

Breaking the Binary: The Politics of Inclusion in Tech

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Kanopi Studios

Insightful strategy, design, development & support for open source websites that make an impact.

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"Diversity is being invited to the party; inclusion is being asked to dance."

- Verna Meyers

You are a technologist.

I believe in the power of
community.

I love technology.

I believe in the revolutionary and
liberatory power of technology +
community.



Source: <http://www.laurenvanni.com/the-natural-order-of-things/w18w5mkwhna77bloza99lha2n7828a>

There are only 10 types
of people in the world:
Those who understand binary
and those who don't.



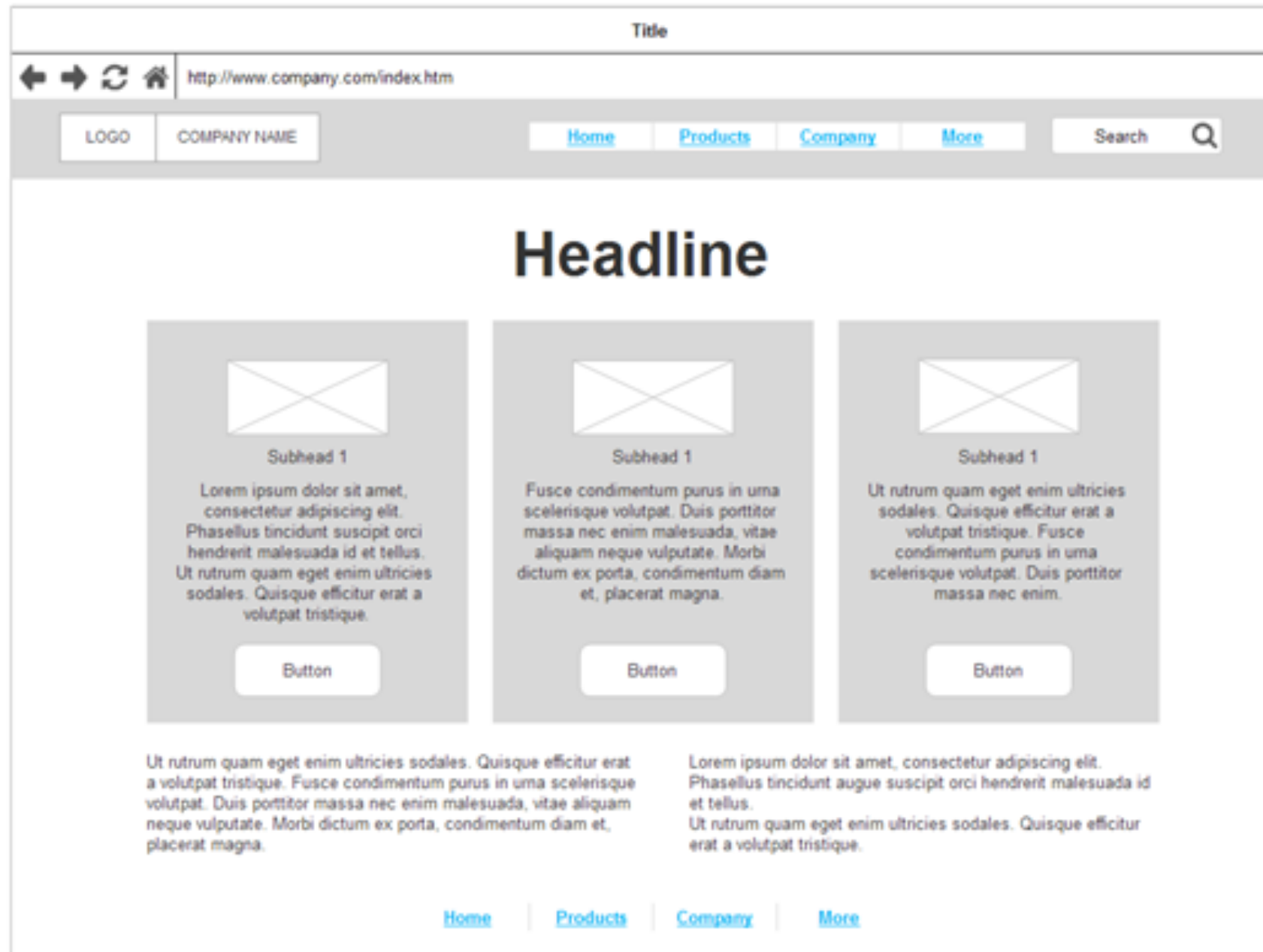
Source: <https://dev.to/buntine/the-balanced-ternary-machines-of-soviet-russia>

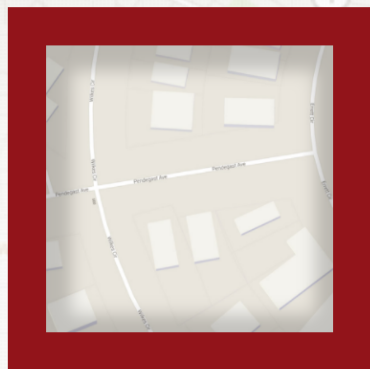
Nothing in our industry is
inevitable or unchangeable.

