

AI can find a better set of partners than those matching experts can choose

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Elizabeth E. Bruch et al. showed the effectiveness of the strategy in the dating market (1). AI was able to find a better set of partners than those experts can choose from a database. In Japan, a company called "partner agent" introduced AI "KIBIT" for matching. Human matching experts did choose a set of male candidates from the database where they were believed to be appropriate for a female candidate. AI chose a set of male candidates from the same database. The performance of human experts was compared with that of AI. Counting the number of actually married partners showed that top 20% candidates chosen by AI included more candidates by 1.5 to 2.5 times than those chosen by human experts (2). AI outperformed human experts in partner matching. Human bias and prejudice can reduce the performance in partner matching because all people have prejudices (3). Regarding AI and its accountability, we should be cautious from the ethical viewpoint (4).

References:

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