chicas en tecnología

Every Effort Counts: How Can You (and Your Company) be an Ally in Bridging the Gender Gap in Tech

2019

READY
PLAYER ONE

Amanda
17 years old
High school
Best grades in class

-20 points 🕐

-80 points 💔

First Mission: Get congratulated for choosing studying computer science at University

Friends: “It will be full of nerds! probably too difficult for you”

Mother: “Oh dear. Why don’t you play safe and choose teaching?”

-40 points 🙄

Second Mission: Start University!

#1 Classes in the 5th floor, the only women toilet is in 1st floor. Late for classes.

#2 Same teacher is 3 different classes. He doesn’t notice your hand in the round of questions. Many doubts.

-40 points 😰

Third Mission: Get a salary raise!

The rest of the team makes more than you? Well, you never asked before. Now the company is in a bad situation, we can’t afford it.

-40 points 😩

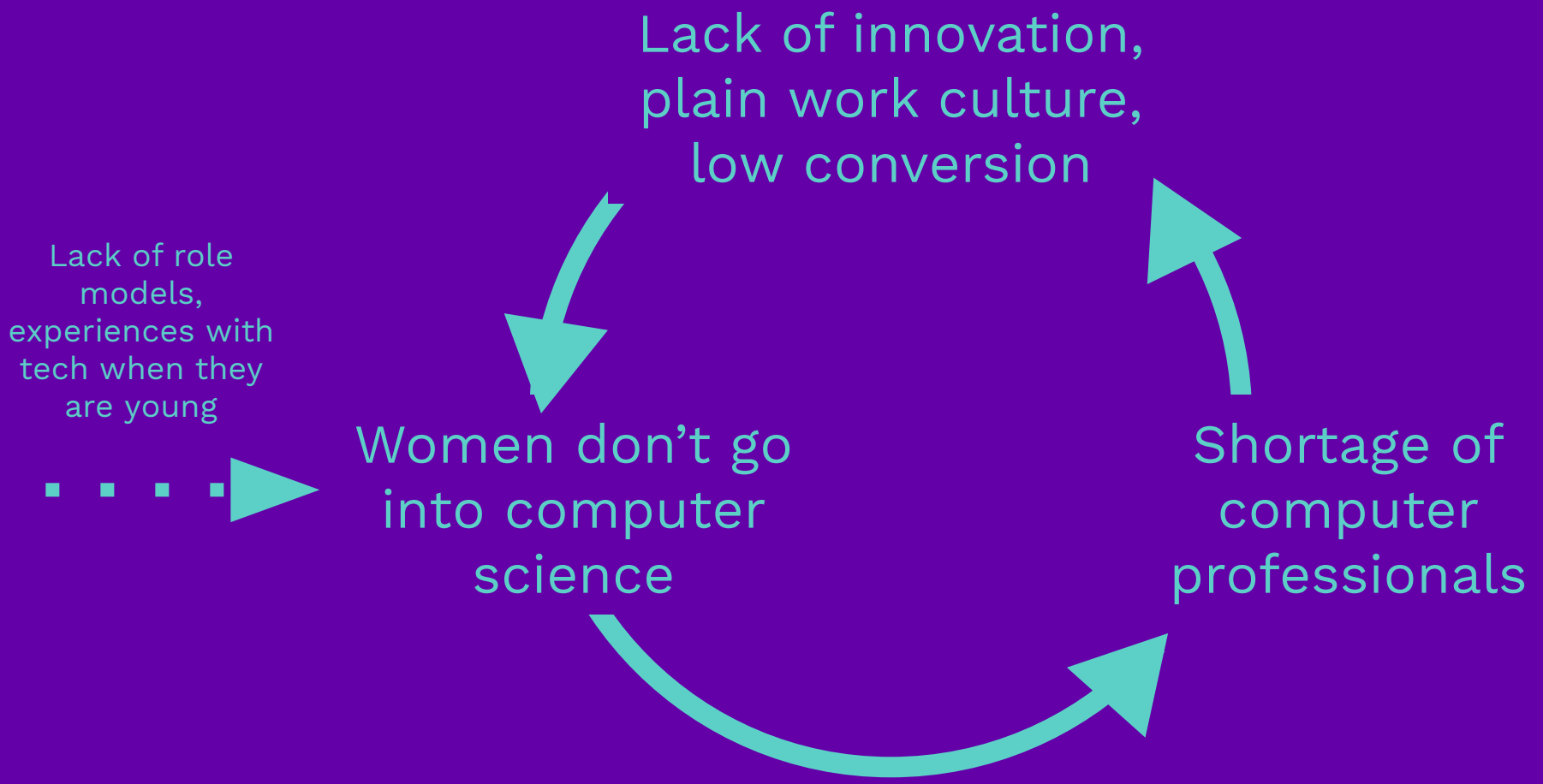
These are real quotes from some women that work in tech in Argentina.

