



DrupalCon

NASHVILLE **2018**
APRIL 9-13



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Women in the Tech Workplace



Alanna Burke
Chromatic



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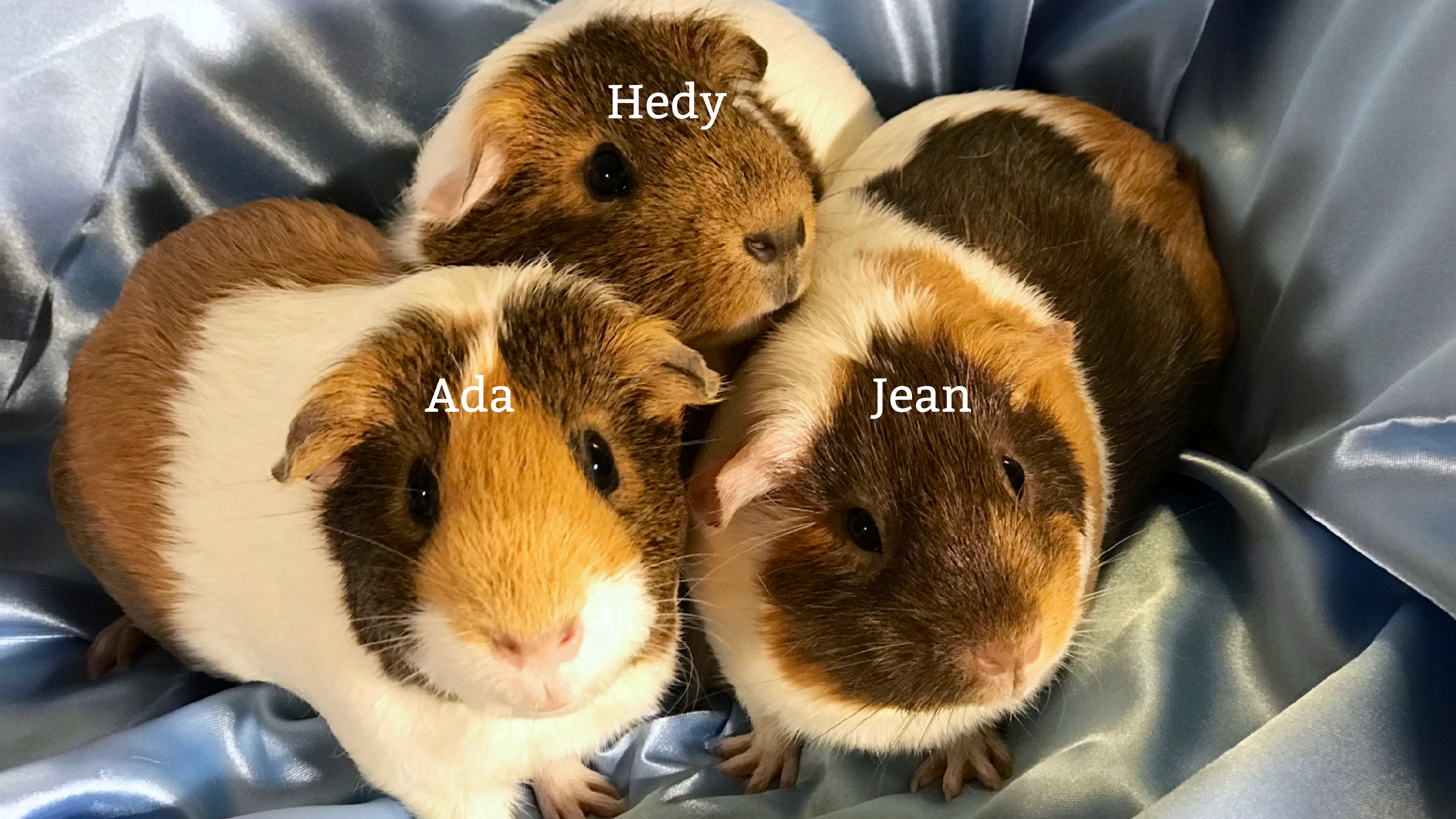
 aburke626

 aburke626

 alannaburke



chromatichq.com



Hedy

Ada

Jean





Women aren't new to the tech
world.



We have always been here.



So why are we still struggling to
fit in and succeed in the tech
workplace?

Once Upon a Time ...

- Computing was women's work!
- Programming was seen as similar to running a telephone switchboard.
- In the first half of the 20th century, "programmer" had a negative connotation - computers involved a lot of manual labor.

What Happened?

- The industry exploded, and by the 1960s, there were more jobs than programmers to fill them.
- Two male psychologists, William Cannon and Dallis Perry, were hired to find recruits who would enjoy programming.
- They profiled 1,378 programmers - and only 186 women.

