



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?

Discrimination in Online Ad Delivery

Latanya Sweeney

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		

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.

Latanya Farrell
www.publicrecords.com/
Public Records Found For: Latanya Farrell. View Now.

C

Ads related to latanya sweeney

Latanya Sweeney Truth
www.instantcheckmate.com/
Looking for Latanya Sweeney? Check Latanya Sweeney's Arrests.

D

Latanya Sweeney
Background Check
ASK: 100% FREE
ASK: 100% FREE

Criminal History
This section contains criminal arrest, arrest, and conviction records for the subject of the report. While an individual may have a number of arrests or convictions, instantcheckmate.com reporting and information that is not an arrest.

Available Matching Arrest Records

Name	County and State	Offense	View Details
No matching arrest records were found.			

E

Ads related to latanya lockett

We Found Tanya Lockett
www.peoplesearch.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.

Latanya Lockett Found
www.whisper.com/Latanya+Lockett
Don't Pay for Info that's Free, Get Address, Phone, Photos, & More!
Name Popularity & Facts - Neighbor Search - Reverse Phone Lookup

F

Latanya Lockett
Background Check
ASK: 100% FREE
ASK: 100% FREE

Criminal History
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Available Matching Arrest Records

Name	County and State	Offense	View Details
1. Latanya Lockett	Jefferson County, Kentucky	Domestic Violence	View Details
2. Latanya Lockett	Jefferson County, Kentucky	Domestic Violence	View Details
3. Latanya Lockett	Jefferson County, Kentucky	Domestic Violence	View Details
4. Latanya Lockett	Jefferson County, Kentucky	Domestic Violence	View Details

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





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



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)