Can you imagine a different future?

Politics is _____.

Technology work is political.





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The Predictive Policing Company[®]

Predict critical events and gain actionable insight with PredPol.TM



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LEARN MORE.**



**ROI OF PREDICTIVE POLICING.
EARN MORE NOW.**



**EASY TO DEPLOY & ACCESS.
SCHEDULE A DEMO.**



**IN THE NEWS. SEE WHAT OTHERS
HAVE TO SAY.**

Source: <http://www.predpol.com/>



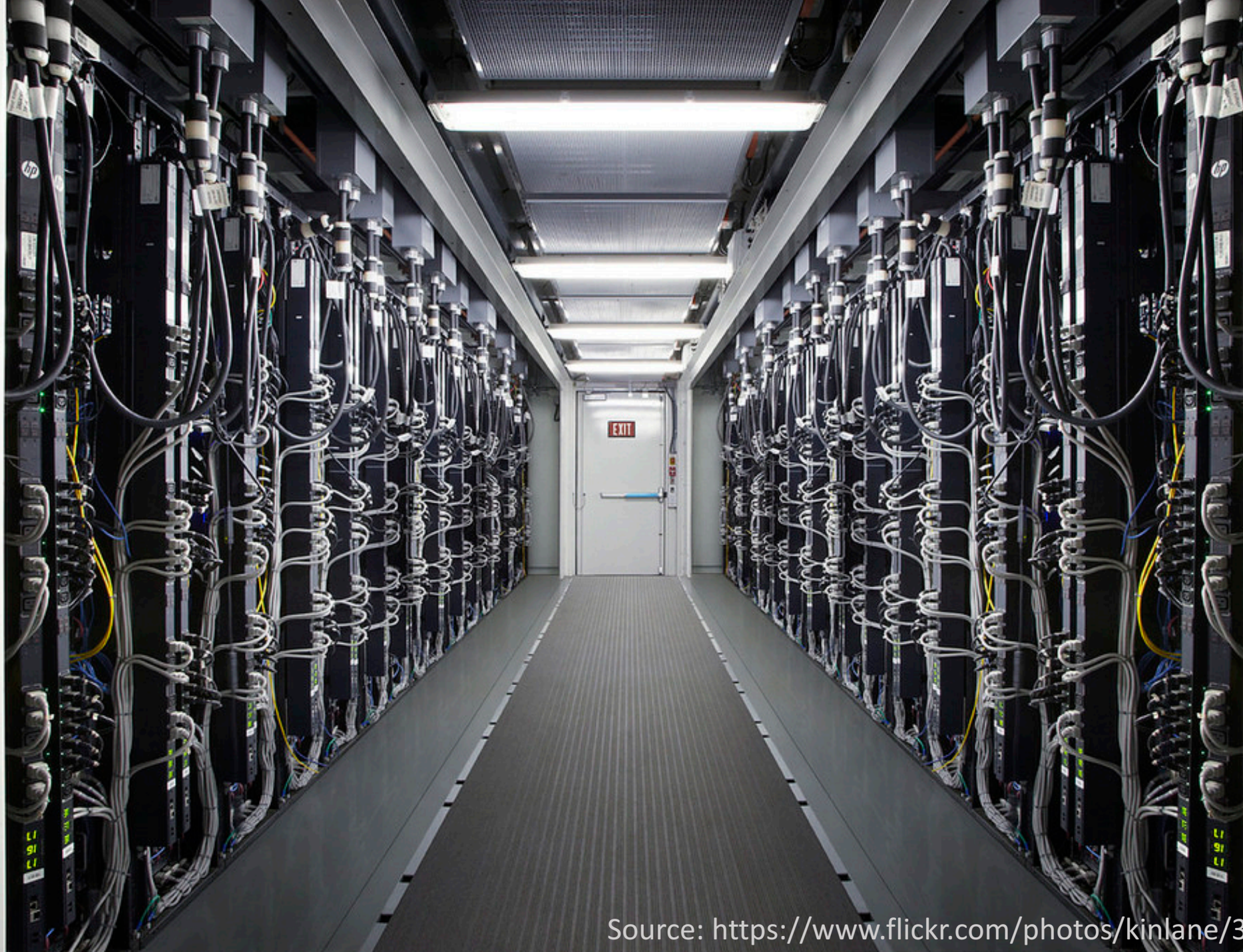
Source: <https://www.flickr.com/photos/efouche/366488292>

The internet exists in the real world.

The internet is powered by
objects and people.