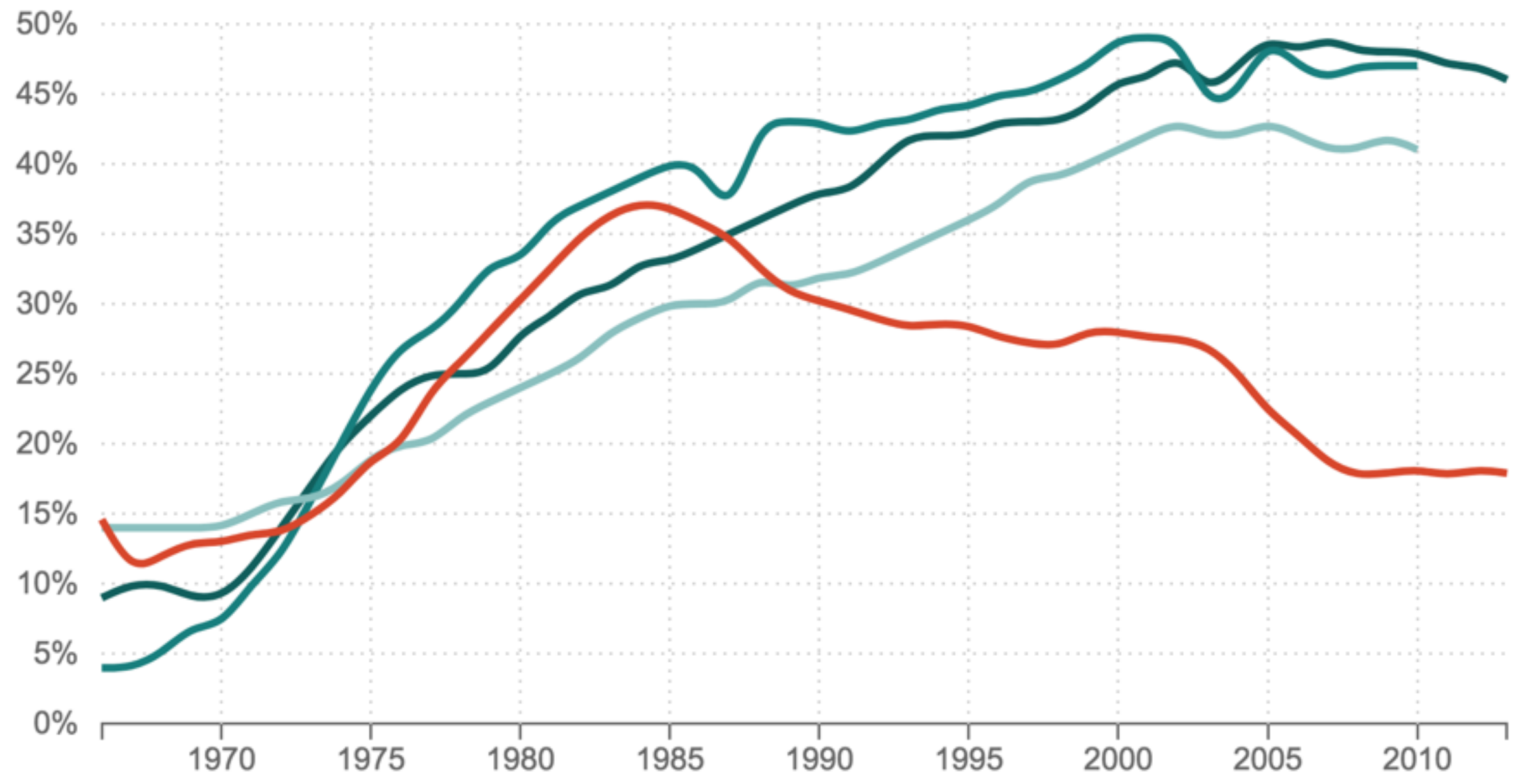
What Happened?

- They came to two conclusions:
- The first was that people who liked programming enjoyed solving puzzles.
- The second, and problematic, conclusion: that satisfied programmers “don’t like people.”
- This personality test became widespread and created the stereotype we still have today - which excludes women.

What Happened To Women In Computer Science?

% Of Women Majors, By Field

■ Medical School ■ Law School ■ Physical Sciences ■ Computer science



Source: National Science Foundation, American Bar Association, American Association of Medical Colleges
Credit: Quoc Trung Bui/NPR

Women CS Grads Over Time

This graph from NPR shows a peak around 1984 and a steep decline.

The Pipeline

- “There aren’t enough women in tech”
- “There aren’t enough women graduating”
- “There aren’t enough women applying.”

The Pipeline

- Women need to see other women in tech careers to want to sign up!
- It's not enough to get girls into computer science and coding classes.
- There need to be successful, **visible**, female role models in tech.

The Pipeline

- In 2015, Intel set a goal that 40 percent of all new hires would be women or underrepresented minorities.
- They got 43.1%.
- Intel Chief Executive Brian Krzanich:
“If the pipeline was such a big problem, I would have come back as a failure there.”

The Leaky Bucket

- Getting more women into tech is pointless if there is no effort to retain them.
- Don't make assumptions as to why women leave!

