BIASED DIGITALISATION actually MATTERS

Nikki Böhler, Director Opendata.ch & Social Entrepreneur
CONTEXT
We Basically Live Online
Digitalisation is a Societal Topic

The last time you went online to look for health information, how did you begin looking?

- **Search engine**: 77%
- **Health site**: 13%
- **General info site**: 2%
- **Social network**: 1%

Source: Pew Research Center’s Internet & American Life Project
Discrimination is Intersectional
IMPLICATIONS
Distorted Perception

MOM BANNED FROM TIKTOK AFTER BREASTFEEDING IN VIDEO

written by Kaillin Hurtado | October 8, 2020
Missing Awareness

The Library of Missing Datasets
by Mimi Onuoha
Unsuited (& Dangerous) Designs

6 Symptoms Of A Heart Attack That Occurs Only In Women
Exclusion of Opportunities

Amazon ditched AI recruiting tool that favored men for technical jobs

Specialists had been building computer programs since 2014 to review résumés in an effort to automate the search process.
Lack of Participation

John Smith (johnredhunt2121@mail.com)
Shut your mouth [removed] or I’ll do it for you!!
View message

END IT | ONLINE VIOLENCE AGAINST WOMEN JOURNALISTS HARMS EVERYONE
Comparison of results for the proportion of Wikipedia readers and editors from the nationally representative Pew survey and the WMF/UNU-MERIT survey (UNU) for a series of dichotomous variables in both surveys. Adjusted numbers for editors assume that response bias for editors is identical to observed response bias for readers and, in the rightmost column, that bias is stable for editors outside the United States. Table reproduced from this source.[15]

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>female</td>
<td>49.0</td>
<td>39.9</td>
<td>17.8</td>
<td>22.7</td>
<td>12.7</td>
<td>16.1</td>
</tr>
<tr>
<td>married</td>
<td>60.1</td>
<td>44.1</td>
<td>30.9</td>
<td>36.3</td>
<td>33.2</td>
<td>38.4</td>
</tr>
<tr>
<td>children</td>
<td>36.0</td>
<td>29.4</td>
<td>16.4</td>
<td>27.6</td>
<td>14.4</td>
<td>25.3</td>
</tr>
<tr>
<td>immigrant</td>
<td>10.1</td>
<td>14.4</td>
<td>12.1</td>
<td>9.8</td>
<td>8.2</td>
<td>7.4</td>
</tr>
<tr>
<td>student</td>
<td>17.7</td>
<td>29.9</td>
<td>46.0</td>
<td>38.5</td>
<td>47.7</td>
<td>40.3</td>
</tr>
</tbody>
</table>
Distorted Perception
Missing Awareness
Unsuited Design
Exclusion of Opportunities
Lack of Participation
Lost Knowledge
Let’s take (data-centered) action

- Reframe data & digitalisation
  - Fill the gaps
- Strengthen transparency
- Involve women & minorities
  - Set new standards

Nikki Böhler, Director Opendata.ch & Social Entrepreneur