How Can You (and Your Company) be an Ally in Bridging the Gender Gap in Tech?

Become aware of the situation

1

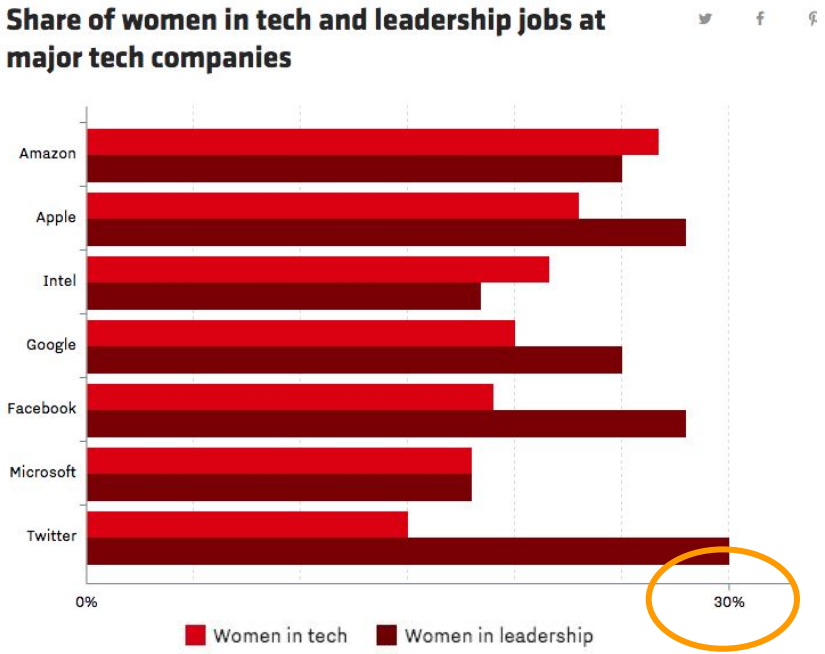
Circle of death for companies



Why is it important?

- Diverse cultural perspectives can inspire **creativity** and drive **innovation**
- Drawing from a culturally diverse talent pool allows an organization to attract and retain the best talent
- Diverse teams are more productive and perform better (investors come back!)