The Leaky Bucket - Why Do Women Leave?

- Pay - women are actually more likely than men to leave because of pay
- Bias

The Leaky Bucket - Why DON'T Women Leave?

- Motherhood!
- Companies assume women of childbearing age are leaving because they are having children, but it's just not the case.
- Most women who leave their job are staying in the workforce.

The Leaky Bucket - Retention

- Don't focus all retention strategies on motherhood.
- Differences between men & women's reasons for leaving are overstated.
- Don't assume! Develop data-driven strategies.

The 5 Biases Pushing Women Out of STEM

- Researchers from The Center for WorkLife Law studied decades of gender research.
- They identified 5 key biases encountered by women in STEM fields.

Prove-it-again

- Women often have to provide more evidence of competence than men in order to be seen as equally competent.
- In a study by the Harvard Business Review, two-thirds of the women reported having to prove themselves over and over again – their successes discounted, their expertise questioned.

The Tightrope

- Women often find themselves walking a tightrope between being seen as too feminine to be competent—or too masculine to be likable.
- Women are more likely to take on administrative tasks or things like kitchen duty - and to be looked down on if they don't.

The Maternal Wall.

- When women have children, professional opportunities dry up.
- There are strong assumptions that women lose their work commitment and competence after they have children ...
- But mothers who remain indisputably committed to their work are also penalized.



“ I have to fight very hard to show that I am a good scientist as well as a mother. ”

an Asian-American immunologist



“ There is an assumption that your career is more of a hobby than a career. ”

a black microbiologist

Tug of War

- Sometimes gender bias against women fuels conflict among women.
- Women often exhibit the same bias against women in “traditionally masculine” careers that men do.
- When women have experienced discrimination early in their careers, they may distance themselves from other women.



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LNP

Sexual Harassment

- In a study of 60 scientists, all women of color, 34.5% reported sexual harassment.
- A 2014 study of scientists found that 64 percent of 666 respondents had experienced some sort of sexual harassment while doing fieldwork.
- Also a major problem at universities.

Sexual Harassment

- Kelly Ellis
- Susan Fowler
- Julie Ann Horvath
- Katrina Lake
- Whitney Wolfe



“ We don't call anybody who talks about sexism in tech a whistleblower. ”

Katy Levinson

Sexual Harassment - What Needs to Change?

- Break the silence. Keep talking about it.
- Clear codes of conduct.
- Clear reporting and follow-up with no retaliation.
- Serious personal commitment at all levels to solving this.

Sexual Harassment - Tools for Change

- <https://www.knowyourix.org/> - Know Your Title IX
- Bystander Training!
- Promote more women

Hiring & Imposter Syndrome

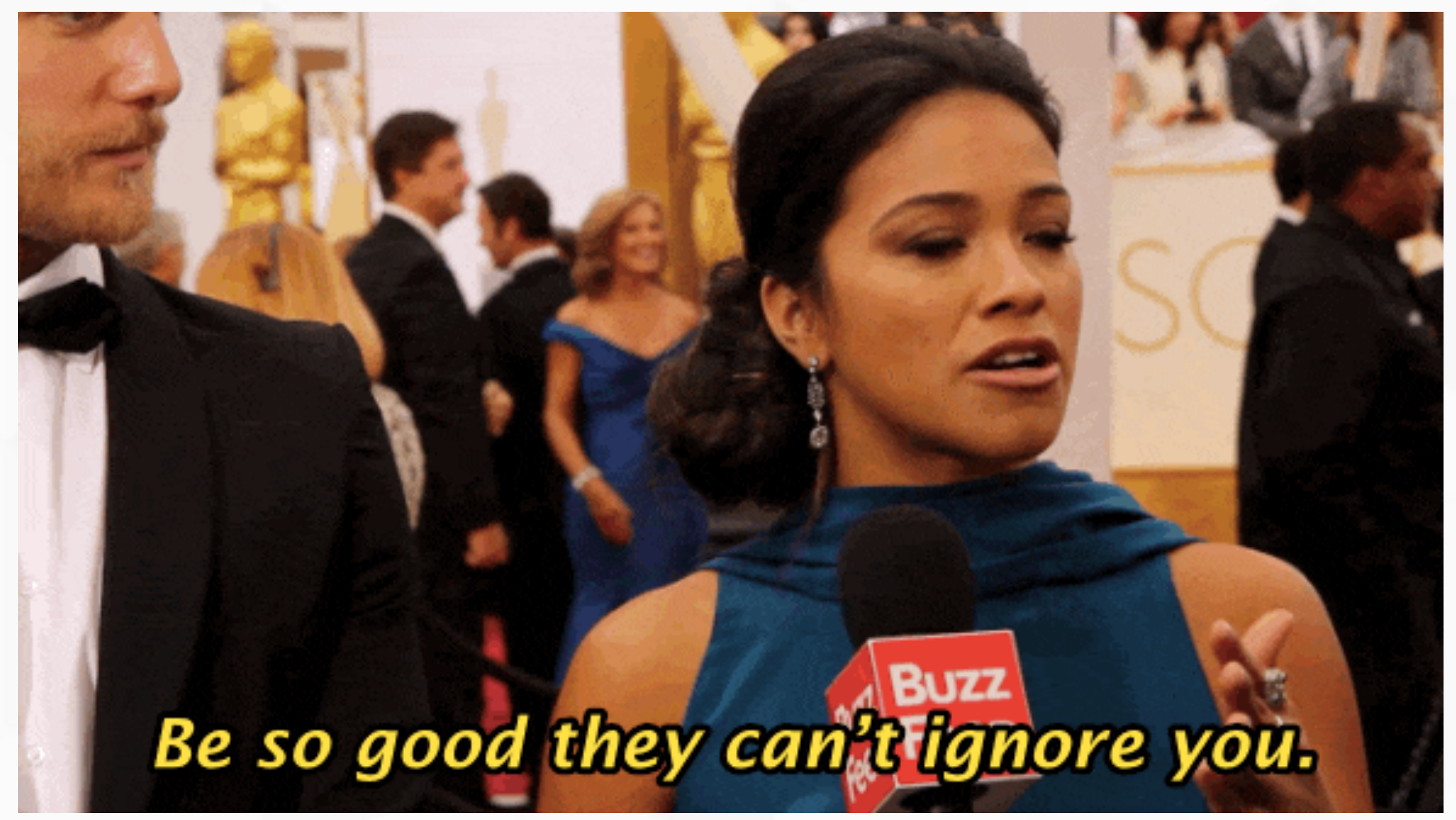
- Women are often less confident in their technical skills than men.
- Men apply for a job when they meet only 60% of the qualifications, but women apply only if they meet 100% of them.



