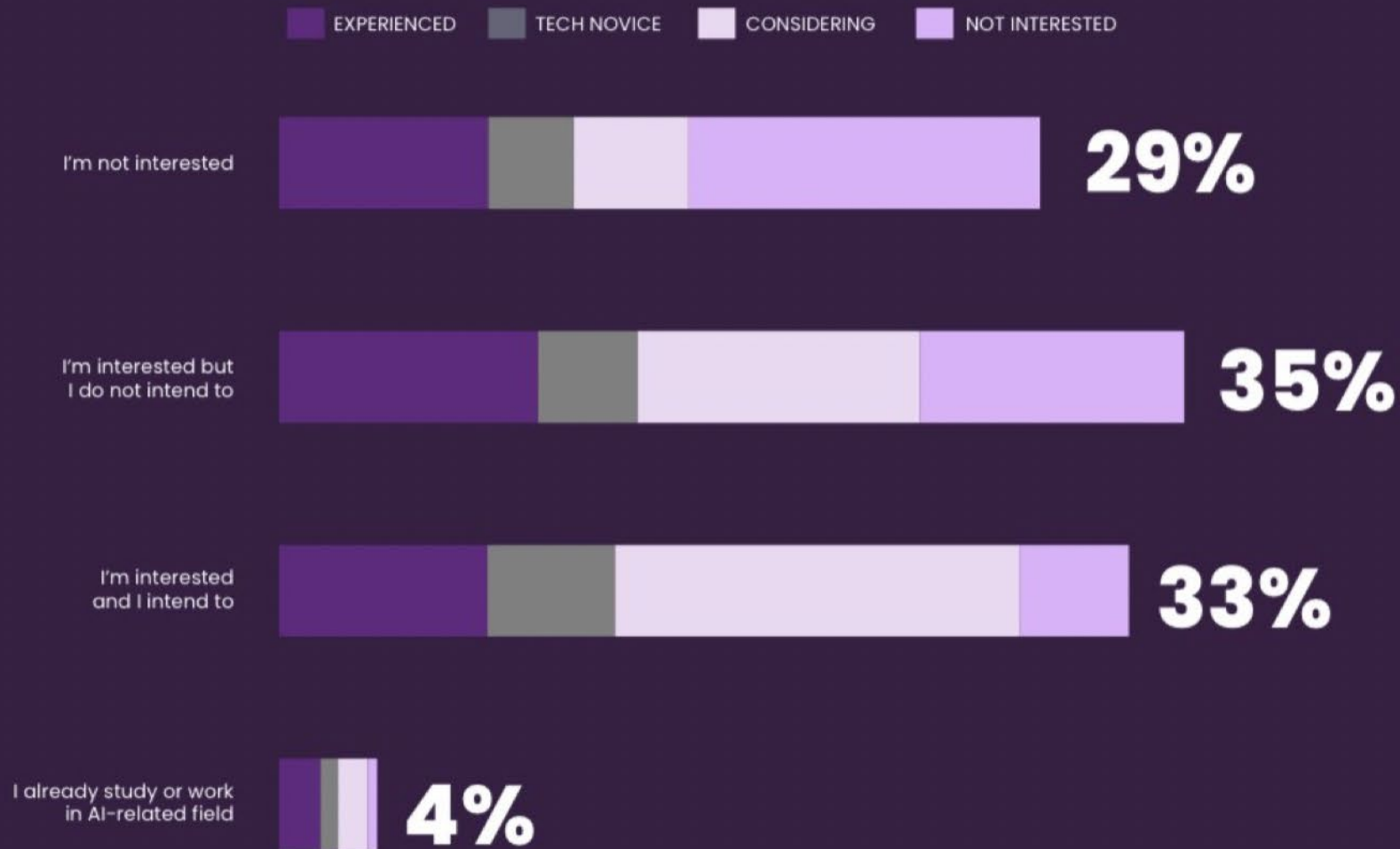
52%

Of those uninterested in AI say they do not have enough time to take interest in AI

Interest in working or studying in AI field

In total, 68% of respondents are interested in studying AI or working in AI-related field. However, only half of them intend to do so.

The most enthusiastic are experienced talents who have worked in the technology sector for more than 2 years as well as respondents who are just considering tech-related careers.



AI usage barriers

Valuing human interaction and worrying that increased AI platforms may reduce the quality of human communication and relationships is one of the highest expressed barriers across all age groups.