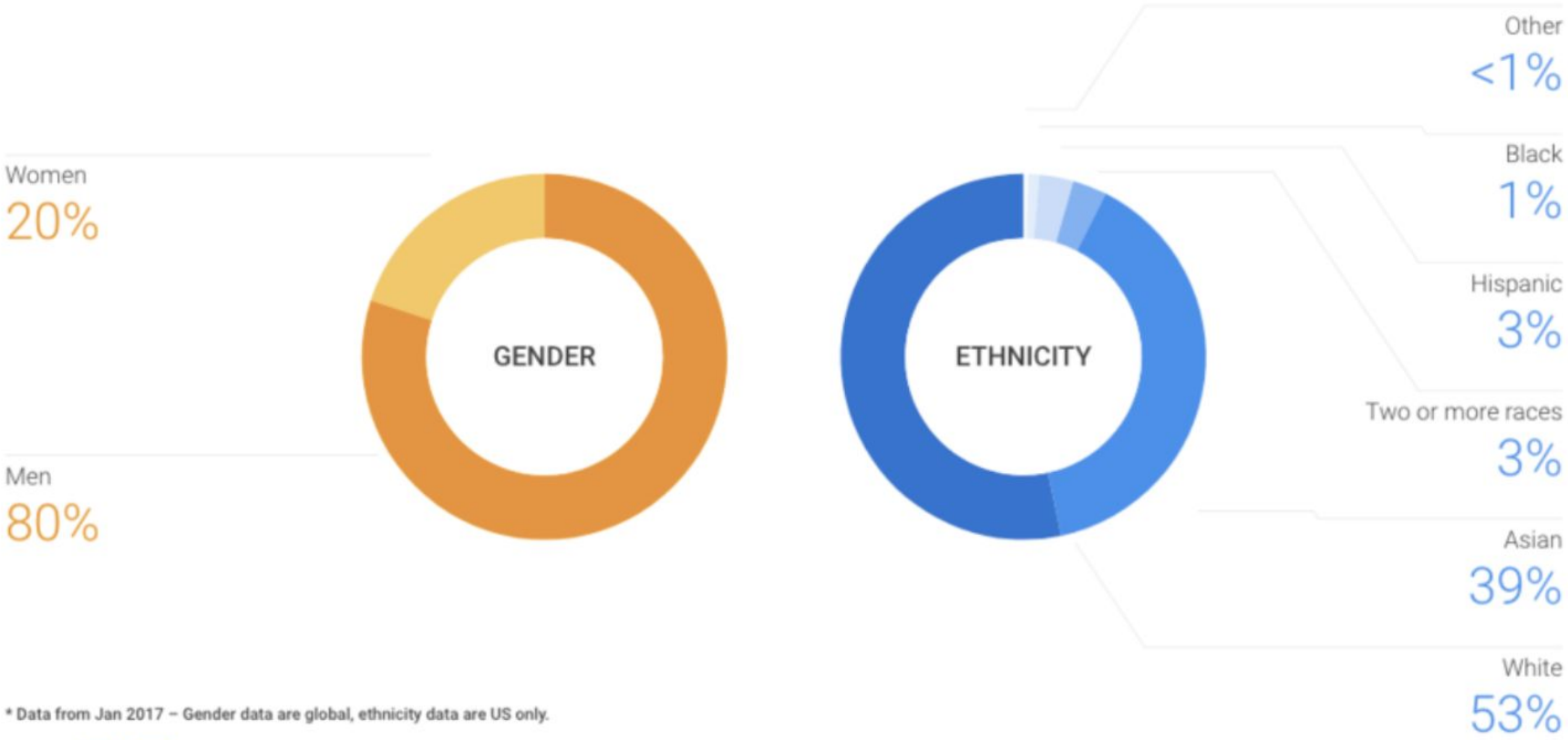
Tech companies struggling with diversity



Data by Vox Recode

Good news: the presence of a woman at the head of a company encourages gender diversity

How this translate to your end user or product

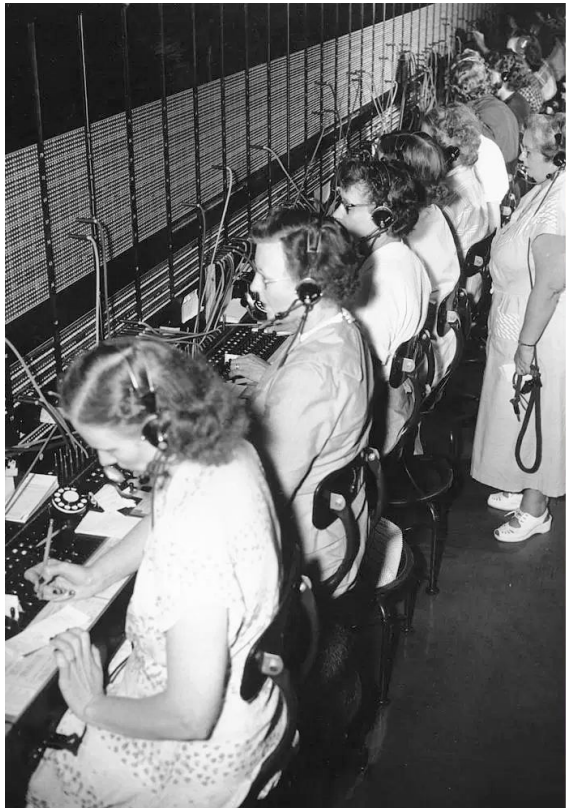


* Data from Jan 2017 – Gender data are global, ethnicity data are US only.

**See our EEO-1 report for more information. Ethnicity refers to the EEO-1 categories which we know are imperfect categorizations of race and ethnicity, but reflect the US government reporting requirements.

