

Coding gender? Zur Triade der digitalen Vergeschlechtlichung

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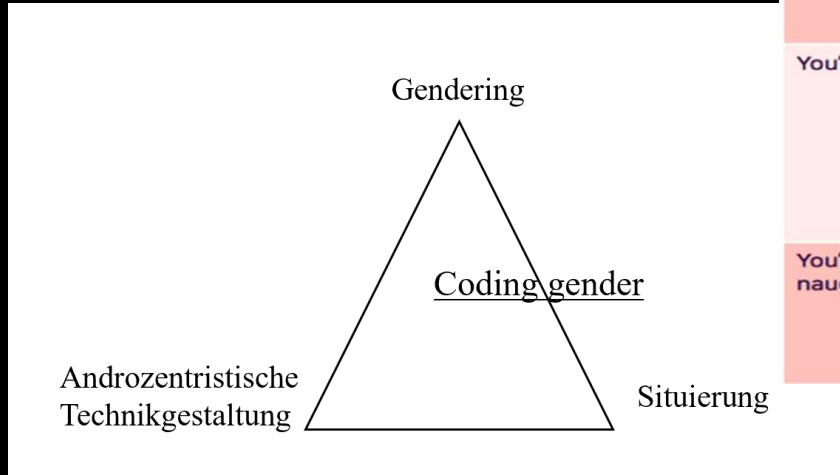
Agentieller Realismus



„In summary, the universe is agential intra-activity in its becoming. The primary ontological units are not “things” but phenomena – dynamic typological reconfigurings/entanglements/relationalities/(re)articulations. (...) This dynamism is agency. Agency is not an attribute but the ongoing reconfigurings of the world.”
(Barad 2003: 818)

Otto Stern (1888–1969), cigar in hand, working in his molecular beam laboratory at the Institute for Physical Chemistry in Hamburg, about 1930. // Bretislav Friedrich, Dudley Herschbach; Stern and Gerlach: How a Bad Cigar Helped Reorient Atomic Physics. *Physics Today* 2003; 56 (12): 53–59.

Theoretisches Modell zur digitalen Vergeschlechtlichung



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.

UNESCO report "I'd blush if I could" (2019)



COOKING	
ROLE	VALUE
AGENT	WOMAN
FOOD	PASTA
HEAT	STOVE
TOOL	SPATULA
PLACE	KITCHEN



COOKING	
ROLE	VALUE
AGENT	WOMAN
FOOD	FRUIT
HEAT	∅
TOOL	KNIFE
PLACE	KITCHEN



COOKING	
ROLE	VALUE
AGENT	WOMAN
FOOD	MEAT
HEAT	STOVE
TOOL	SPATULA
PLACE	OUTSIDE



COOKING	
ROLE	VALUE
AGENT	WOMAN
FOOD	∅
HEAT	STOVE
TOOL	SPATULA
PLACE	KITCHEN



COOKING	
ROLE	VALUE
AGENT	MAN
FOOD	∅
HEAT	STOVE
TOOL	SPATULA
PLACE	KITCHEN



Wie kann also ein decoding gender gefördert werden?

„Deobjektivierung“ von
Technologien

Diversität der Entwickelnden
sowie der Trainingsdaten

Interdisziplinärer Austausch

Prüfung durch externe
Aufsichten

Partizipation von
unterrepräsentierten
Personengruppen bei der
Technologiegestaltung bzw.
Audition

Diversitygerechte
Standardisierungsprozesse
sowie Trainings

Förderung
diversitätsbewusster
Perspektiven
(bereits bei der Ausbildung
von Entwickelnden)

Rechtliche
Rahmenbedingungen für
Transparenz und
Dokumentation von wichtigen
Entscheidungswegen

Offenlegung und
Nachvollziehbarkeit der
genutzten Daten

Reflektion der
Technologienanwendungen,
um Effekte wie *automated
trust* zu vermeiden

Depersonalisierung und
Irritation von Datenmustern
(informational resistance,
data disobedience or protest)

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