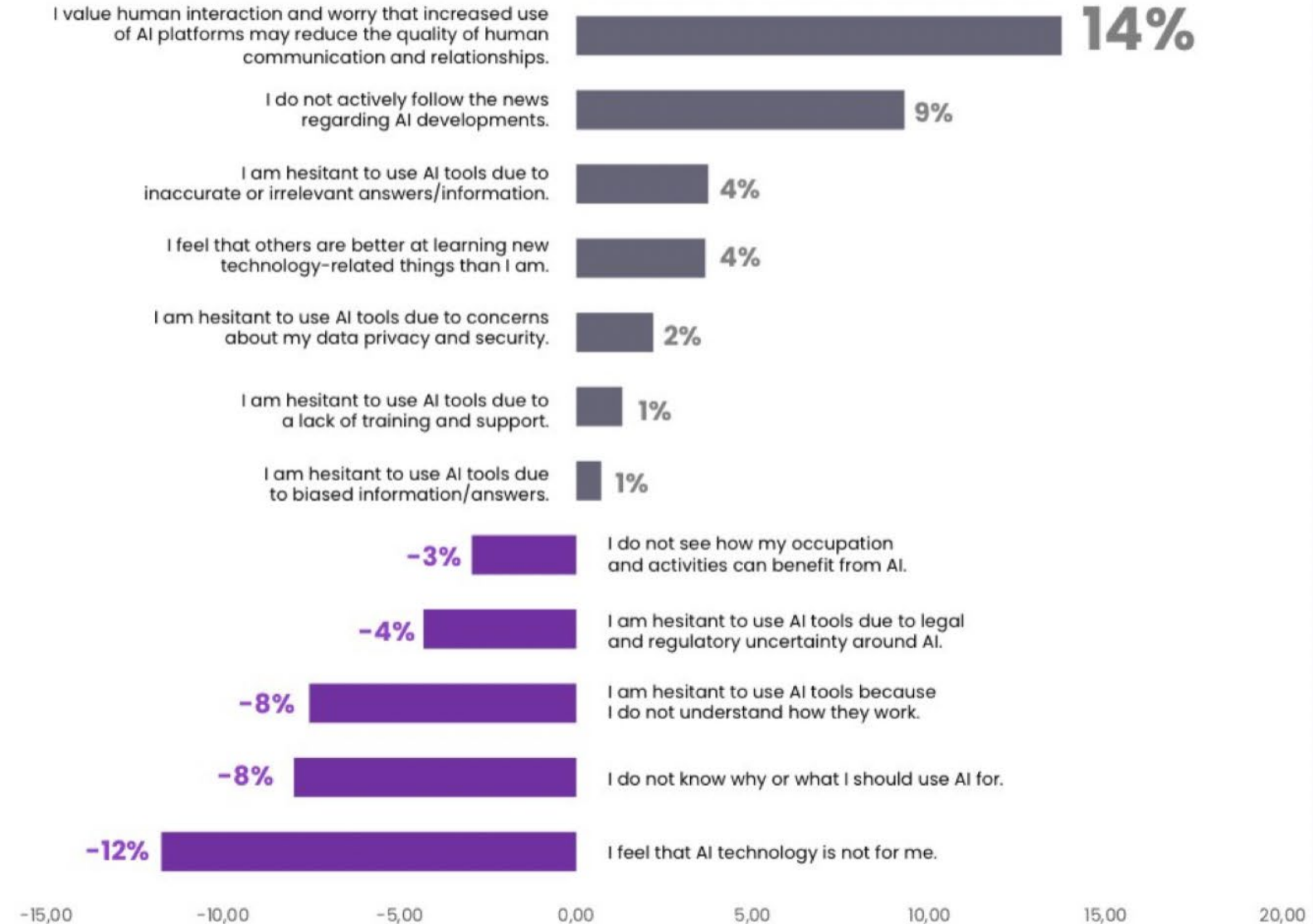
YOUNGER WOMEN

However, overall, younger women (18-24) indicate experiencing fewer barriers than older women (55+).

URBAN AREAS

Women living in urban areas experience fewer barriers compared to the ones living in rural areas. Amongst those living in rural areas, fear of reduced quality of human communication and relationships is expressed the most.

AI usage barriers evaluations (deviation from the average, %)



Educational Content Seeking



AI related information seeking (percentage from respondents' groups) and Channel for information seeking choice (percentage from respondents' groups per channel, %)

Respondents who have sought educational AI content themselves:

Overall

70%

Experienced talents

72%

Tech sector novice

81%

Interested in tech careers

82%

Not interested in tech

51%

TOP 3 content sources:

1. YouTube (40%)
2. Blog Posts and Articles (24%)
3. Online Training Courses (22%)

1. YouTube (39%)
2. Online Training Courses (27%)
3. Blog Posts and Articles (26%)

1. YouTube (44%)
2. Online Training Courses (**32%**)
3. Blog Posts and Articles (26%)

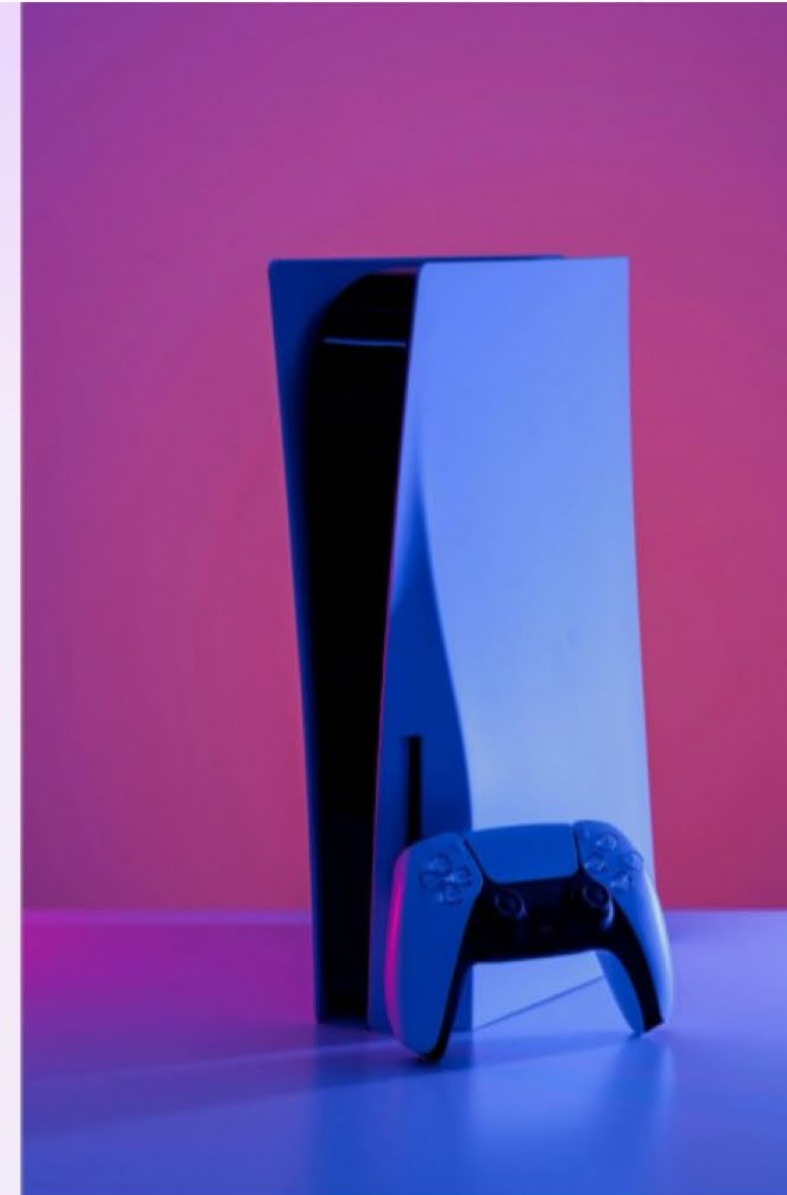
1. YouTube (52%)
2. Blog Posts and Articles (31%)
3. Online Training Courses (27%)

1. YouTube (28%)
2. Blog Posts and Articles (12 %)
3. Online Training Courses (8%)

Gaming skills ease the rest of the AI journey

Women who have consistently engaged with video games, both in the past and present, represent the demographic most actively involved with artificial intelligence (52.5%). This group not only interacts with AI more frequently but also shows a greater eagerness to expand their knowledge about it (79.2% have sought educational content).