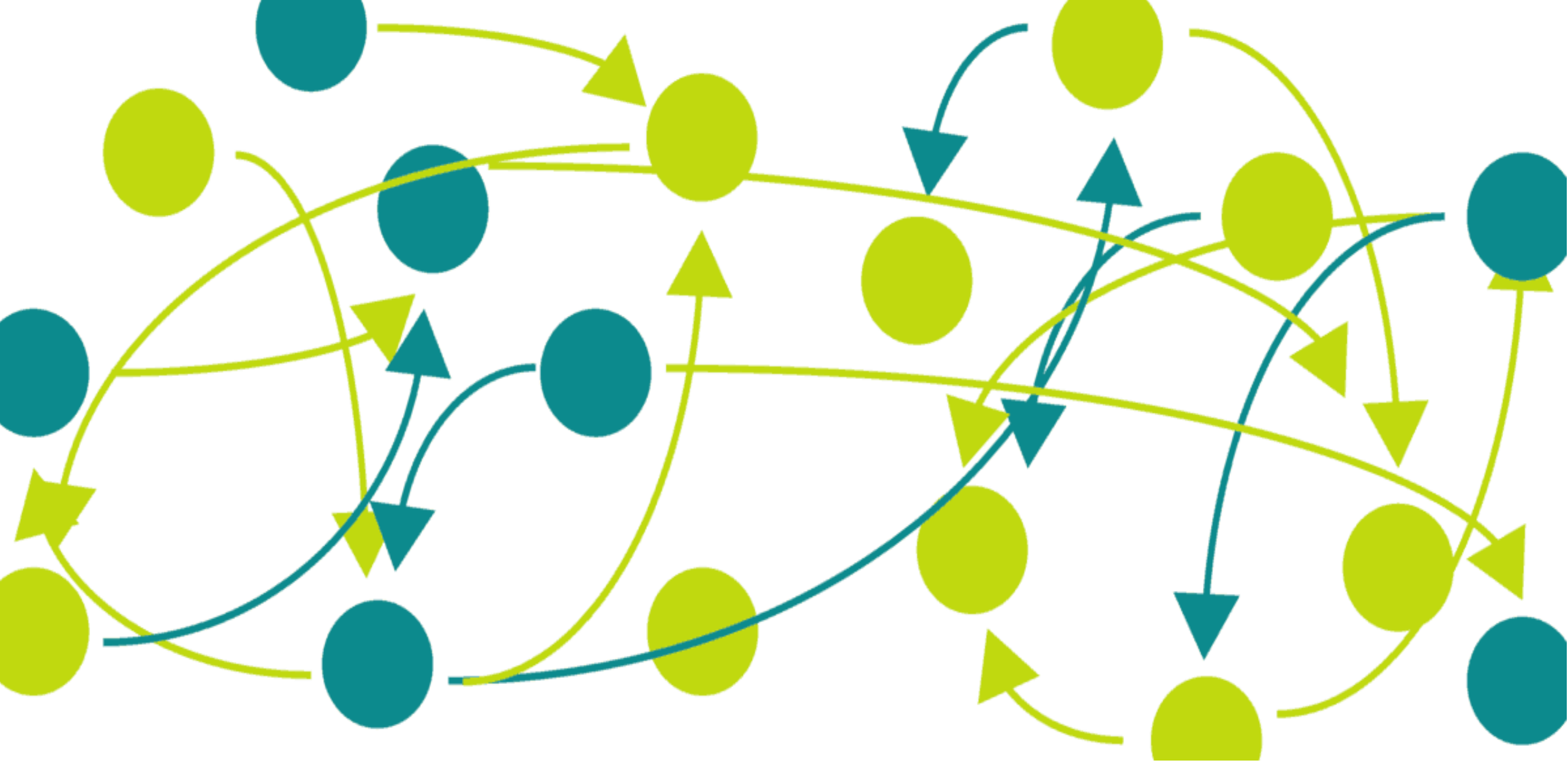


Source: <http://www.wbur.org/npr/153701673/the-internet-a-series-of-tubes-and-then-some>





Source: <https://www.wired.com/story/international-electronic-waste-photographs/>



Source: <https://kindling.xyz/next-systems/systems-thinking-complex-world/>

In a system, we are all connected.

We think in systems!

Do small choices matter?



The foundation for inclusion is the ability to imagine new futures.





PEPSI.

The image shows the Pepsi logo, which consists of a red wave shape at the top and a blue wave shape at the bottom, framing the word "PEPSI." in blue, bold, sans-serif capital letters. A small registered trademark symbol (®) is located at the end of the word. The entire logo is centered on a white background.



RED



BLUE



BLACK



WHITE



IVORY



PINK



GREEN





Does your “user” exist?



Source: <https://www.thestar.com/news/insight/2016/01/16/when-us-air-force-discovered-the-flaw-of-averages.html>

It is obvious when a product
made *for* you is made *without*
you.

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other





Search or jump to...



Pull requests


Issues

Marketplace

Explore



 drnikki / open-demographics

 Unwatch ▾

10

★ Star

36

Fork

23

↔ Code

! Issues 22

🔗 Pull requests 3

📁 Projects 0

📖 Wiki

📊 Insights

⚙ Settings

Open Demographics Initiative: An open standard for collecting identity/demographic data in open source communities.

