Unicorns Are Actually TERRIFYING:
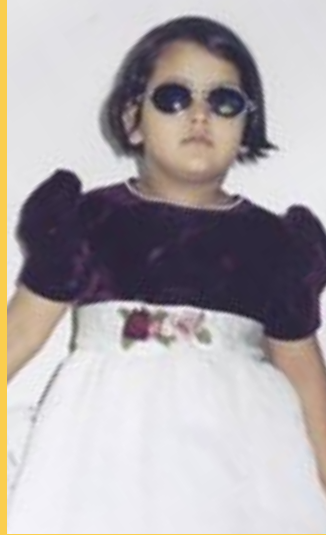
Diversity for Diversity's Sake

Nishat Anjum | AlterConf 2017

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unicorn

noun | uni·corn | \ ˈyü-nə-ˌkȯrn \

Dictionary:

a mythical usually white animal generally depicted with the body and head of a horse with long flowing mane and tail and a single often spiraled horn in the middle of the forehead

Tech:

a person or company that is a singular oddity, unheard of, passed off as unique even if that is not the case

imposter syndrome

an inability to internalize accomplishments and a persistent fear of being exposed as a "fraud"

Unicorns don't exist.

How can you be represented if you don't exist?

You can not keep pushing for more diversity while labeling marginalized people in tech as oddities.

Telling underrepresented groups that the few peers they see working within the field have accomplished the impossible discourages them from even trying.
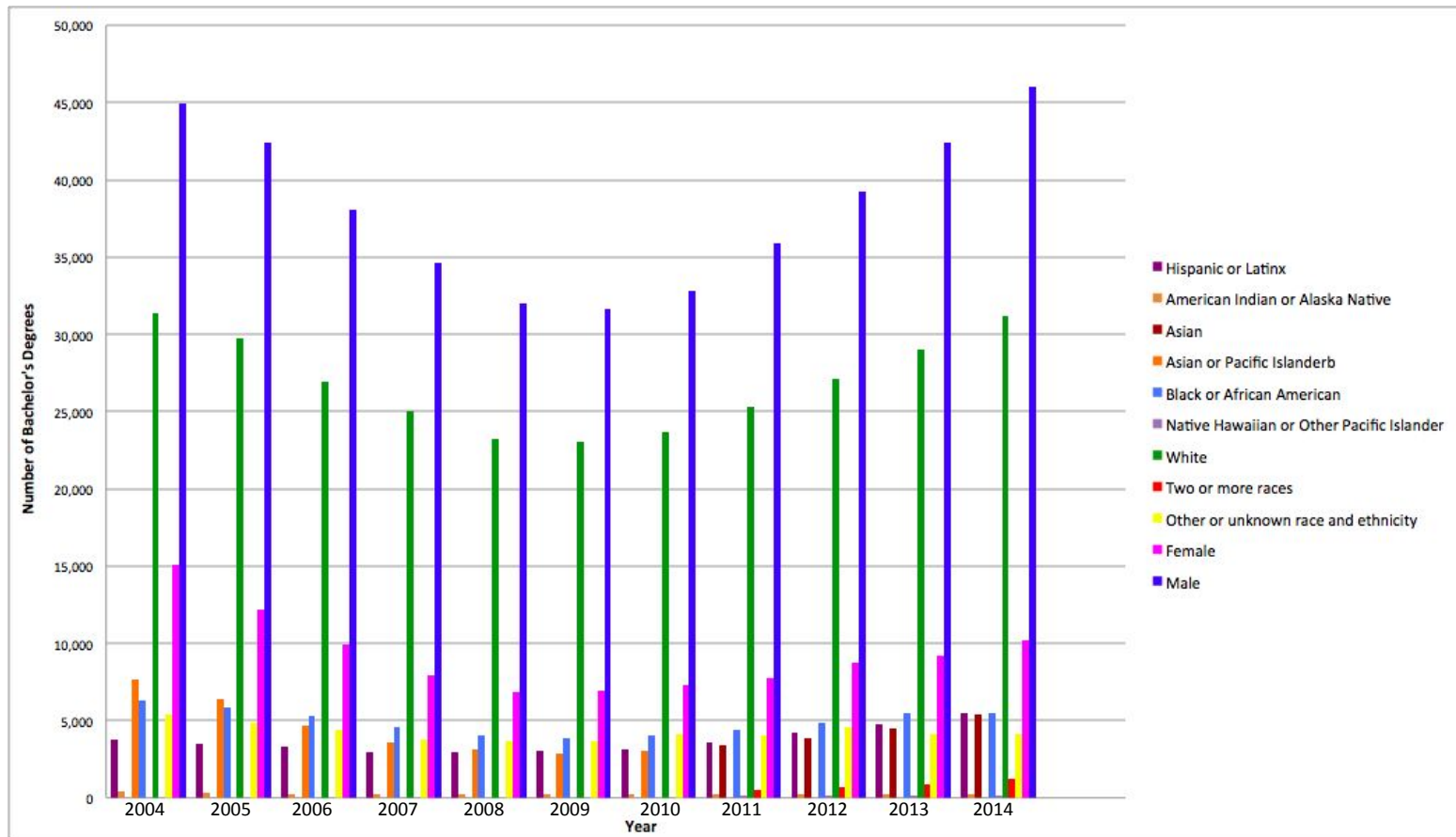
The pipeline issue is a unicorn too.