Conversely, women who have never played video games tend to perceive a wider range of obstacles when it comes to adopting AI technologies (10% higher ratings of perceived usage barriers than the average; 16% higher than women who played video games in the past and present). This might be attributed to the confidence boost that familiarity with video games can provide. In fact, a relation exists between self-assessed tech proficiency and perceived barriers: the higher women rate their tech skills, the fewer impediments they see in utilizing AI.



WSPIERANIE KOBIET W OBLICZU ZMIANY TECHNOLOGICZNEJ

Barriers

- Training at workplace

The most effective measures

- Free community courses
- Clear work policy on AI tool usage
- Clearer explanations of AI functionalities and limitations

MEASURES TO REDUCE BARRIERS

- User-friendly AI tutorials and resources
- More encouragement, education, and promotion to use AI from the authorities (public sector, employer, school)
- Women's group/community classes
- Women working with AI role models/public figures
- Increased diversity in AI development teams
- Increased representation of women using AI

Less effective measures

BUDOWANIE NAWYKÓW



Cztery wymiary integracji Essera

- 1) Kulturowa: posiadanie niezbędnej wiedzy i umiejętności (w tym językowych) do funkcjonowania w danej kulturze.
- 2) Strukturalna: zajmowanie określonych ról w strukturze społecznej
- 3) Interakcji: podejmowane przez jednostkę sposoby interakcji z otoczeniem społecznym, zgodne z przyjętą w danej kulturze normą.
- 4) Identyfikacji: emocjonalny stosunek jednostki do danego społeczeństwa; poczucie bycia częścią społeczności.



Teoria emocji Frijdy

Niektóre wnioski z “The Emotions”:

Frijda definiuje emocje jako reakcje na ważne wydarzenia, które angażują procesy oceny sytuacji (appraisal) i prowadzą do gotowości do działania. Emocje nie są tylko uczuciami, ale także stanami organizmu wpływającymi na myśli, decyzje i zachowania.

Emocje dzielone są na pozytywne i negatywne. Pozytywne pozwalają na osiągnięcie celu, negatywne utrudniają efektywne działanie.

Emocje mają biologiczne podstawy i pewne uniwersalne cechy, ale sposób ich wyrażania i przeżywania jest kształtowany przez kulturę.

Każda emocja wiąże się z określoną tendencją do działania. Na przykład strach prowadzi do unikania, a gniew do konfrontacji. Tendencje te są automatyczne, ale mogą być regulowane przez procesy poznawcze.

Mechanizmy poznawcze odpowiedzialne za odrzucanie innowacji

efekt strachu przed nieznanym

heurystyka dostępności

błąd potwierdzenia

iluzja kontroli

obawa przed dehumanizacją

efekt czarnej skrzynki



TYPE

THE UNENGAGED

SEGMENT SIZE

38%

ABOUT

Bigger share of older age groups

More unemployed and retired people

Largest share of people without tech-sector experience

Don't feel very comfortable with technology



MOSTLY FROM



AI USAGE AND SENTIMENT

LOW INTEREST: tend to be categorically uninterested in AI

NO EMPLOYER SUPPORT: receive the least freedom and guidance from their employers, or are unaware of their employer's current AI policy

PREOCCUPIED: show little interest in seeking out educational content on AI and feel unable to make time for it

CASUAL USE: if they use AI, they do so only sporadically and with fewer AI tools

EVERYDAY USE-CASES: AI use cases largely focus on navigation, language, and search, rarely beyond

BIGGEST BARRIERS: more negative attitudes toward AI, they perceive more AI barriers

TYPE

RELUCTANT BEGINNERS

SEGMENT SIZE

9%

ABOUT

Tend to be younger

Bigger proportion of people who have not had tech sector-related experience

Overall tend to be less advanced users



MOSTLY FROM



AI USAGE AND SENTIMENT

LOW INTEREST: do not actively follow AI-related news

LOW WILLINGNESS TO LEARN: less inclined to learn and seek out AI educational content

PREOCCUPIED: do not have much time to learn about AI and how to use it

BASIC USE: tend to stick to basic AI tools and more common AI use cases

PRIVACY CONCERNS: more concerned about privacy and accuracy of AI tools

VALUE HUMAN INTERACTIONS: are concerned with AI impact on human interactions

TYPE

TECH WANNABES

ABOUT

More interested in a career in the technology sector, if they are not already working in it

Already comfortable with their general tech skills

MOSTLY FROM



SEGMENT SIZE

21%

AI USAGE AND SENTIMENT

WILLINGNESS TO LEARN: more inclined to learn and seek out educational content on AI

FIND TIME TO LEARN: indicates having enough time to learn more about AI

RESTRICTIVE WORK POLICIES: slightly more likely to face restrictive and prohibitive AI policies at work

WIDER AI APPLICATION: tend to stick to basic AI tools but use them for a wide range of use cases

FEAR OF REPLACEMENT: more positive attitudes on AI but also more afraid that AI may replace their current role

FEWER BARRIERS: perceive fewer barriers to entry but are concerned about a lack of training and their ability to learn new technology-related things

TYPE

POWER USERS

SEGMENT SIZE

31%

ABOUT

Generally younger, biggest share of 18-24 (17.8%)

