

False Positive Error

A false positive error, or in short a false positive, commonly called a "false alarm", is a result that indicates a given condition exists, when it does not.

The below example shows the case of False Positive - The test result is pregnant, but actually not pregnant.

[blocked URL](#)

On Advertisement Industry, False Positive Error could be happening when recognizing wrong advertisement, so follow up action goes wrong way. For example, originally what application recognized is a vehicle ads, but actually a coca cola ads appeared, so eventually wrong interaction happened.

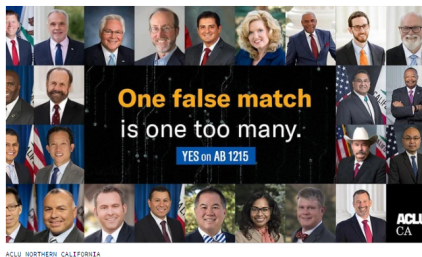
Below example is one of the reference caused by false positive error

Amazon's Facial Recognition Misidentified 1 in 5 California Lawmakers as Criminals

The ACLU tested Rekognition, Amazon's facial recognition technology, on photographs of California lawmakers. It matched 26 of them to mugshots.

By [Madeleine Gregory](#)

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https://www.vice.com/en_us/article/ne8wa8/amazons-facial-recognition-misidentified-1-in-5-california-lawmakers-as-criminals