



The  
**ML  
Fairness**  
Project

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# Vanguard Projects

These projects have committed to making fairness a P1, going above and beyond to ensure Google's products work for everyone.

Infrastructure

## Scorecard

Establish proactive-oriented best-practices and the formal process framework to support fair and inclusive ML development; lowering risk, opening up opportunities for market growth, and making remediation easier, should unfairness arise.

**Project POC:** [Andrew Zaldivar](#)

Infrastructure

## Fairness Policy

Establish the company-wide normative and value-based positions necessary for teams to pursue fairness work. These company-wide policies will be complimentary to the Scorecard, and include positions on risk identification, sensitive subgroups, and incident response.

**Project POC:** [Jakara Mato](#)

Infrastructure

## Subgroup Discovery

Demographic subgroupings using self-identified seed data, for model analysis that protects access to unique users. Discovery of demographic subgroups in data that have not been annotated.

**Project POC:** [M. Mitchell](#)

Production

## Meeting Room Intelligence

Ensure a successful launch of an inclusive video conferencing product in the fall 2017, including auto-zoom functionality and image quality that performs well across subgroups.

**Project POC:** [Zachary Yorke](#)

Production

## Display Ads Quality Signals

Correct or mitigate unfair inferences used in Display Ads targeting.

**Project POCs:** [Marzia Polito](#) and [Jen Iofinova](#)

Production

## YouTube Restricted Mode

Ameliorate unnecessary filtering of LGBTQ content in Restricted Mode and expand work to other YouTube classifiers.

**Project POC:** [Tulsee Doshi](#)

Production

## FaceNet

False Negative Rate (FNR) for non-white faces comparable to white faces.

**Project POC:** [Florian Schrott](#)

Production

## YouTube recommendations

Improving recommendation models to better serve underserved demographics (females and users 35+).

**Project POC:** [Tulsee Doshi](#)

Production



# The ML Fairness Project

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## Conversation-AI

Mitigating false positives for non-toxic comments that contain language related to protected classes.

**Project POC:** [Camille Francois](#)

Production

## FaceSDK and Human Sensing

### Attributes

Accuracy of face/person understanding components used in VSS, Mobile Vision, Cloud Vision APIs with regard to demographic variables (race, age, gender).

**Project POC:** [Marco Andretto](#)

Infrastructure

## Bias analytics tools for use in vision model development process

Demographic classifiers for model analysis, diverse datasets for all widely used visual human understanding components.

**Project POC:** [Hartwig Adam](#)

Production

## Links

MomentQuality score unaffected by gender or race.

**Project POC:** [Divya Tyam](#)

Production

## Image Search results

Mitigate result sets that are unrepresentative or offensive in the way they manifest societal stereotypes and/or historical unfairness.

**Project POC:** [Cathy Edwards](#)

Production

## Smart Reply

Mitigate unwanted and unwarranted subgroup inferences in suggested replies.

**Project POC:** [Sushant Prakash](#)

Infrastructure

## Data labeling pipeline

Measuring and Reporting Data Diversity for Machine Learning.

**Project POC:** [Anurag Batra](#)

## What qualifies as a Vanguard Project?

A focused and strategic fairness effort with a dedicated project point-person. We are committed to supporting these teams in every way possible, including gaining support from senior leadership, tracking and publicizing progress, and building out a case study to share processes, findings, outcomes, and recommendations.

Vanguard Projects fall into the following three categories:

**Production:** Increasing fairness for a specific measureable facet of a product.

**Research:** Surfacing actionable and measurable fairness opportunities for one or more products.

**Infrastructure:** Providing reusable and scalable fairness componentry for one or more products.

## Ready to be on the fairness vanguard?

If you'd like to discuss a project that you or your team are embarking on, have a proposal you'd like to discuss, or have an interest in getting involved as a contributor, please contact us at [ml-fairness-leads@](mailto:ml-fairness-leads@).



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