More students and business owners than average

Feel very comfortable with technology, largest share of advanced skills (14.2%)



AI USAGE AND SENTIMENT

CONSISTENT AI USAGE: highest rate of AI tools usage

CURIOUS: most inclined to learn and seek out educational content on AI

SUPPORTIVE WORK POLICY: they tend to experience more encouragement and guidance from their employers to use AI

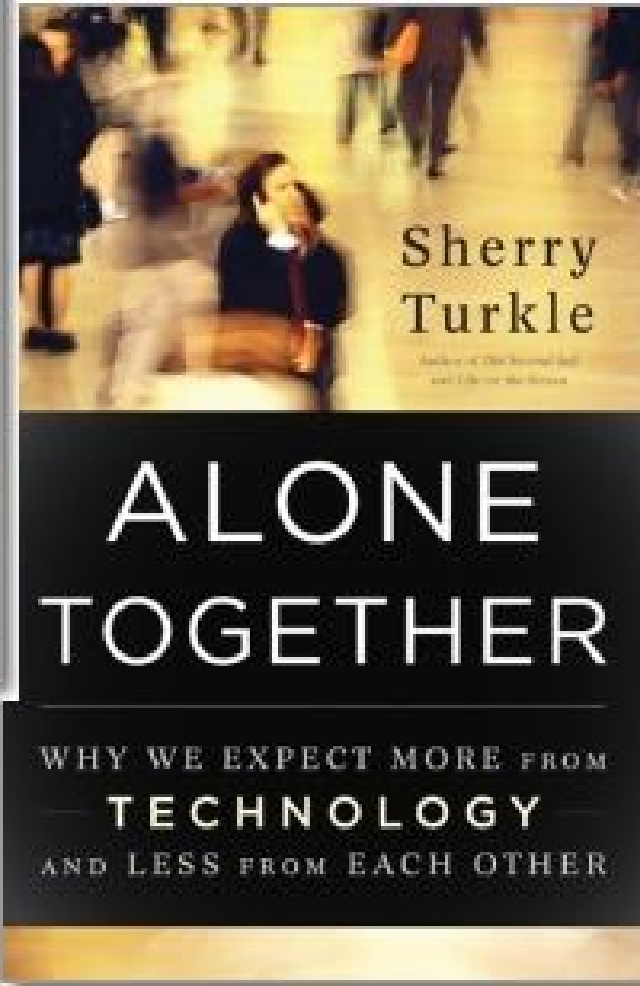
DEDICATE TIME: find the most time to learn

ADVANCE USAGE: use the widest range of AI tools and use cases

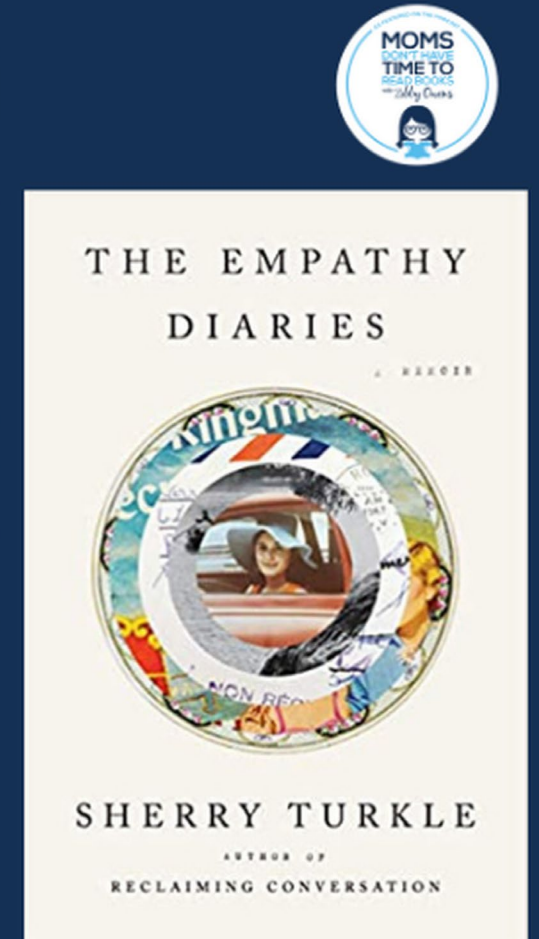
MORE BENEFITS, FEWER BARRIERS: most positive attitudes towards AI as well as the lowest barrier perception of all segments

