

# AI Ethics in Cyborg Anthropology: Examining AI-Driven Job Displacement Among Women and Marginalized Groups

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## Abstract

This paper positions future work in AI ethics through the lens of cyborg anthropology. It proposes autoethnography, case studies, and surveys to identify the role AI plays in the job insecurity faced by women and marginalized persons.

## Introduction

In 2019, Microsoft invested \$1 billion in OpenAI (OpenAI 2019), the company that would later go on to release ChatGPT. As of March 2025, Microsoft has contributed \$13 billion in capital to OpenAI (Novet 2023).

Meanwhile, Google invested roughly \$3 billion in Anthropic, an OpenAI rival (Hayden 2023), and pledged a \$75 billion spending plan for 2025 to build new data centers (Cai 2025). Meta also recently spent \$14.8 billion to get a 49% stake in Scale AI (Godoy 2025).

However, these investments have come at the cost of mass layoffs in Big Tech and the industries adopting their technologies. In May 2025, Microsoft laid off 6,000 professionals, or about 3% of its workforce (TOI Tech Desk 2025), followed by another 9,000 in July (Jamali 2025).

Among the positions eliminated in May 2025 was an unexpected and ironic choice, Gabriela de Queiroz, a woman who served as the Director of Artificial Intelligence for Microsoft for Startups. Her termination suggests that almost no role is safe in the age of AI. It also points to an underlying problem, whereby job displacement has severely impacted women and marginalized persons.

According to Capitol Technology University (2024), “More than just job displacement, AI has the potential to exacerbate existing gender inequalities.” Similarly, UNESCO, OECD, IDB (2022) and the International Labor Organization (Gmyrek et al., 2025) have published reports confirming the disproportionate AI risk faced by female workers.

Meanwhile, algorithmic biases and anti-DEI sentiments have made it more difficult for women and marginalized persons to maintain stable employment. Marginalized

groups include immigrants, seniors, veterans, neurodivergent persons, ethnic minorities, LGBTQIA+ people, and low-income earners.

## Research Methods

I occupy a dual role in this study as a researcher and member of the group being studied. I am a Black woman and U.S. immigrant from a developing nation, who has navigated an increasingly difficult job market since the launch of AI tools like ChatGPT. This provides an insider perspective and common ground to build trust with research participants.

With this goal in mind, I have employed a mixed methods approach to research the depth of individual experiences while situating them in a wider societal context.

## Autoethnography

Autoethnography is a qualitative research methodology that allows me to serve as both researcher and participant-observer. In this approach, “[a] researcher uses tenets of auto-biography and ethnography to do and write autoethnography” (Ellis, Adams, and Bochner 2010). Ethnography is the study of social groups in their natural environments. This research method is critical to anthropologists, including cyborg anthropologists studying the human impact of AI.

For several years, I have documented my experiences as a Black woman navigating an uncertain job market after the launch of ChatGPT. Prior to this, I was a reasonably successful communications expert, traveling the world and RVing across North America with my cat. At the time of documentation, I had no intention of including them in PhD research and did not write with the intention of reviewing the content afterward. Consequently, these writings represent authentic experiences from November 2022 to my most recent termination in June 2025. They include:

- Personal blog posts, newsletters, and notes written from December 2021 to June 2025

- Essays written during my master’s degree from August 2023 to August 2024
- Essays written when applying for scholarships for my master’s degree from June to August 2023
- Blog posts and newsletters I wrote for work on AI, published from December 2024 to June 2025
- Essays written during PhD applications from July 2024 to February 2025
- Written conversations on social media platforms with other colleagues who were similarly affected

### Case Studies

I will use case studies to further examine and situate autoethnographic findings. Case studies can illustrate individual experiences on a wider organizational scale. They also provide “multi-faceted explorations of complex issues in their real-life settings” (Crowe, et al. 2011).

I identified three developments for case studies that illustrate the ways AI has impacted women, marginalized persons, and company policies:

- Amazon disbanded its AI model in 2018 after the company realized it discriminated against female applicants (BBC 2018).
- Workday is currently facing a lawsuit alleging that its AI-driven hiring tools discriminate against workers over the age of 40 (Duffy 2025).
- Klarna’s CEO used AI to reduce the company’s workforce by 40% but is now rehiring human workers due to lower-quality work from AI (Palmer 2025).

### Surveys

Finally, I will use surveys to facilitate the collection and analysis of data across a wider population set. Surveys can:

- Facilitate anonymous participation from respondents who do not wish to be interviewed, observed, or identified.
- Provide data to measure and quantify the wider impact of AI on the job security of marginalized persons.
- Identify respondents willing to provide deeper insights via interviews, which may confirm or contradict findings.
- Provide a means for determining when the research has reached its saturation point for data collection.

### Preliminary Results

Data analysis is still ongoing. However, I have made two noteworthy findings regarding the impact of AI on workers.

### Member Checking

Because many of the writings collected for autoethnography were published online, some member checking has already taken place. So far, dozens of readers have confirmed that they had similar experiences to those I reported. Most of the

responses came from women, neurodivergent persons, immigrants, and ethnic minorities.

### Observation

Social media provides a rich source of public posts where workers share their frustrations with the job market. Due to the sheer volume of data, it is difficult to determine what to collect and analyze. Nevertheless, some anecdotes stand out and show growing frustration:

One Black, male IT worker wrote on X in 2025:

So fucking tired of filling out these applications just to get nothing back because it's been taken over by bots and ai. ... I fixed servers for two of the biggest companies in the world and I can't get a call back? fuck you

Meanwhile, a female LGBTQIA+ worker with ADHD wrote on Threads in 2024:

I've worked in tech for 10 years and spent 5.5 years at my most recent company, until I was laid off with ~3,000 others in July. You'd think my experience would help me get a job, but it hasn't. ... AI is a huge threat to jobs in the tech industry and our government doesn't even acknowledge the issue. Tens of thousands have been laid off and the market is completely saturated.

### Conclusion

Artificial intelligence has drastically changed the job market and the world of work. Fear of displacement and unstable employment permeate all levels.

Nevertheless, some demographics seem to face a greater disadvantage when securing employment. This is partially due to the use of AI-enabled hiring tools, which often exhibit bias. Coupled with a growing anti-DEI sentiment in the U.S. and the rest of the world, women and marginalized groups face an uphill battle to earn a stable income.

This does not discredit the fact that almost all demographics have been impacted. Rather, my research examines the unique challenges faced by women and marginalized persons as they navigate job markets in the age of AI.

### Future Work

Ongoing data analysis is required to effectively organize and report on findings from the research methods used. A thorough analysis of the case studies and quantitative data is required to confirm or disprove a bias towards women and minorities in hiring, with a strong focus on the AI industry.

Additionally, I am developing a methodology for testing algorithmic bias with the assistance of a fellow researcher. Our goal is to determine the extent to which popular AI-hiring tools exhibit bias against particular groups and to conduct a comparative analysis across identified demographics.

## Ethical Statement

The inclusion of expletives might have been jarring, and I do apologize. However, ethical ethnography requires transcribing statements exactly as they are said or written. I will also anonymize social media quotes to ensure ethical clarity and protect identities.

The long-term goal of this research is to influence public policy and contribute to equitable access to work opportunities.

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