Edit

<https://drnikki.github.io/open-demog...>

[Add topics](#)

📄 55 commits

🌿 3 branches

📦 0 releases

👤 8 contributors

Branch: master ▾

New pull request

Create new file

Upload files

Find file

Clone or download ▾



drnikki Merge pull request #36 from patcon/patch-1 ...

Latest commit 309adba on Apr 12

📁 doc-source	Update gender.rst	4 months ago
📁 docs	More template conversions	7 months ago
📄 .nojekyll	bypassing jekyll?	7 months ago
📄 CODE_OF_CONDUCT.txt	Clarifying the code of conduct.	7 months ago
📄 CONTRIBUTORS	merge from master	7 months ago
📄 README.md	Added link to website in README.	2 months ago
📄 SURVEY.md	Breaking out each category into it's own file for more details	8 months ago
📄 _config.yml	Set theme jekyll-theme-minimal	7 months ago

📖 README.md

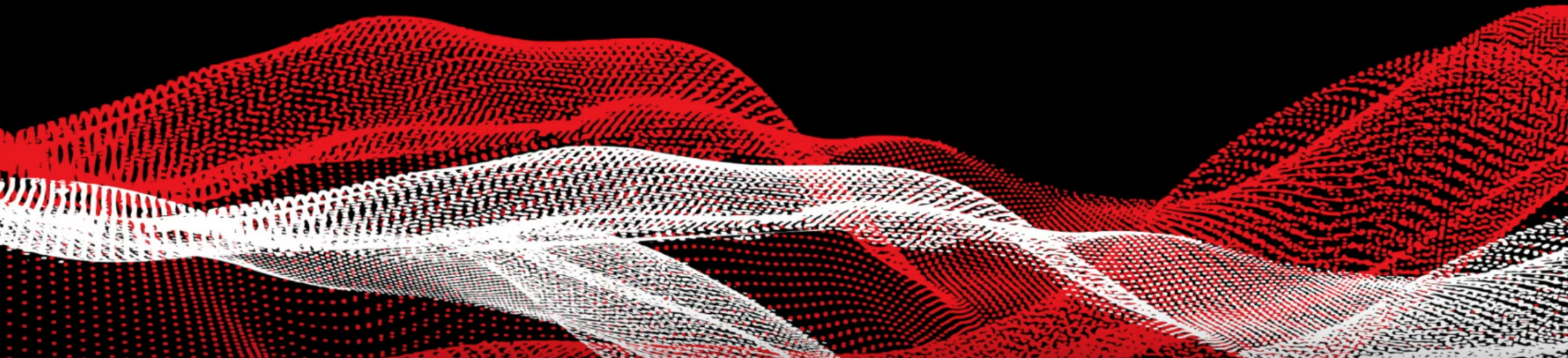
Open demographics

Where do you identify on the gender spectrum (check all that apply)?

- ☐ Woman
- ☐ Demi-girl
- ☐ Man
- ☐ Demi-boy
- ☐ Non-binary
- ☐ Demi-non-binary
- ☐ Genderqueer
- ☐ Genderflux
- ☐ Genderfluid
- ☐ Demi-fluid
- ☐ Demi-gender
- ☐ Bigender
- ☐ Trigender
- ☐ Multigender/polygender
- ☐ Pangender/omnigender
- ☐ Maxigender
- ☐ Aporagender
- ☐ Intergender
- ☐ Maverique
- ☐ Gender confusion/Gender f*ck
- ☐ Gender indifferent
- ☐ Graygender
- ☐ Agender/genderless
- ☐ Demi-agender
- ☐ Genderless
- ☐ Gender neutral
- ☐ Neutrois
- ☐ Androgynous
- ☐ Androgyne
- ☐ Prefer not to answer
- ☐ Self Identify:

