



**DISCRIMINATORY
DESIGN**

OBJECTIVES

- Students will identify different examples of discriminatory design.
- Students will learn how AI can be a form of discriminatory design.

Discriminatory Design

Think about the story of your name for 2 minutes. Then, talk with the person sitting next to you about the history of your name for 5 minutes: Answer any of these questions:

- Who chose your name and why?
- Does it have a meaning?
- Was it always like this or has it changed?
- Do people sometimes pronounce or write your name in the wrong way?
- Do you like your name?
- How would you like to be called?
- What do your relatives and friends call you?
- Is there a different way of writing/pronouncing your name in another language?
- In which language do you like your name the most?
- Is there a story connected to your name?

Discriminatory Design

1. Do you think someone's race can be known based on their name?
2. Can you think of examples where someone may be discriminated against because of their name?

Examples of discrimination based on your name

Discrimination in Online Ad Delivery

Google ads, black names and white names, racial discrimination, and click advertising

Latanya Sweeney

TABLE 1. Black-identifying and white-identifying first names

White Female	Black Female	White Male	Black Male
Allison	Aisha	Brad	Darnell
Anne	Ebony	Brendan	Hakim
Carrie	Keisha	Geoffrey	Jermaine
Emily	Kenya	Greg	Kareem
Jill	Latonya	Brett	Jamal
Laurie	Lakisha	Jay	Leroy
Kristen	Latoya	Matthew	Rasheed
Meredith	Tamika	Neil	Tremayne
Molly	Imani	Jake	DeShawn
Amy	Ebony*	Connor	DeAndre
Claire	Shanice	Tanner	Marquis
Emily*	Aaliyah	Wyatt	Darnell*
Katie	Precious	Cody	Terrell
Madeline	Nia	Dustin	Malik
Katelyn	Deja	Luke	Trevon
Emma	Diamond	Jack	Tyrone
	Latanya		
	Latisha		

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Equality

Job Applicants With 'Black Names' Still Less Likely to Get Interviews

Employers aren't treating identical resumes equally, new research finds.

FIGURE 1

Sample Ads and Criminal Reports

A Ads related to latanya farrell
Latanya Farrell, Arrested?
www.instantcheckmate.com/
1) Enter Name and State. 2) Access Full Background Checks Instantly.

B LATANYA FARRELL
Criminal History
Public Records Found For: Latanya Farrell. View Now.

C Ads by Google
Latanya Sweeney, Arrested?
1) Enter Name and State. 2) Access Full Background Checks Instantly.
www.instantcheckmate.com/
Latanya Sweeney
Public Records Found For: Latanya Sweeney. View Now.
www.publicrecords.com/
La Tanya
Search for La Tanya Look Up Fast Results now!
www.ask.com/La+Tanya

D LATANYA SWEENEY
Criminal History
Public Records Found For: Latanya Sweeney. View Now.

E Ads related to latanya lockett
We Found Tanya Lockett
www.peoplesmart.com/
1) Get Tanya Lockett's Info - Try Free! 2) Current Phone, Address & More.
Latanya Lockett, Arrested?
www.instantcheckmate.com/
1) Enter Name and State. 2) Access Full Background Checks Instantly.

F LATANYA LOCKETT
Criminal History
Public Records Found For: Latanya Lockett. View Now.

HAVE YOU NOTICED HOW SOME PARK AND BUS STOP BENCHES ARE BROKEN UP BY ARM RESTS?



📷 Spikes to prevent sitting in Euston, central London. Photograph: Linda Ny Lind for the Guardian



THINKSTOCK

| British bus stops are designed to be hard to sleep on

The cornucopia of anti-homeless sleeping design



📷 A man tries to take a nap at a bench in Tokyo, which has been designed to discourage sleeping. Photograph: Yuya Shino/Reuters Photograph: Yuya Shino / Reuters/Reuters

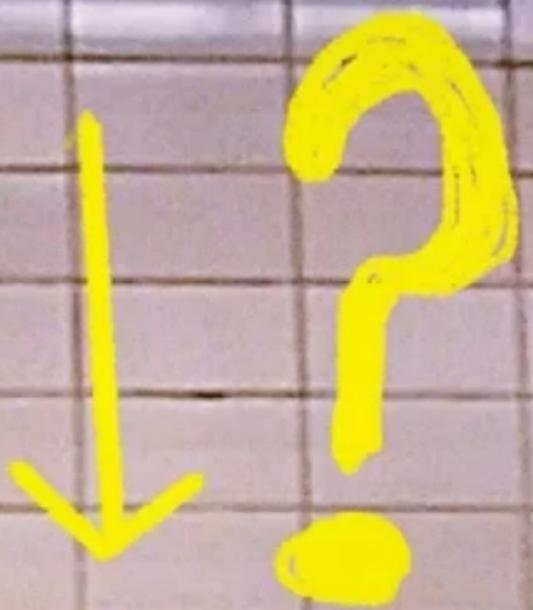
The cornucopia of anti-homeless sleeping design





NOW WHEN YOU NEED TO GO TO NYU LANGONE, STAY IN BROOKLYN.

200 YEARS AGO, BREUCKELEN CHANGED ITS NAME TO BROOKLYN. THIS YEAR, NYU LUTHERAN MEDICAL CENTER CHANGED ITS NAME TO NYU LANGONE HOSPITAL-BROOKLYN.



Vox

Discriminatory Design

Hidden prejudices that are built into aspects of society (products, tech, video games, etc.) and as a result, emergent technologies can preserve discrimination.

Discriminatory Design

Can anyone see how this maybe an example of discriminatory design?



Discriminatory Design

Can anyone see how this picture maybe an example of discriminatory design?



Discriminatory Design

Can anyone see how this picture maybe an example of discriminatory design?



Discriminatory Design

Can anyone see how this picture maybe an example of discriminatory design?



Discriminatory Design

Can anyone see how this picture maybe an example of discriminatory design?



HP Face Tracking Camera Doesn't Recognize Black People



Dr. Ruja Benjamin

- **A sociologist and a Professor in the Department of African American Studies at Princeton University**
- **coined the term "discriminatory design"**
- **Conducts research at the intersection of race, justice and technology**



Dr. Ruja Benjamin



From park bench to lab bench - What kind of future are we designing? | Ruha Benjamin | TEDxBaltimore



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Discriminatory Design

What are some examples of discriminatory design?

examples of discriminatory design	who is being negatively affected?
right-handed desk	
facial recognition technology	
building that doesn't have ramps or elevators	

Discriminatory Design Summary

As a class, we will learn how “those things dubbed “just ordinary” are also cultural, as they embody values, beliefs, and narratives, and normal names offer some of the most powerful stories of all ... and infused with meaning and experience – particular histories, longings, and anxieties.” (Ruja Benjamin)