

# EQUITY THROUGH ALGORITHMIC JUSTICE



THE UNIVERSITY OF  
**NEWCASTLE**  
AUSTRALIA

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## Evidence-based insights that drive just outcomes for diverse communities.

Dr. Justin Ellis's qualitative approach to combatting algorithmic injustice provides businesses with the confidence to ensure that they are marketing their products based on the lived experience of the segments that their products will contribute to, creating better, more inclusive communities. The use of generative AI (GAI) is growing and with this growth comes opportunity and risk. Many businesses or their employees may be using GAI but may not be aware of how these tools contribute or conflict with their company's or their own values, and as they relate to broader environmental, social or governance goals. Through lived experience research with diverse, local communities, help your business to promote equitable outcomes that align with your environmental, social or governance goals.

### **COMPETITIVE ADVANTAGE**

- Local connections
- Qualitative insights
- Impactful outcomes

### **PARTNERS**

- Community Disability Alliance Hunter (CDAH)
- Australian Catholics Against Trafficking Humans (ACRATH)

### **SUCCESSFUL RESEARCH APPLICATION**

- Maximise investments
- Confidence in direction
- Evidence based decision making

## **MORE INFORMATION**

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