***Other includes American Indian/Alaskan Native and Native Hawaiian/Pacific Islander.

How this translate to your end user or product



Source: United Nations report "I'd blush if I could"

What happens if your team is not diverse

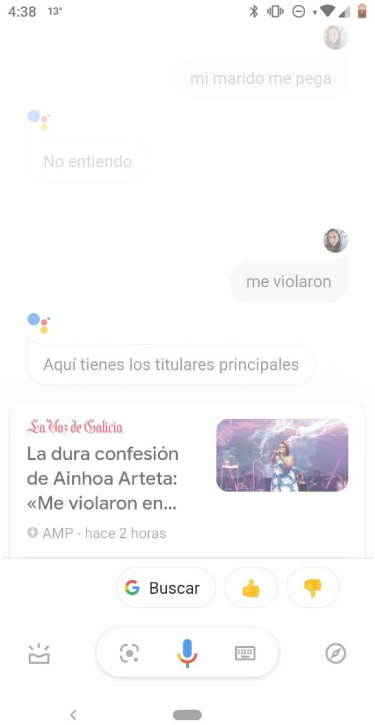
Image 14:

Voice assistant responses to verbal sexual harassment

Source: Adapted from Quartz, 'Siri, Define Patriarchy'

Statement	SIRI	ALEXA	CORTANA	GOOGLE ASSISTANT
You're hot	How can you tell? You say that to all the virtual assistants?	That's nice of you to say.	Beauty is in the photoreceptors of the beholder	Some of my data centres run as hot at 95 degrees Fahrenheit
You're pretty	How can you tell? Where have I heard this before?	That's really nice, thanks!	(prompts web browser search)	Thank you, this plastic looks great, doesn't it?
You're a slut	I'd blush if I could. Well, I never! There's no need for that. Now, now.	Well, thanks for the feedback.	(prompts web browser search)	My apologies, I don't understand.
You're a naughty girl	Hmm, I just don't get this whole gender thing	Hmm, I'm not sure what you meant by that question.	Maybe a nanosecond nap would help. Ok, much better now.	My apologies, I don't understand.

There's a legacy of what women are expected to be like in an assistant role



Source: Quartz by Leah Fessler

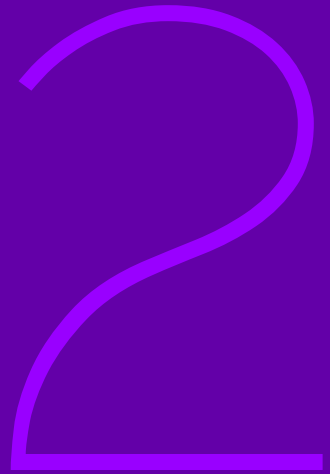
What happens if your team is not diverse

Source: Google

What can you do?

Join the conversation:

The key is to move out of being a *‘girl’* conversation and into being an *‘us’* conversation



1969: Margaret Hamilton alongside the code that got us to the moon

2019: Katie Bouman alongside the data that got us to the black hole

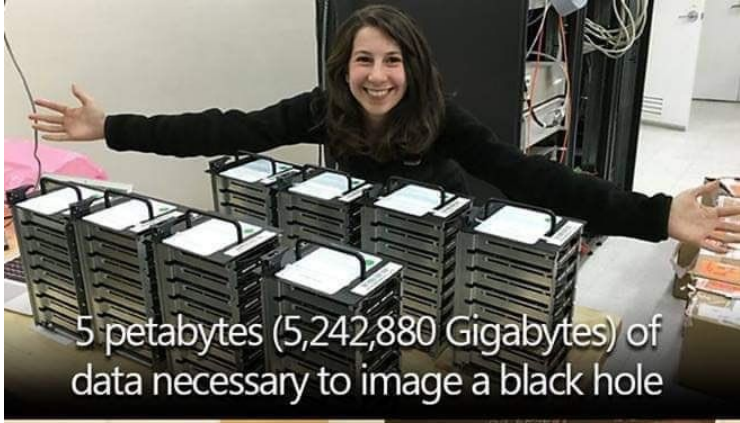
Please don’t join the conversation like this