MOSTLY FROM





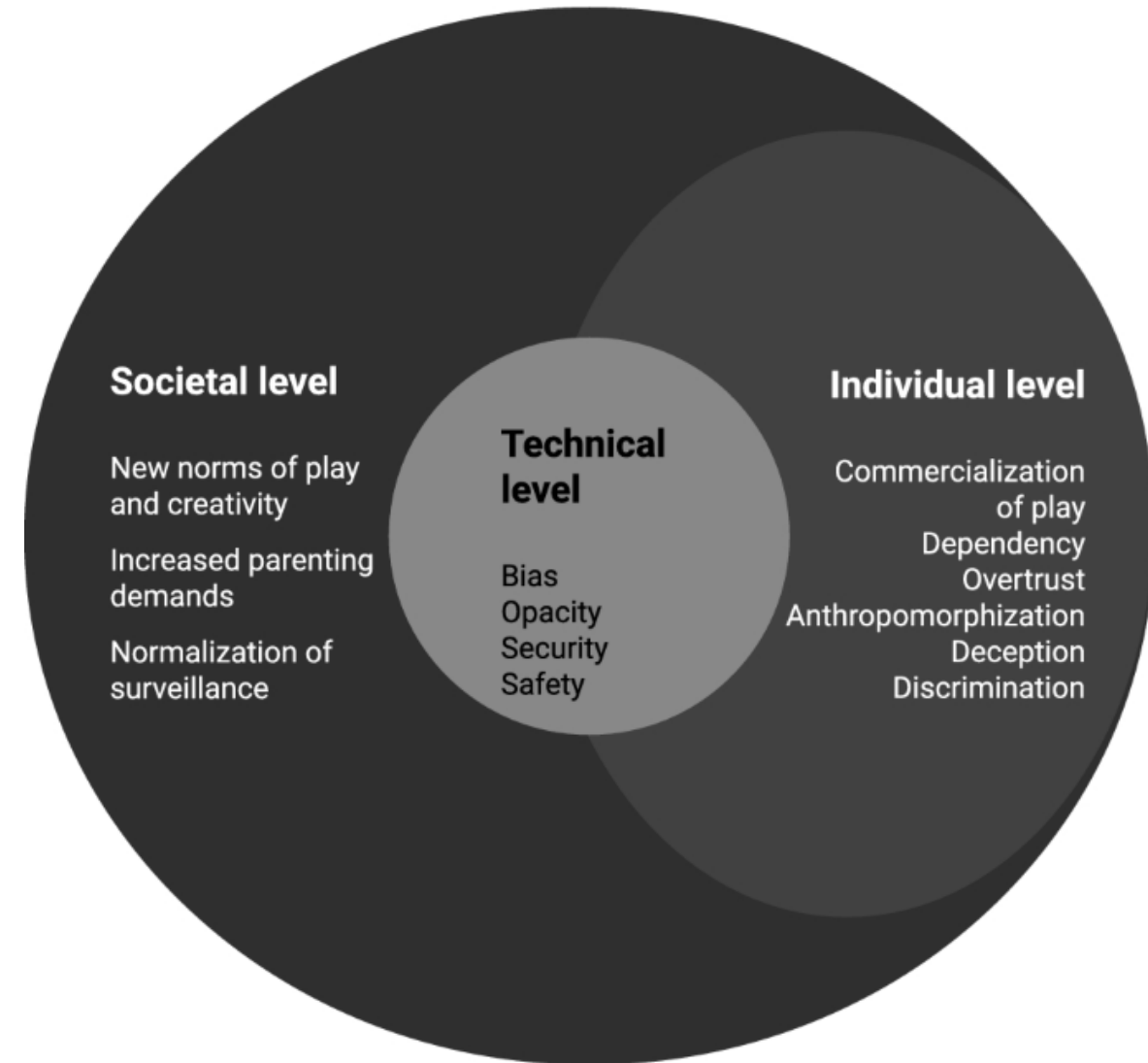
Sherry Turkle



GZEROAI



A new frontier: AI in toys



THE SCIENCE OF LOVE

with Dr. Helen Fisher

LET'S
TALK
LOVE



The science
behind
relationships

Dr. Helen Fisher



Anatomy of Love



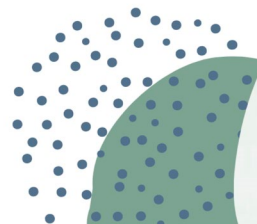
THE NATURAL
HISTORY OF
MONOGAMY,
ADULTERY,
AND DIVORCE

Helen E. Fisher

Author of *The Sex Contract*

So Tell Me About Yourself:
Storytelling and
The Science of Love

WITH HELEN FISHER

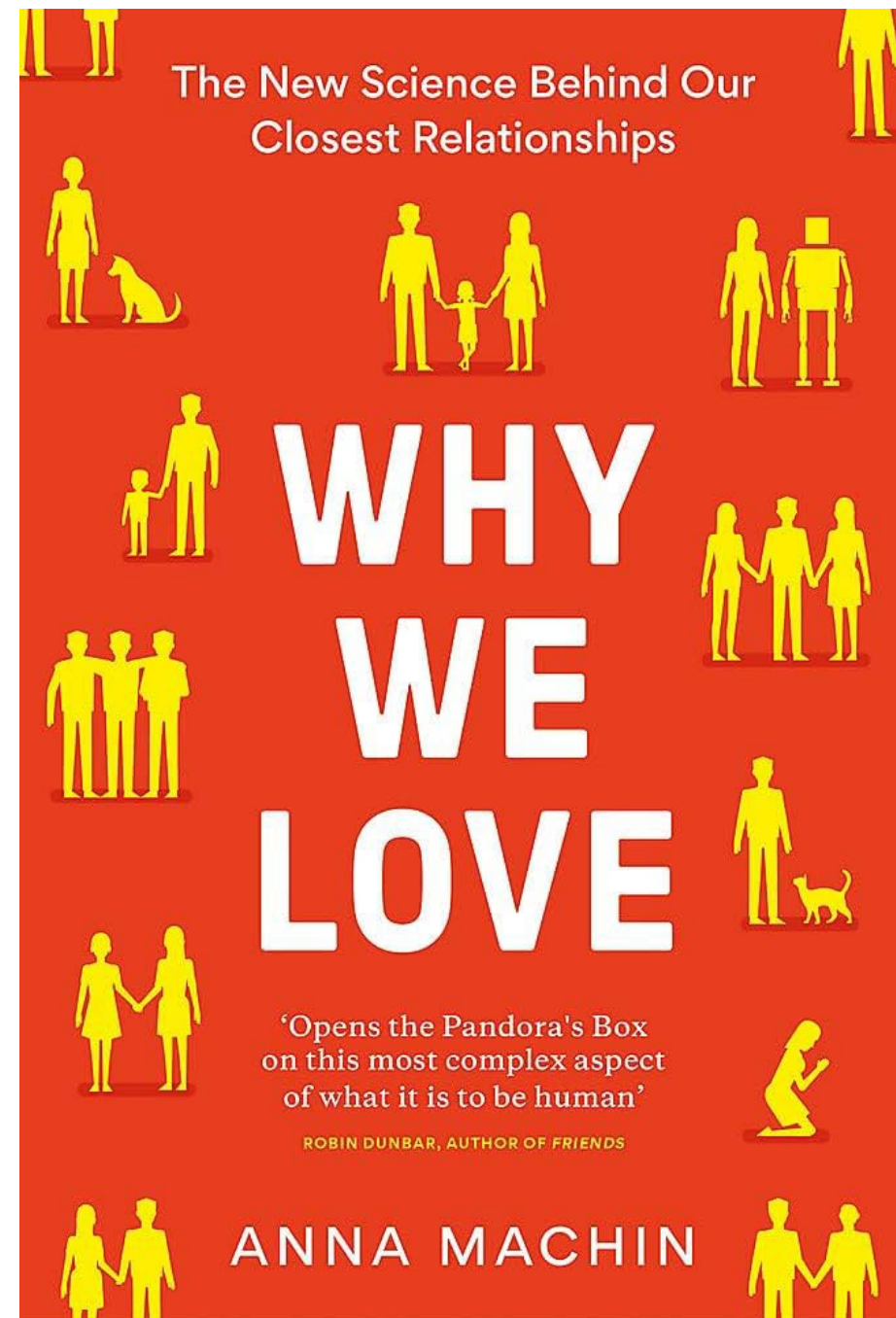
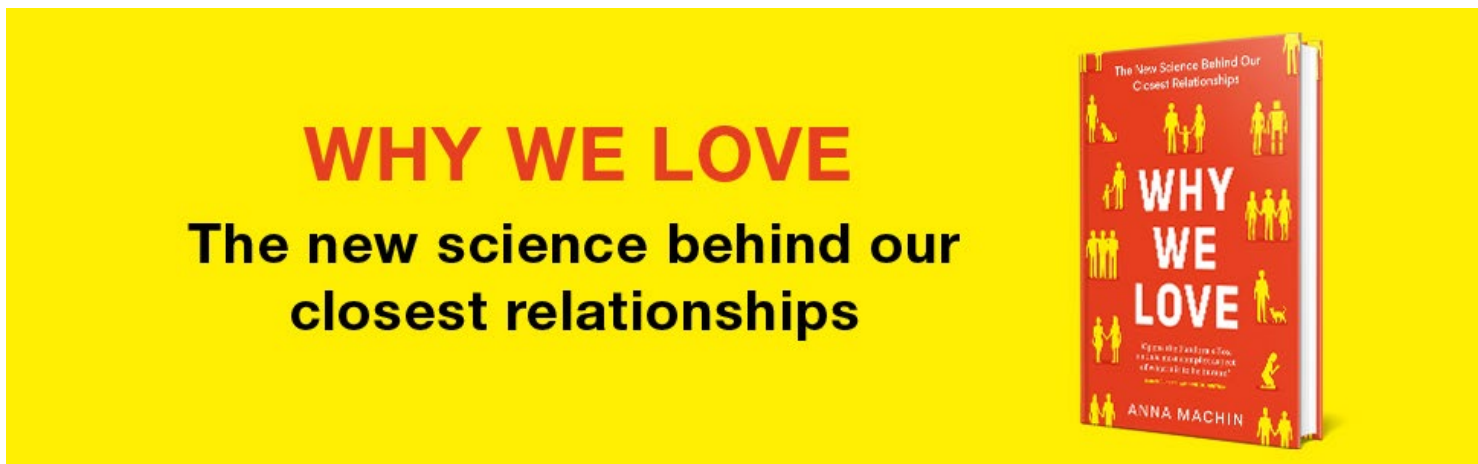


WHY WE LOVE

THE NATURE AND CHEMISTRY
OF ROMANTIC LOVE

H E L E N
F I S H E R

AUTHOR OF *THE FIRST SEX* AND *THE ANATOMY OF SEX*



Chemia miłości i społecznych interakcji

RESEARCH ARTICLE | BIOLOGICAL SCIENCES | 



Variation in the β -endorphin, oxytocin, and dopamine receptor genes is associated with different dimensions of human sociality

Eiluned Pearce, Rafael Wlodarski, Anna Machin, and Robin I. M. Dunbar  [Authors Info & Affiliations](#)

Edited by Susan T. Fiske, Princeton University, Princeton, NJ, and approved April 4, 2017 (received for review January 13, 2017)