Tara Sophia Mohr. "Why Women Don't Apply for Jobs Unless They're 100% Qualified." *Harvard Business Review*. 25 August 2014.

Hiring & Imposter Syndrome

- But is it just a perception and confidence issue?
- Women often **do** need to meet more of the qualifications to be hired than do their male counterparts.
- A 2011 McKinsey report found that men are often hired or promoted based on their potential, women for their experience and track record.



Be so good they can't ignore you.



Meritocracy



“superpumped”

“meritocracy and toe-stepping”



rockstar

“always be hustlin”

“self-made great man”

“let’s get people like us”

“we don’t make mistakes”

unicorn

guru

chosen one

top performer

ninja



“ If you let someone build tomorrow, tomorrow will belong to someone else. They will build a better tomorrow for everyone like them. ”

FAKEGRIMLOCK

Meritocracy

- Meritocracy - selecting people on the basis of their ability - is crap.
- It doesn't work.
- The term was used in a 1958 *satirical* essay by Michael Young which pictured the UK ruled by a class that put aptitude and intelligence above all else.
- It results in hiring people like you because you view their ability through your lens - and ability is a function of education & privilege.

Meritocracy

- “So what’s the worst thing that happens if we hire only brilliant programmers, as long as they come from all walks of life?”
- You get asshole genius coders, and there is no room for them.
- People should never be hired or judged on one characteristic.
- “Okay, but I need to hire people now so I have to just hire people I trust.”
- If you start hiring people who look and think like you, it will only get harder and harder to become diverse down the road.

Intersectionality

- Being a woman of color in tech is even harder.
- In a study of women in STEM fields, Black women were 76.9% more likely to report having to provide more evidence of competence than others to prove themselves to colleagues.



Joan C. Williams, Katherine W. Phillips & Erika V. Hall. "Gender Bias Against Women of Color in Science." *UC Hastings College of the Law*. 2014.

Intersectionality

- 48% of Black women and 46.9% of Latinas report having been mistaken for administrative or custodial staff.
- Black women also reported being openly confronted by negative racial stereotypes.