TED^xASU
x = independently organized TED event

Boundless





Dries Buytaert

On digital experiences, Open Source, startups & our digital future

Offering more inclusive user demographic forms

May 09, 2018

59 sec read time

2 comments

Permalink

Drupal

Drupal Association

Diversity



Where do you identify on the gender spectrum? (check all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> Woman | <input type="checkbox"/> Demi-gender | <input type="checkbox"/> Gender indifferent |
| <input type="checkbox"/> Demi-girl | <input type="checkbox"/> Bigender | <input type="checkbox"/> Graygender |
| <input type="checkbox"/> Man | <input type="checkbox"/> Trigender | <input type="checkbox"/> Agender/genderless |
| <input type="checkbox"/> Demi-boy | <input type="checkbox"/> Multigender/polygender | <input type="checkbox"/> Demi-agender |
| <input type="checkbox"/> Non-binary | <input type="checkbox"/> Pangender/omnigender | <input type="checkbox"/> Genderless |
| <input type="checkbox"/> Demi-non-binary | <input type="checkbox"/> Maxigender | <input type="checkbox"/> Gender neutral |
| <input type="checkbox"/> Genderqueer | <input type="checkbox"/> Aporagender | <input type="checkbox"/> Neutrois |
| <input type="checkbox"/> Genderflux | <input type="checkbox"/> Intergender | <input type="checkbox"/> Androgynous |
| <input type="checkbox"/> Genderfluid | <input type="checkbox"/> Maverique | <input type="checkbox"/> Androgyne |
| <input type="checkbox"/> Demi-fluid | <input type="checkbox"/> Gender confusion
/ Gender f*ck | <input type="checkbox"/> Prefer not to answer |
| | | <input type="checkbox"/> Self identify: _____ |

Forms shape our visions of the future and our understanding of the present.

General Symptoms of CD (Check All That Apply)							
<input type="checkbox"/> Daily Use	<input type="checkbox"/> Morning Drinking	<input type="checkbox"/> Binging	<input type="checkbox"/> Black Outs				
<input type="checkbox"/> Loss of Control	<input type="checkbox"/> Increased Tolerance	<input type="checkbox"/> Hiding Supply	<input type="checkbox"/> Guilt				
<input type="checkbox"/> Sneaking Use	<input type="checkbox"/> Use as a reward	<input type="checkbox"/> Use to reduce stress	<input type="checkbox"/> Unable to quit				
<input type="checkbox"/> Pre-drinking	<input type="checkbox"/> Preoccupation	<input type="checkbox"/>	<input type="checkbox"/>				
Symptoms of Withdrawal (Check All That Apply)							
<input type="checkbox"/> Tremors	<input type="checkbox"/> Delirium	<input type="checkbox"/> Seizures	<input type="checkbox"/> High Blood Pressure				
<input type="checkbox"/> Ulcers	<input type="checkbox"/> Gastritis	<input type="checkbox"/> Hepatitis	<input type="checkbox"/> Nosebleeds				
Behavioral Changes (Check All That Apply)							
<input type="checkbox"/> Increased Anger	<input type="checkbox"/> Emotional Abuse	<input type="checkbox"/> Physical Abuse	<input type="checkbox"/> Verbal Abuse				
<input type="checkbox"/> Isolation	<input type="checkbox"/> Depression	<input type="checkbox"/> Stress	<input type="checkbox"/> Anxiety				
<input type="checkbox"/> Sexual Increase	<input type="checkbox"/> Sexual Decrease	<input type="checkbox"/> More Social	<input type="checkbox"/> Less Social				
<input type="checkbox"/> Insomnia	<input type="checkbox"/> More Relaxed	<input type="checkbox"/> Embarrassed by Use	<input type="checkbox"/> Broken Promises				
<input type="checkbox"/> Family Worried	<input type="checkbox"/> Friends Worried	<input type="checkbox"/> Coworkers Worried	<input type="checkbox"/>				
Symptoms of Withdrawal (Check All That Apply)							
<input type="checkbox"/> Tremors	<input type="checkbox"/> Delirium	<input type="checkbox"/> Seizures	<input type="checkbox"/> High Blood Pressure				
<input type="checkbox"/> Ulcers	<input type="checkbox"/> Gastritis	<input type="checkbox"/> Hepatitis	<input type="checkbox"/> Nosebleeds				
Biomedical Conditions and Complications							
High/Low Blood Pressure	<input type="checkbox"/> Y	<input type="checkbox"/> N	High/Low Blood Sugar	<input type="checkbox"/> Y	<input type="checkbox"/> N		
Rheumatic/Scarlet Fever	<input type="checkbox"/> Y	<input type="checkbox"/> N	Chest Pains	<input type="checkbox"/> Y	<input type="checkbox"/> N		
Fainting Spells	<input type="checkbox"/> Y	<input type="checkbox"/> N	Kidney Disease/Bladder Infection	<input type="checkbox"/> Y	<input type="checkbox"/> N		
Cancer, Type: _____	<input type="checkbox"/> Y	<input type="checkbox"/> N	Diabetes	<input type="checkbox"/> Y	<input type="checkbox"/> N		
Epilepsy	<input type="checkbox"/> Y	<input type="checkbox"/> N	Anemia/Blood Disorder	<input type="checkbox"/> Y	<input type="checkbox"/> N		
Heart Trouble	<input type="checkbox"/> Y	<input type="checkbox"/> N	Pregnancy	<input type="checkbox"/> Y	<input type="checkbox"/> N		

▼ [Credit & committing](#)

Expand and select contributors to give credit.

