Bachelor's Thesis

Bias in AI-Driven Corporate Communication

Implications for Diversity, Equity, and Inclusion (DEI) and Strategies to Mitigate Bias in Media Representation

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Abstract

The increasing integration of artificial intelligence (AI) into corporate communication has transformed how organisations generate, distribute, and personalise media content. While AI-driven systems such as generative AI and recommender systems offer substantial efficiency and scalability benefits, growing research indicates that these technologies can reproduce and amplify existing social biases. This development poses significant challenges for diversity, equity, and inclusion (DEI), particularly regarding inclusive media representation in corporate communication. This bachelor's thesis examines how bias in artificial intelligence affects inclusive media representation in corporate communication and identifies strategies to mitigate these biases. Drawing on literature from corporate communication, media and communication studies, social psychology and research on bias in AI and AI ethics, the thesis adopts a conceptual and theoretical research design. Rather than conducting empirical research, the thesis synthesises existing academic literature and integrates illustrative real-world examples and published study findings to demonstrate how bias manifests in practice. The findings reveal that bias in AI arises through socio-technical mechanisms at two connected levels: system creation and system use. At the level of system creation, bias is embedded through imbalanced training data, model design choices, and limited diversity among development teams. At the level of system use, bias is reinforced through automation bias, feedback loops, and uncritical reliance on AI-generated outputs. These mechanisms contribute to the underrepresentation and stereotypical portrayal of social groups in generated visual and textual media, as well as to biased visibility through recommender systems. The thesis concludes that addressing bias in AI-driven corporate communication requires multi-layered mitigation strategies that combine technical interventions, human oversight, organisational governance, employee training, and regulatory frameworks. In addition, the findings highlight the relevance of interdisciplinary roles and competencies that bridge artificial intelligence, corporate communication, and DEI considerations, supporting organisations in embedding responsible AI principles into everyday communication practices and moving beyond symbolic compliance towards sustained inclusive representation.