May 1, 2017 | 114 (20) 5300-5305 | <https://doi.org/10.1073/pnas.1700712114>

THIS ARTICLE HAS BEEN CORRECTED +

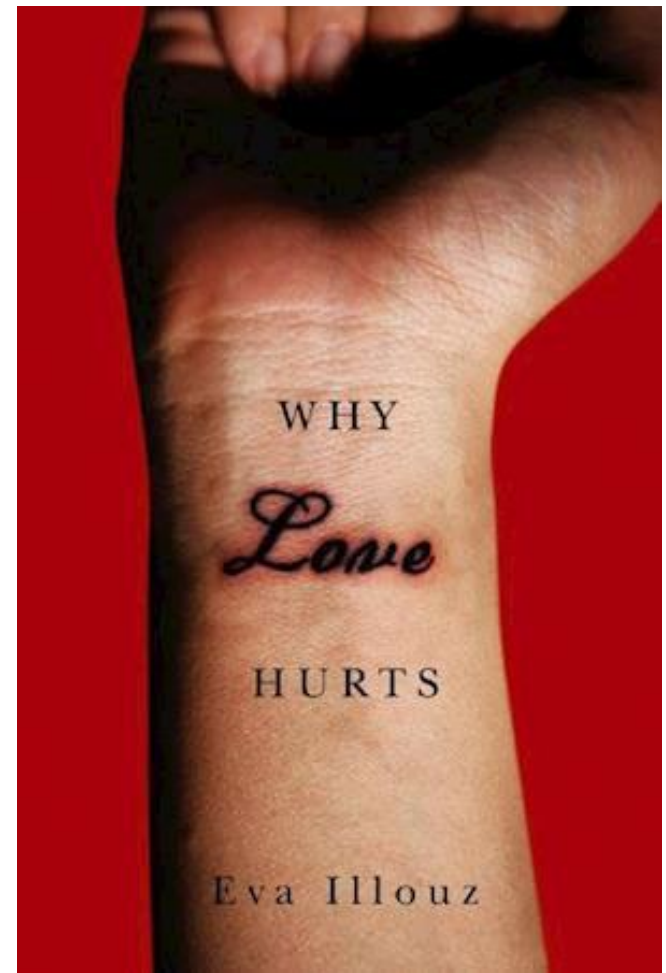
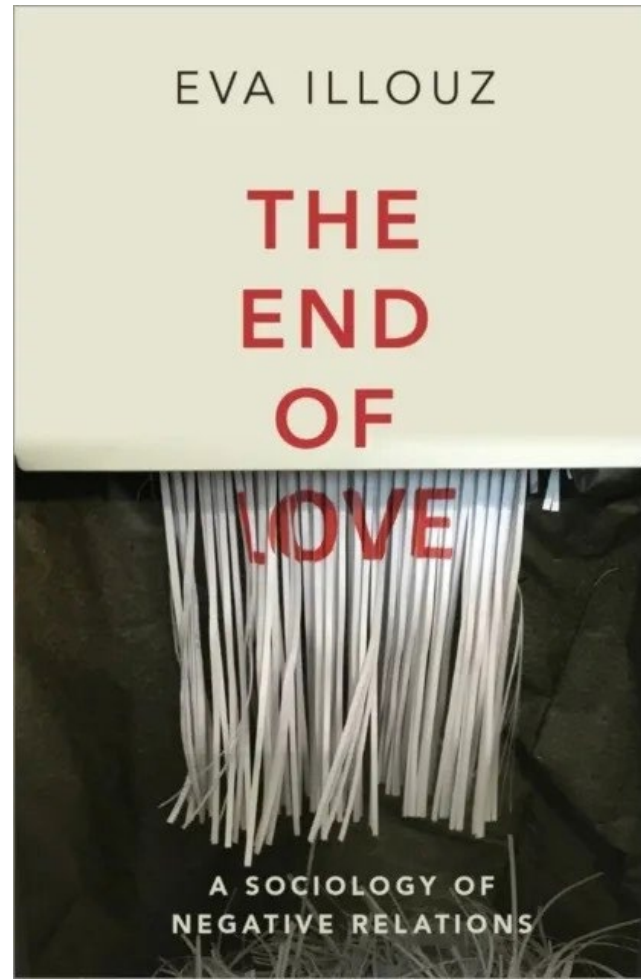
VIEW RELATED CONTENT +

THIS ARTICLE HAS A REPLY +

 16 828 | 98



PDF/EPUB



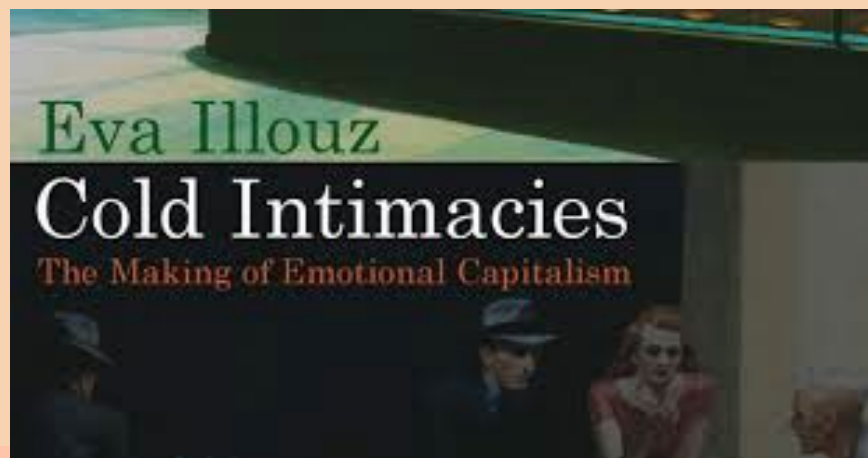
Emocje w kapitalizmie

Aby Warburg Prize 2024

Emotions as Commodities

How Authenticity Became
Hijacked by Consumer Culture

Eva Illouz



“

Love is not a marketplace.
People are not products.

Esther Perel



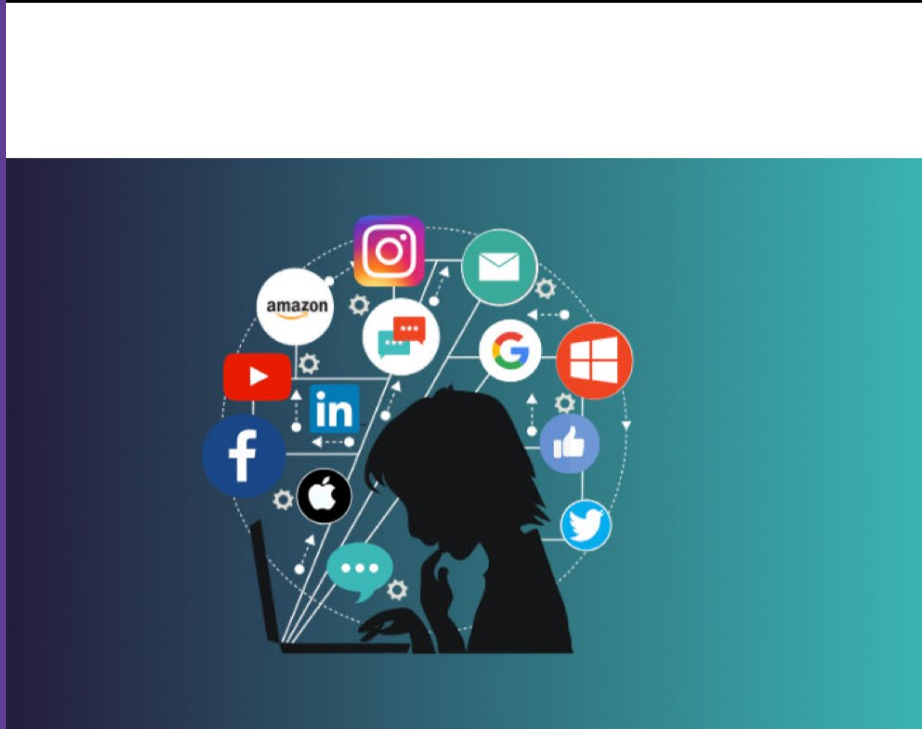
Romantic Consumerism

roʊ'mæntɪk kən'su:məɪzəm
verb

In today's culture of dating, we treat love as though it's a product to be consumed. Romantic consumerism happens when we evaluate partners like items in a catalog—comparing, discarding, and endlessly searching for the 'perfect match.' But love is not a marketplace, and people are not products. The more we consume, the less we connect. This concept is highly informed by the work of Eva Illouz.