~~It {kinda} doesn't exist.~~
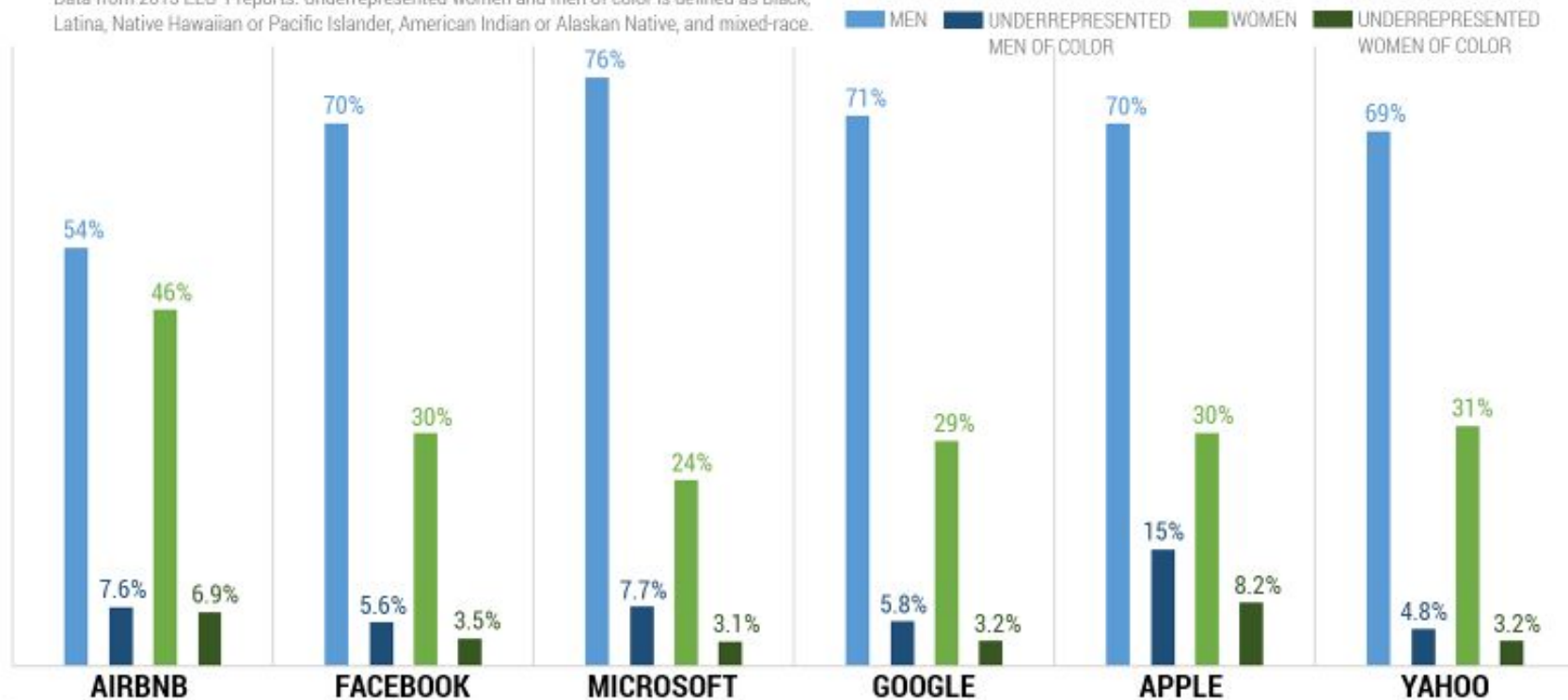
It isn't the biggest contributing factor.

Gender & Diversity: Computer Science BS Degrees

Gender & Diversity at Major Tech Companies 2015

Data from 2015 EEO-1 reports. Underrepresented women and men of color is defined as Black, Latina, Native Hawaiian or Pacific Islander, American Indian or Alaskan Native, and mixed-race.

MEN   UNDERREPRESENTED MEN OF COLOR   WOMEN   UNDERREPRESENTED WOMEN OF COLOR

AIRBNB — 54%, 7.6%, 46%, 6.9%
FACEBOOK — 70%, 5.6%, 30%, 3.5%
MICROSOFT — 76%, 7.7%, 24%, 3.1%
GOOGLE — 71%, 5.8%, 29%, 3.2%
APPLE — 70%, 15%, 30%, 8.2%
YAHOO — 69%, 4.8%, 31%, 3.2%

Initiatives that place emphasis on diversity on a core value level provide inclusivity for all.

Adopting diversity on the surface level will hurt in the long run.

No one wants to feel as though they're another number to meet the quota.

🦄 Train to overcome unconscious bias.

🦄 Diversify recruitment locations.

🦄 Put empathy back into whiteboarding interviews.

🦄 Consider skills that come out of experiences other than coding.

Look at all of these "unicorns"