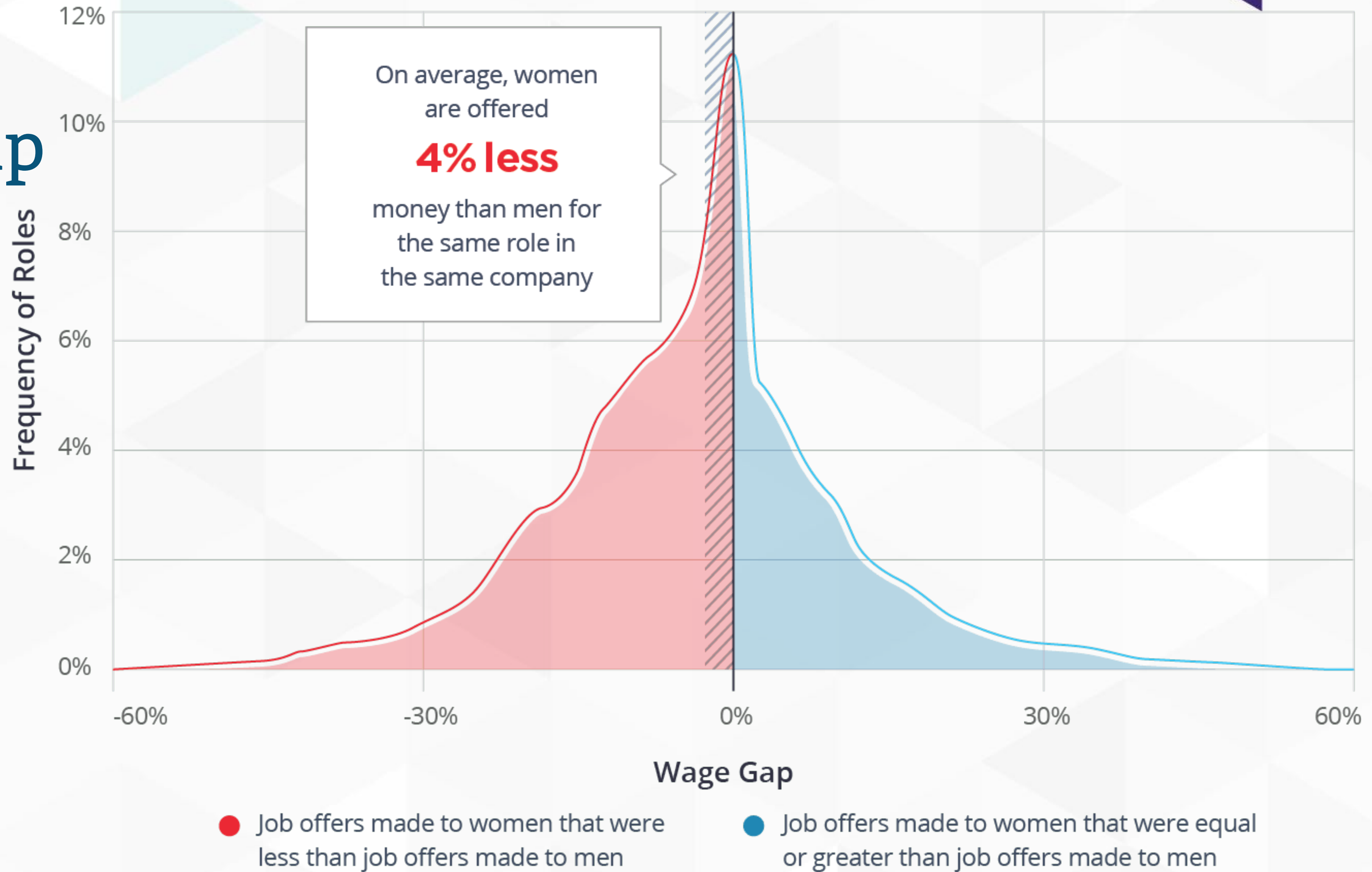
Work Life Balance

- “Work Hard and Go Home” - Slack
- This should be the norm!
- Women are especially penalized for having to leave at a normal hour to pick up children, etc.

Benefits

- Big tech companies now offer many benefits that are aimed particularly at women and mothers.
- Childcare, parental leave, egg freezing, IVF, surrogacy, paid parental leave for partners, concierge and convenience services for new parents, shipping breast milk home when traveling for work.
- This is a huge step up - but equal pay at 40 hour weeks would be even better!