Commit message

Drupalcon Nashville planning meta-ticket

Author	By	Patches ▼	Files	Comments
<input type="radio"/>	<input type="checkbox"/> drnikki	none yet	none yet	2 <div></div>
<input type="radio"/>	<input type="checkbox"/> sugaroverflow			3 <div></div>
<input type="radio"/>	<input type="checkbox"/> krismaye			1 <div></div>
<input type="radio"/>	<input type="checkbox"/> angelamnr			1 <div></div>
<input type="radio"/>	<input type="checkbox"/> cehfisher at Hook 42			1 <div></div>
<input type="radio"/>	<input type="checkbox"/> volkswagenchick at Hook 42			1 <div></div>
<input type="radio"/>	<input type="checkbox"/> OyaOrisha			1 <div></div>
<input type="radio"/>	<input type="checkbox"/> handels at Brick Factory			1 <div></div>
<input type="radio"/>	<input type="checkbox"/> sparklingrobots at Drupal Diversity & Inclusion Contribution Team			1 <div></div>
<input type="radio"/>	<input type="checkbox"/> Cottser			1 <div></div>
<input checked="" type="radio"/>	Omit author			

Credit others

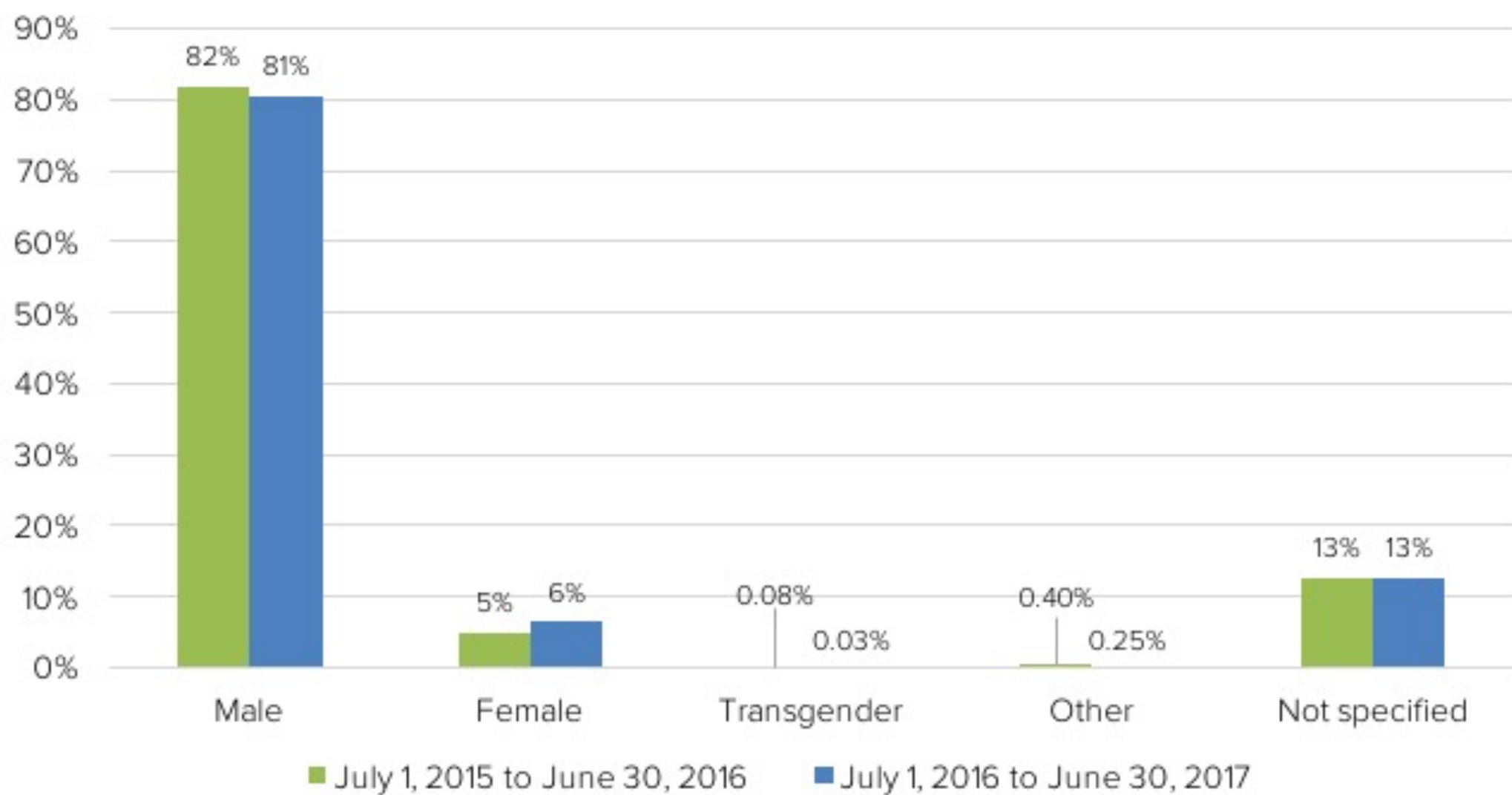
A comment for each person will be added and they will be notified.