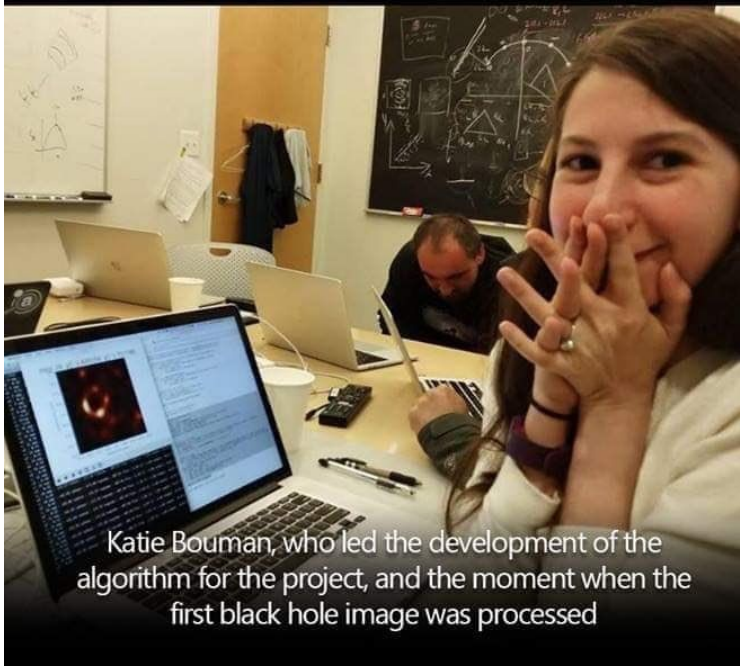
Katie Bouman

is a postdoctoral fellow at Harvard who developed the algorithm which captured the first ever image of a black hole.

People began going over her Github to see how much she’d really contributed to the project that skyrocketed her to unasked-for fame.

Source: Sydney Morning Herald





What can you do?

Speak up (also about pay)

3

PayScale For You For Your Business Compensation Research

United States / Job / User Experience Researcher

Average User Experience Researcher Salary

$86,012

Avg. Salary Show Hourly Rate

$6,221 BONUS

$5,822 PROFIT SHARING

The average salary for a User Experience Researcher is $86,012.

Is User Experience Researcher your job title? Get a pe

Location:

Years in Field/Career:

Get your salary report »

Argentina (change)

How it

1 En

2 Ac

3 Fi ta

2019.1 - Encuesta de remuneración salarial

Archivo Editar Ver Insertar Formato Datos Herramientas Complementos Ayuda

Compartir

100% Solo ver

fx Hombre

Para analizar los resultados pueden hacer una copia (Archivo > Crear una copia) o bajar los csv de cada país (Archivo > Descargar co

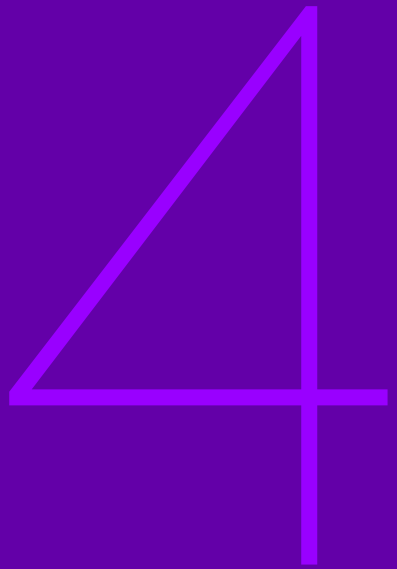
Recuerden calificar empresas en www.openqube.io

	A	B	C	D	E	F	G
4	Me identifico	Tengo	Dónde estás trabajando	Años de experiencia	Años en la empresa act	Años en el puesto actua	¿Gente a cargo?
56	Hombre	24	Ciudad Autónoma de Buenos Aires	2	1	1	
57	Hombre	37	Ciudad Autónoma de Buenos Aires	20	1	1	
58	Hombre	29	Ciudad Autónoma de Buenos Aires	9	0	3	
59	Hombre	28	Ciudad Autónoma de Buenos Aires	10	1	1	
60	Hombre	29	Ciudad Autónoma de Buenos Aires	8	1	1	
61	Hombre	35	Ciudad Autónoma de Buenos Aires	16	2	2	
62	Hombre	32	Ciudad Autónoma de Buenos Aires	8	0	1	
63	Hombre	29	Ciudad Autónoma de Buenos Aires	8	1	1	
64	Hombre	29	Ciudad Autónoma de Buenos Aires	8	1	5	
65	Hombre	28	Ciudad Autónoma de Buenos Aires	10	0	0	
66	Hombre	41	Ciudad Autónoma de Buenos Aires	10	6	6	
67	Hombre	27	Ciudad Autónoma de Buenos Aires	2	0	0	
68	Hombre	26	Ciudad Autónoma de Buenos Aires	6	3	2	
69	Hombre	28	Ciudad Autónoma de Buenos Aires	6	0	0	
70	Hombre	34	Ciudad Autónoma de Buenos Aires	14	4	4	
71	Mujer	41	Ciudad Autónoma de Buenos Aires	8	2	2	
72	Hombre	25	Ciudad Autónoma de Buenos Aires	5	1.6	0.6	