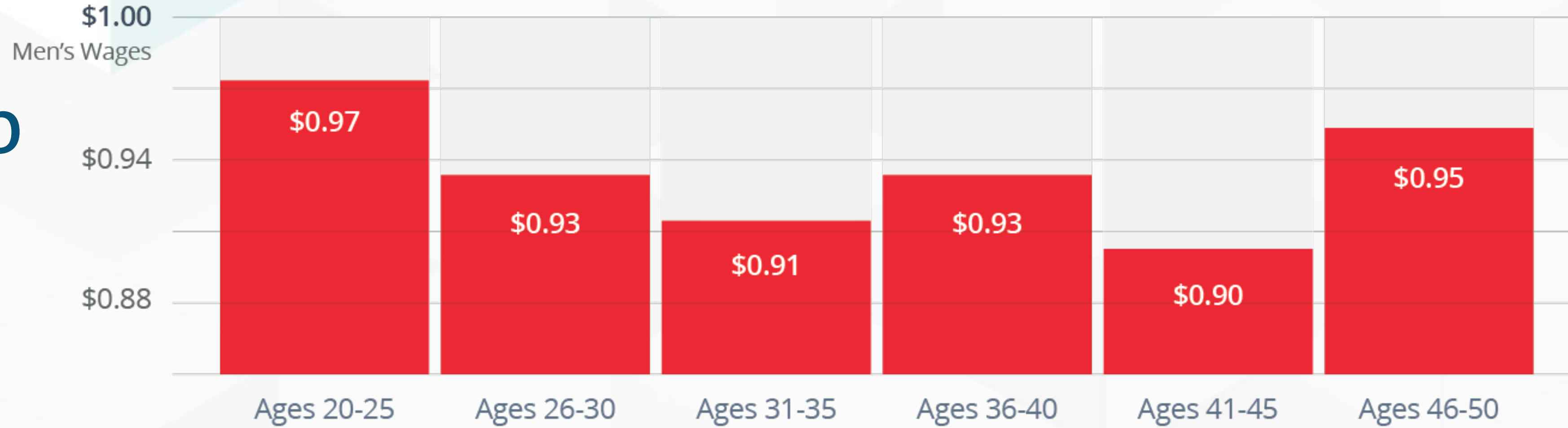
The Pay Gap



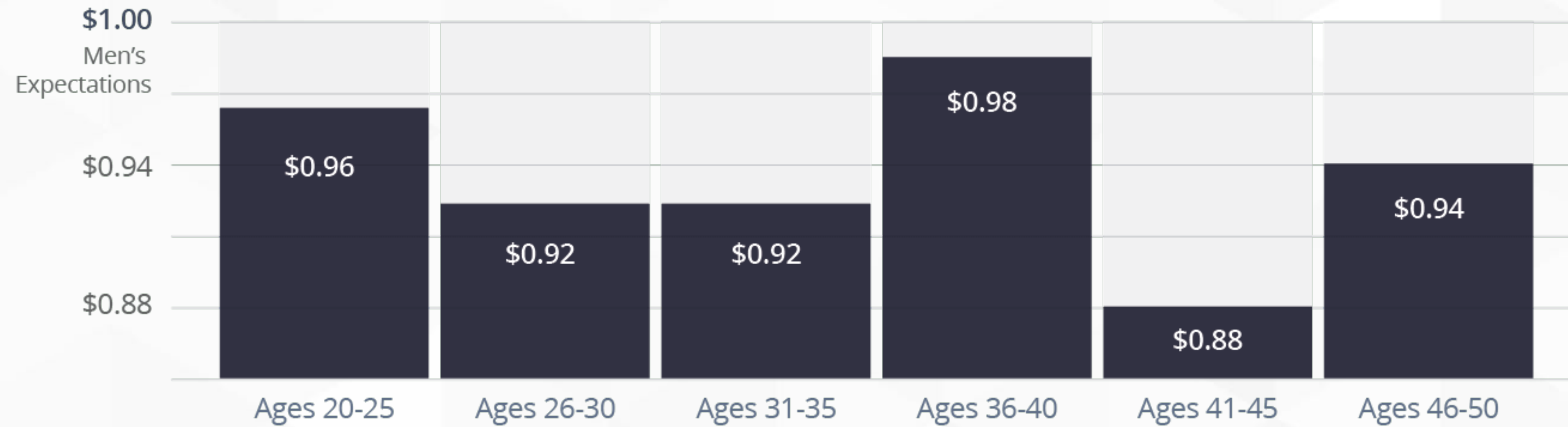
“The State of Wage Inequality in the Workplace” *Hired.com*. 2018.