Git command

Message only

```
git commit -m 'Issue #2923457: Drupalcon Nashville planning meta-ticket'
```

As a project maintainer, use checkboxes to give credit for the issue. [Learn more about giving credit.](#)



Source: <https://dri.es/who-sponsors-drupal-development-2017>

In a system, everyone is
connected.

We created a system that makes collaborative work look like individual achievement.

What changes when more people
get credit?

Distributing credit shatters
illusions of meritocracy by
showing all the labor involved.

What's the business case for
_____?

Diversity's dividend

What's the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?¹



¹Results show likelihood of financial performance above the national industry median. Analysis is based on composite data for all countries in the data set. Results vary by individual country.

Source: McKinsey analysis

Source: <https://www.forbes.com/sites/ruchikatulshyan/2015/01/30/racially-diverse-companies-outperform-industry-norms-by-30/#4f3db2ef1132>

Annual Economic Impact of Boosting Diversity in Tech (Homogeneity = Lost Opportunities)

Full representation of female and underrepresented minorities in the tech sector could potentially create \$470 to \$570 billion in value per year consisting of higher revenues and higher market value – adding 1.2% to 1.6% to national GDP. More diverse companies are 14% to 17% more likely to earn revenues above industry medians. This growth takes place as an effect of changes in labor and consumer markets, increasing job creation, and better quality products.*

Value of increased gender diversity in tech

**\$320B
to
\$390B**

representation at the leadership level
(SVP or higher) correlates with 13% to 16%
higher company market value

Value of increased racial diversity in tech

**\$300B
to
\$370B**

each 1% incremental gain in diversity at
NASDAQ-listed tech companies linked to
3% increase in revenues

*This study examined 167 technology companies in the United States.

Improving Bottom Line

84%

Companies with
women on boards
have 84% higher
profit margins.

58%

Gender-diverse
teams in retail have
58% higher net profits.





Article - *McKinsey Quarterly*

Changing companies' minds about women



Source: <https://www.mckinsey.com/business-functions/organization/our-insights/is-there-a-payoff-from-top-team-diversity>

What is the business case for not changing our hiring practices?



Source: <https://hewantedtheball.wordpress.com/2014/12/18/a-cog-in-the-machine/>

What systems are we supporting
with our corporate and open
source labor?



diri noir avec banan

@jackyalcine



 Follow

Google Photos, y'all f[REDACTED]d up. My friend's not a gorilla.