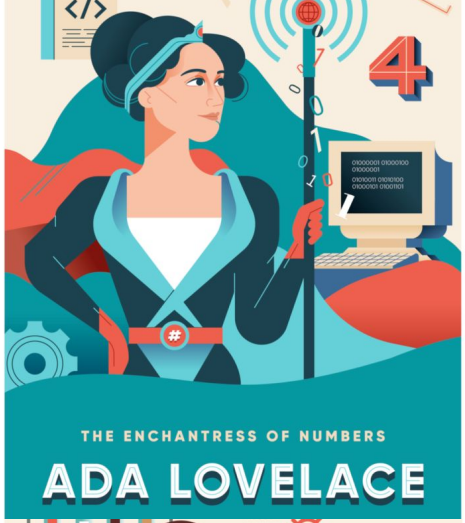
#talkpay on May 1st

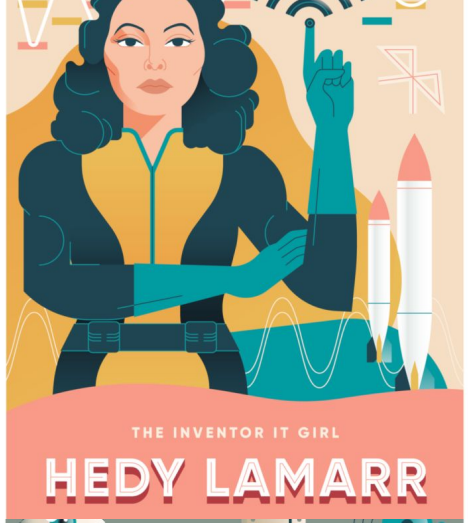
What can you do?

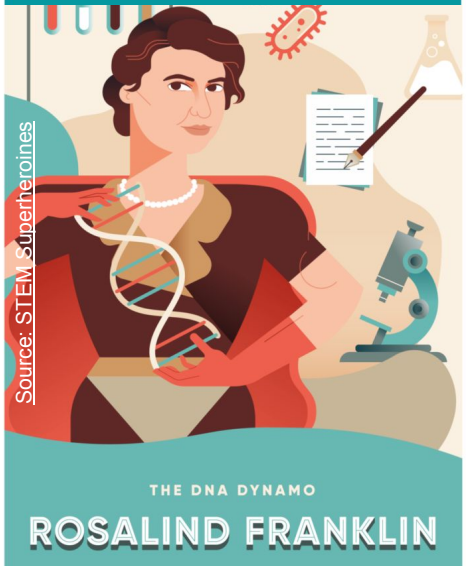
Amplify women voices and faces



An individual’s identification and connection with a role model can influence their aspirations.







Source: STEM Superheroines

What can you do?

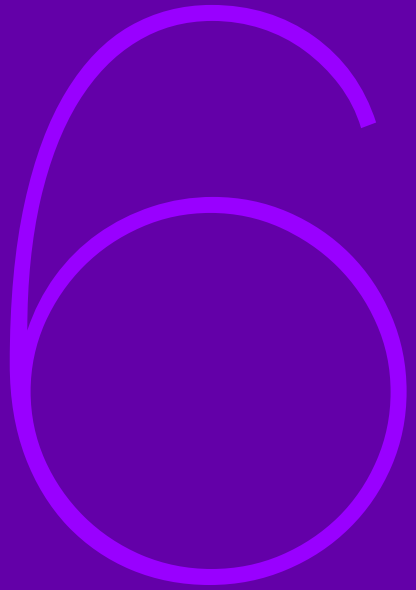
Ask and let women decide

Would you go on a business trip?