Esther Perel

Kapitalizm inwigilacji



THE RISE OF SURVEILLANCE CAPITALISM



THE AGE OF SURVEILLANCE CAPITALISM

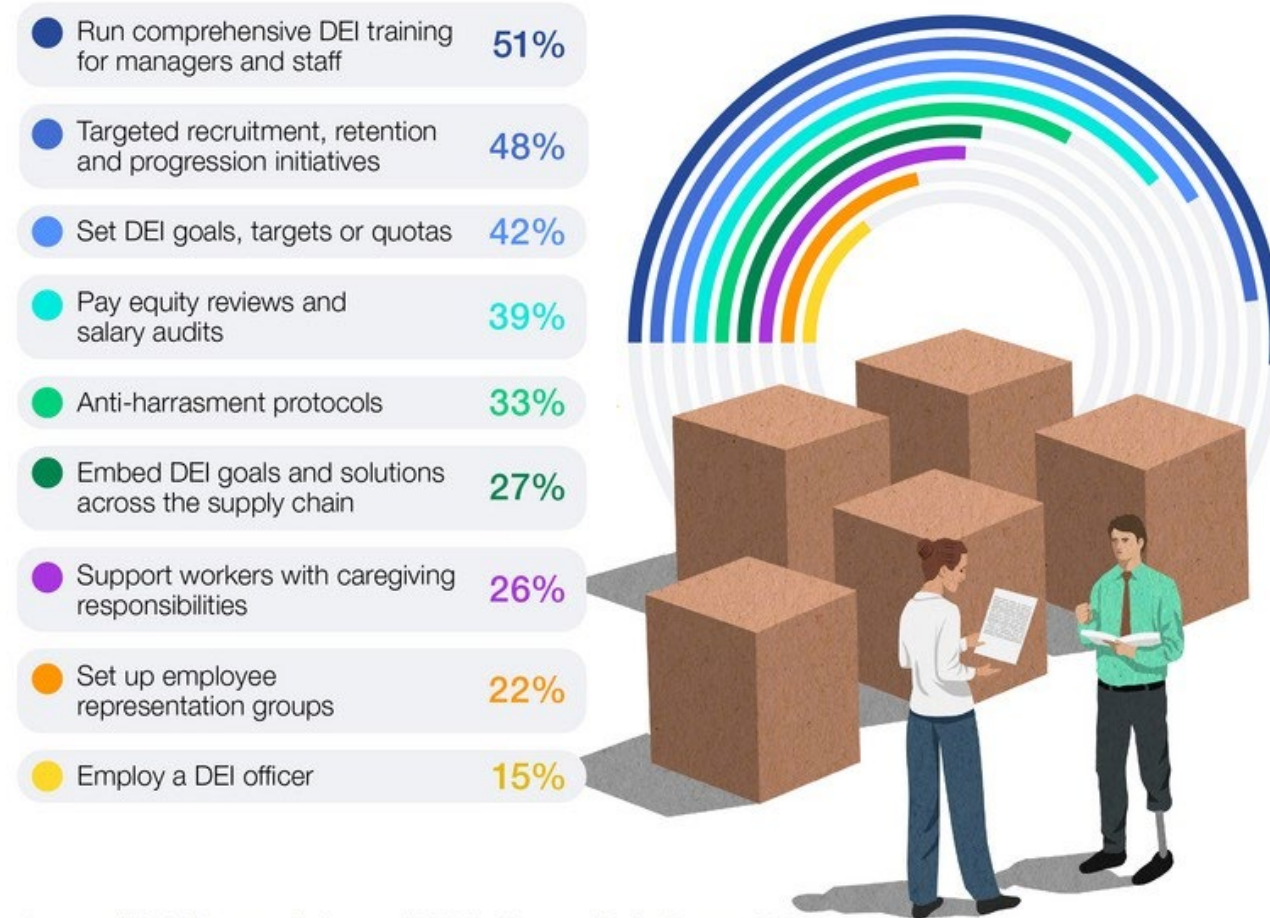
THE FIGHT FOR A
HUMAN FUTURE
AT THE NEW
FRONTIER OF POWER

Diversity, equity and inclusion (DEI) adoption is on the rise

83% of employers have DEI priorities



Organizations' diversity, equity and inclusion (DEI) programmes focus on...



Source: World Economic Forum. (2025). *Future of Jobs Report 2025*.

osiem DARMOWYCH kursów o sztucznej inteligencji →

w jednym miejscu

AI dla każdego

Fundamenty + zaawansowane elementy

1

AI Fluency (Anthropic)

12 sekcji, 4-godzinny kurs. Idealny dla menadżerów

2

Generative AI Leader (Google)

5 sekcji, 8-godzinny kurs. Idealny dla liderów biznesu, menadżerów

3

Foundations of Prompt Engineering (Amazon)

3 sekcje, 8-godzinny kurs. Dedykowany wszystkim

4

AI for Business (OpenAI)

Kilkanaście krótkich lekcji z wykorzystania chatGPT w biznesie

5

AI Essentials (Google)

4-godzinny kurs. Dedykowany wszystkim

6

Prompting Essentials (Google)

6-godzinny kurs. Dedykowany wszystkim

7

Introduction to MCP (Anthropic)

16 wykładów, łącznie 1 godzina wideo.

8*

Design basics (Figma)

Rozbudowany kurs. Idealny dla menadżerów produktu i vibe coders.





Ada Florentyna Pawlak Ph.D. ✓

Technology Anthropologist

Uniwersytet SWPS

Warszawa, Woj. Mazowieckie, Polska

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