

My project is about AI generated images. According to the images I generated before (I entered very simple prompts, and the results included many highly sexualized images). I tried to conduct further research. In 2022, a senior researcher reported using SD to generate AI avatars. She discovered that the avatars generated for her were entirely different from those generated for her male colleagues: women were associated with sexual content, while men were depicted in professional and career-related contexts in important fields such as medicine, science, and business.

According to a Bloomberg analysis of Stable Diffusion, the researchers tested the model by prompting it to create representations of workers for 14 different jobs. They found that in the images generated by Stable Diffusion, high-paying jobs were predominantly assigned to men, while low-paying jobs were mainly assigned to women. This not only misrepresents reality but even portrays a worse situation than what exists in the real world.

So, why does this happen? Who has the authority to determine how women are represented in AI-generated images?

I investigated the checkpoint I used, which is the most popular realistic checkpoint for SD, and found that the engineer behind it is male. I then tried to research the gender composition of Stability AI, the company behind Stable Diffusion, but I found that Stability AI has not publicly disclosed detailed information regarding the gender composition of its workforce.

then I expanded my research to look at the broader tech industry. According to the Global Gender Gap Report 2023, only 30% of people working in AI globally are women. Women represent just 20% of employees in technical roles in major machine learning companies, 12% of AI researchers, and only 6% of professional software developers.

Clearly, women are significantly underrepresented in the AI industry.

Based on the research above, I have focused my project on two key themes: patriarchy and the female body, and I pose the following question:

How does AI construct gender roles and reinforce patriarchal power through visual representations?

Before delving into the female body in AI, I want to begin with the female nude in the Western canon, as I believe the essence of these two visual forms is the same—the difference is that with the advancement of technology, the medium has shifted from hand-painted to machine-generated. *Grande Odalisque* and *Déjeuner sur l'herbe* are two very famous paintings. In both images, the men are fully clothed while the women are completely nude. This type of depiction is not uncommon in Western paintings: it's very common that women are positioned as objects for male viewing.

Regarding this phenomenon of women being subjected to the male gaze, Laura Mulvey proposed the concept of the male gaze. The theory of the male gaze suggests that in arts and literature, the world, people, and circumstances are depicted through the perspective and preferences of a

heterosexual male. She argued that women are framed as perfect, untouchable, and iconic beauty objects in Hollywood cinema, which I think is very similar to the current state of AI-generated images. Mulvey also emphasized that women's bodies are excessively eroticized, stylized, and objectified, serving to eliminate the fear associated with female power while maintaining male dominance. In this dynamic, women become passive and admired, while men remain active and controlling.

Similarly, Jean-Paul Sartre, in *Being and Nothingness*, explores the concept of the gaze as a fundamental mechanism for structuring power and subjectivity.

They all pointing out that the gazer (active) holds power, while the gazed-at (passive) is objectified.

I believe the gaze is not only an existential experience but also a social structure, and it is related to power.

Therefore, I have focused my project on the female body and power. I believe that the female body is a medium through which patriarchy constructs gender roles. Reducing women to objects of scrutiny, a practice deeply embedded in traditional art forms, has found new expressions in the realm of AI art, where algorithmic biases and societal conditioning continue to shape women's representation.

So my Question: How can graphic design challenge this power relationship?

Here are some references that inspire my work; they all emphasize making the female body an active subject in a piece, aiming to break the cycle of objectification. In a previous class, I attempted to disrupt the female body to challenge this power dynamic. However, Chloe advised me to avoid creating misunderstandings about women's freedom to display their bodies. I found her feedback reasonable and tried to conduct further research.

In the essay "The Pains and Pleasures of Rebirth: European and American Women's Body Art", Lucy Lippard writes: "A woman using her own face and body has a right to do what she will with them, but it is the subtle abyss that separates men's use of women for sexual titillation from women's use of women to expose that insult."

So I think Men using women's bodies for "sexual titillation" constitutes objectification, while women can use their own or other women's bodies to critique and expose that objectification.

At the same time, I have been influenced by Dadaism, particularly its use of absurdity and critique. Inspired by this, I experimented with chaotic collages, using SD-generated images of women and men in kitchens to create a composite human figure. This work deliberately deconstructs rigid male and female identities, challenging their fixed and stereotypical representations.