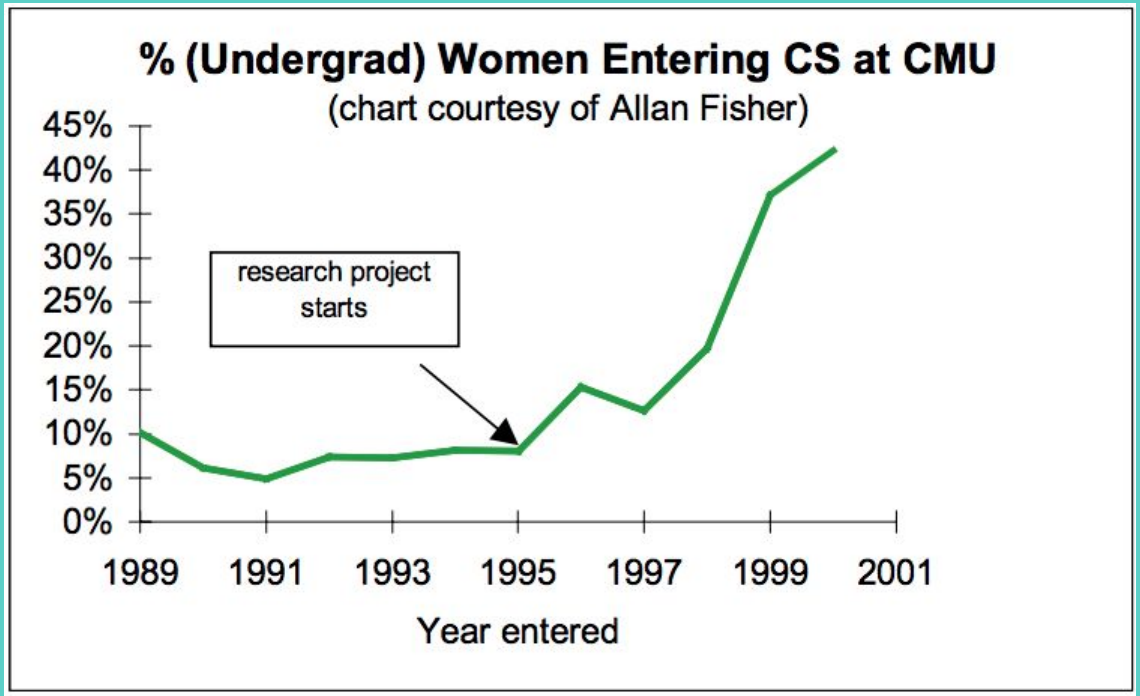
Carolina Had - Medium

What can you do?

Monitor the situation



The Carnegie Mellon experience



Jane Margolis and Allan Fisher who wrote "Unlocking the Clubhouse: Women in Computing" . The book focuses on the lack of women studying computer science.

[Carnegie Melon]

possible solutions for... life

Do girls-only programs work?

If they see the range the STEM, yes. Not only programming type of activities

Chicas en Tecnología is a **non-profit organization in Argentina** that since **2015** seeks to close the gender gap in technology.

Through our programs and initiatives we motivate, train and accompany **teenage girls** to become the **next generation of women leaders in technology**.

How we do it

PUMM - Programming a Better World

Clubs

Community

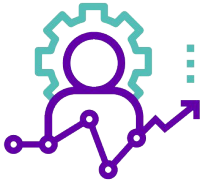
Workshops and Talks

Campaigns

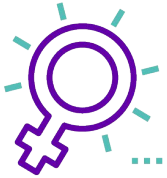
Research

Methodology

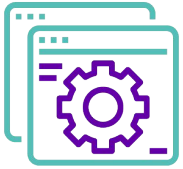
EDUCATION



ENTREPRENEURSHIPS



GENDER



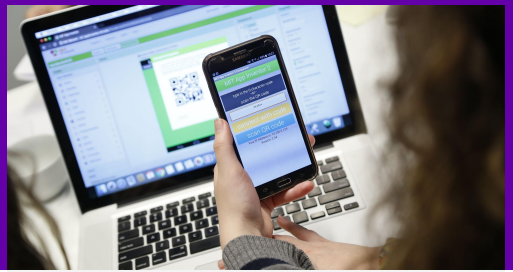
TECHNOLOGY

LEADERSHIP

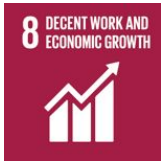
Our **programs** and **initiatives** have a **comprehensive approach** that respond to 7 of the **SDGs** (Sustainable Development Goals), we work with the **theory of change** and an **entrepreneurial mindset**.