The Pay Gap

Wage Gap



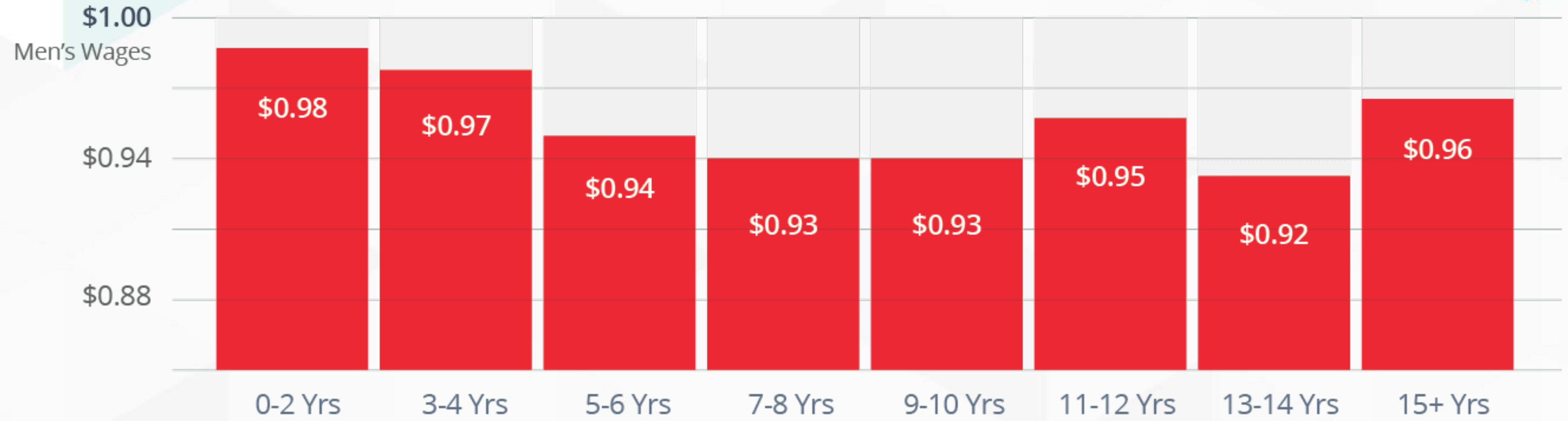
Expectation Gap



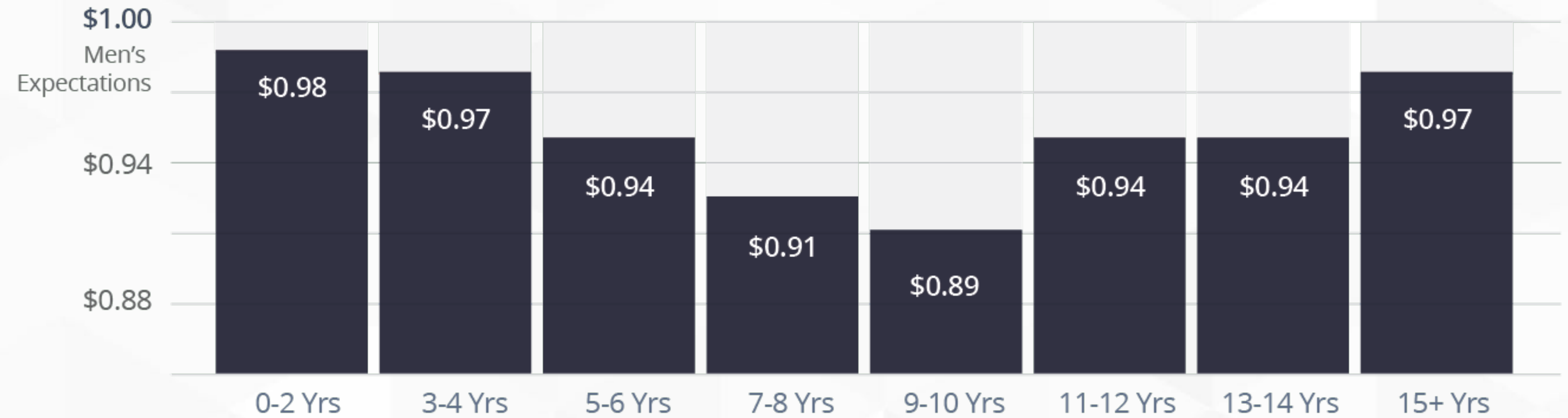
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The Pay Gap

Wage Gap



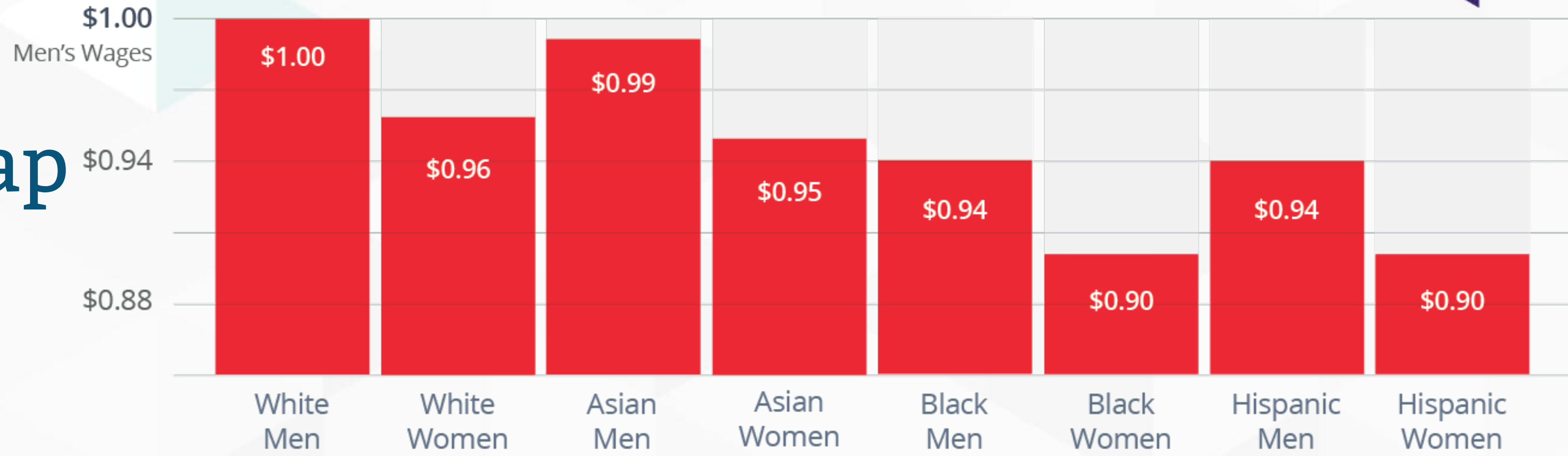
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The Pay Gap