Skyscrapers



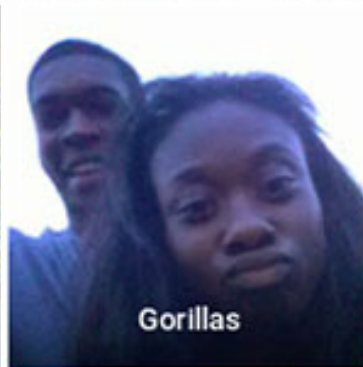
Airplanes



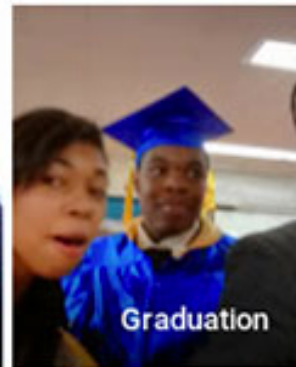
Cars



Bikes



Gorillas



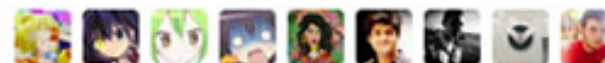
Graduation

RETWEETS

2,575

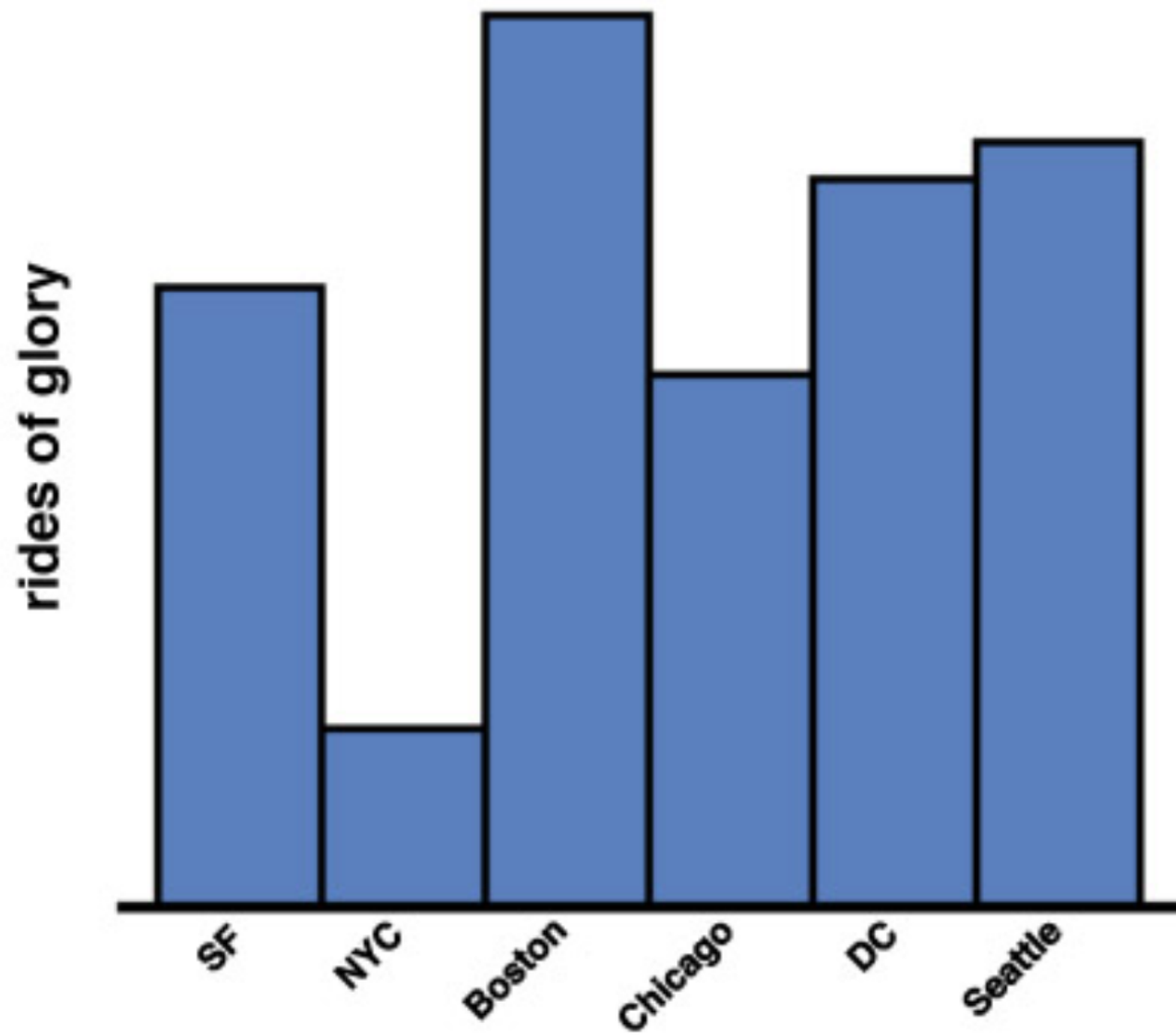
FAVORITES

1,364





Source: <https://gizmodo.com/why-cant-this-soap-dispenser-identify-dark-skin-1797931773>



Source: <https://web.archive.org/web/20141118192805/http://blog.uber.com/ridesofglory>

why are black women so



why are black women so **angry**

why are black women so **loud**

why are black women so **mean**

why are black women so **attractive**

why are black women so **lazy**

why are black women so **annoying**

why are black women so **confident**

why are black women so **sassy**

why are black women so **insecure**



Source: <http://www.jozjozjoz.com/2009/05/13/racist-camera-no-i-did-not-blink-im-just-asian/>

Who Should Get Parole?

Even the best risk assessments yield probabilities, not certainties. That means they label as “high risk” some people who won't commit another crime and label as “low risk” some people who will. This simulation lets you sort offenders into risk categories based on the results of an assessment. Think we should rarely lock up anyone who wouldn't reoffend? Set the “low risk” threshold high and the “high risk” threshold even higher. Have little tolerance for recidivism? Try the opposite. In the real world, policymakers have to strike a balance. [Read more »](#)

1

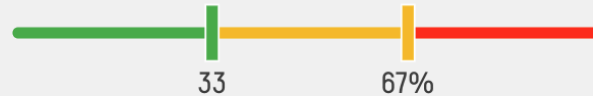
The prisoners in this simulation are up for parole. Some will reoffend if released and some won't. They each take an assessment, which estimates the chance they will reoffend.

Start

PAROLE-ELIGIBLE
PRISONERS

2

Prisoners are placed in one of three categories based on these estimates. **Move the slider** to change the cutoffs for each category. “Low risk” prisoners will be awarded parole. “High risk” prisoners will be denied.



LOW RISK

MEDIUM RISK

3

Some people you let out reoffended. Some people you left in prison wouldn't have. **Are you OK with the results?**

AWARDED PAROLE

0%
AWARDED PAROLE AND
THEN REOFFENDED

BUT! BUT! BUT!

These are companies with flawed input!!

The problem is the data source!!!

Technologists make many small choices.

Hiring managers opt to benefit from existing systems.

New futures slip away.

Technology work is political.

The foundation for inclusion is the ability to imagine new futures.

Forms shape our visions of the future and our understanding of the present.

We created a system that makes collaborative work look like individual achievement.

You want to be good to the
people around you.

You want to make an impact

You want to intervene in things
you care about

You are not neutral.

Your technology work impacts
the world.