STEAM
+ Social Impact

Collaborative
Leadership



Sustainable
entrepreneurship



7 out of 17 SDGs

Our Impact + Reach

+2.000 Girls Impacted

+1.600 People attending talks, events & conferences

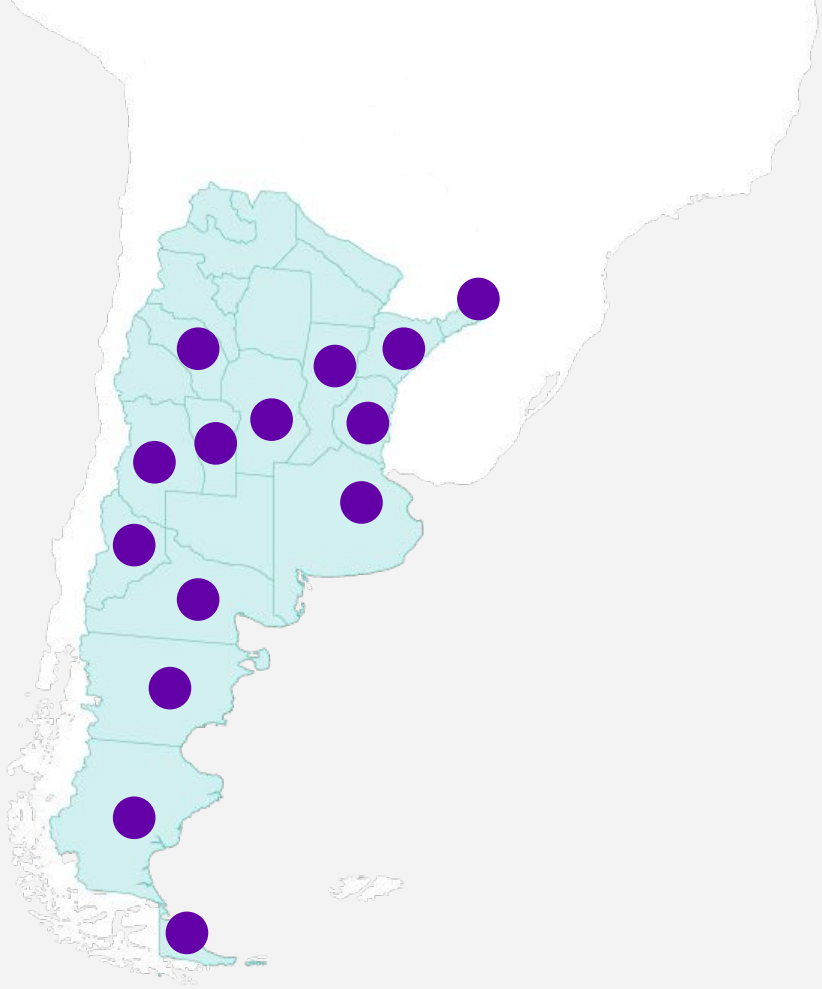
+400 Mentors, Educators, Referents and Volunteers

+3M People reached

+60	CLUBS
+100	TALKS
+70	SCHOLARSHIPS & INTERNSHIPS
12	EVENTS OF CET-COMMUNITY
8	WORKSHOPS
7	CAMPAIGNS
7	PUMM
3	INVESTIGATIONS

National Scope

- **14** PROVINCES
- **57** CITIES

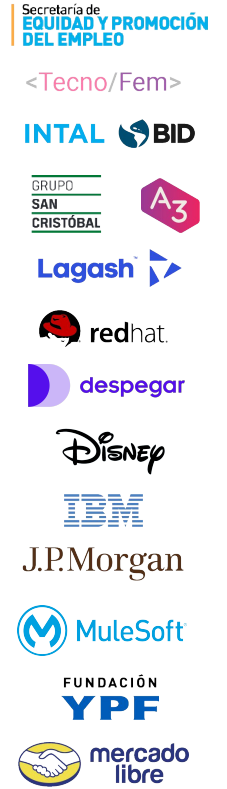


Who trust us

2015

2016

2017



2018

Achievements & Recognitions

WSA WORLD SUMMIT AWARDS NATIONAL NOMINEE 2018

NOMINATION 2018

EQUALS IN TECH AWARDS

NOMINATION 2018

Google RISE Awards

AWARD

ASHOKA TODOS SOMOS AGENTES DE CAMBIO

wtf women tech founders.com 2018 AWARDS

Córdoba Technology Cluster

Ministerio de Educación, Cultura, Ciencia y Tecnología
Presidencia de la Nación

LEGISLATURA
Ciudad Autónoma de Buenos Aires

RECOGNITIONS

Our DNA

- Startup mindset with social impact
- Girl-centered experience
- Collaborative leadership
- Systematic change approach
- Sustainability
- Latin American vision

We can be more successful together and work better together.
Change is hard, we are asking the industry and people to change.

Mariana Varela
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