Wage Gap



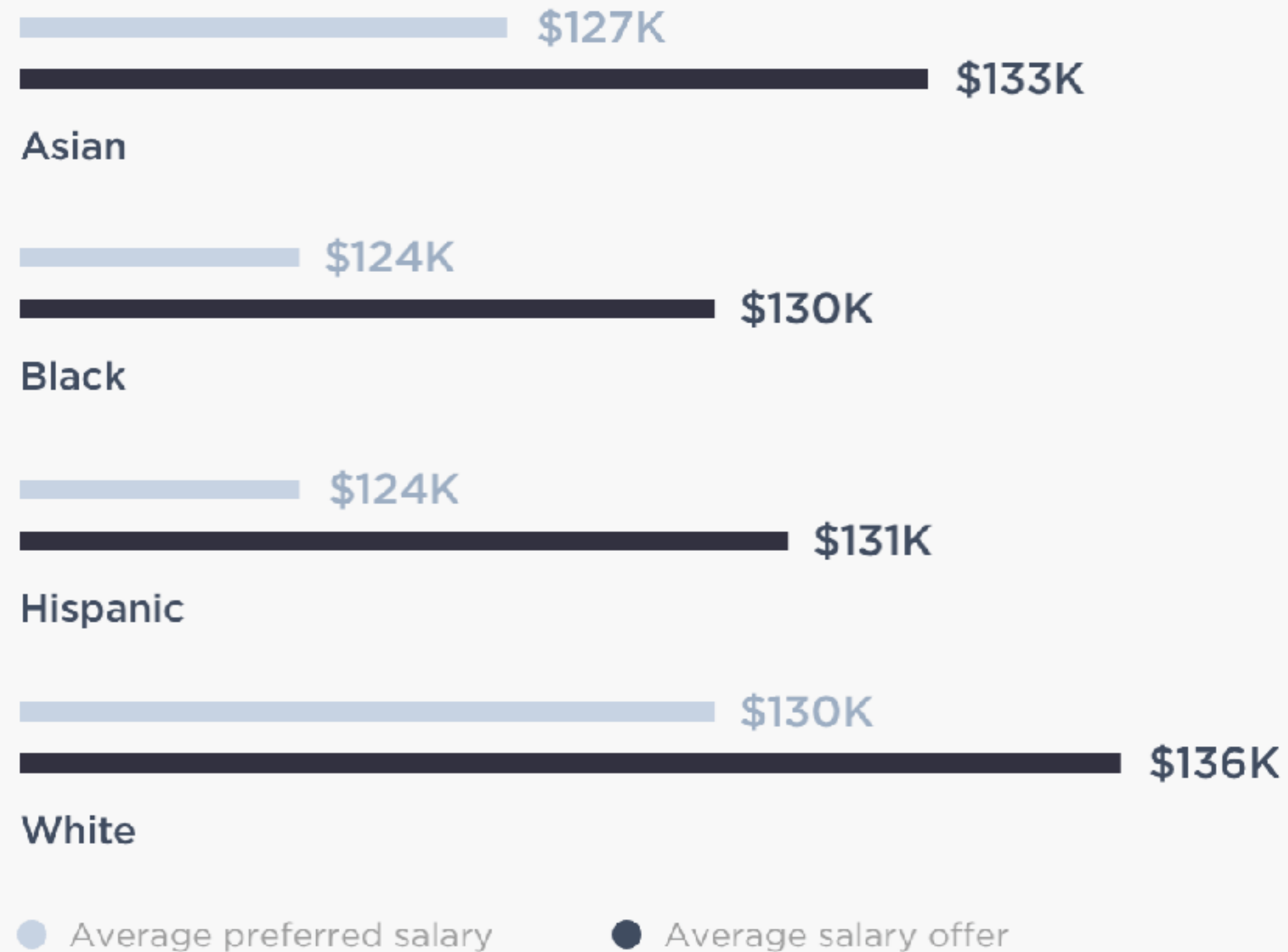
Expectation Gap



“The State of Wage Inequality in the Workplace” *Hired.com. 2018.*

The Pay Gap

Average Preferred Salaries and Salary Offers by Race



“The State of Salaries Report.” *Hired.com*. 2018.

What Can We Do?



What Can We Do?

- Hire Women. Find them. Recruit them. Do the work.
- Avoid loaded and masculine terms in job listings.
- Assess and evaluate your culture - is it friendly to women?
- Do your research. Approach this as any other important business need.



Questions?



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Join us for contribution sprints

Friday, April 13, 2018

Mentored Core sprint

9:00-12:00
Room: Stolz 2

First time sprinter workshop

9:00-12:00
Room: Stolz 2

General sprint

9:00-12:00
Room: Stolz 2

#drupalsprint



What did you think?

Locate this session at the DrupalCon Nashville website:

<https://events.drupal.org/nashville2018/sessions/women-tech-workplace>

Take the Survey!

<https://www.surveymonkey.com/r/nashville>

Thank you!