

# Intersectional Data Feminism

Week 2: 1/27/2025

Examining Power Structures

# THE FEMININE MYSTIQUE

BETTY FRIEDAN

"I found *The Feminine Mystique* absorbingly interesting, pertinent, relevant to my own problems and those of every woman I know, and far and away more real, truer and more moving than Simone de Beauvoir's *The Second Sex*. Betty Friedan has both grasp and passion—and has put her finger on the times wound we all carry around. But to name the suffering is relatively easy. What Mrs. Friedan has done is to show both cause and cure. The book should be read by every anxious woman in the country, and all of us are troubled about ourselves and where we belong. She has done a great service in underlining the fact that before we are women, we are human beings."

—Virginia Peterson

bell hooks



SECOND EDITION



why are black women so



why are black women so angry

why are black women so loud

why are black women so mean

why are black women so attractive

why are black women so lazy

why are black women so annoying

why are black women so confident

why are black women so sassy

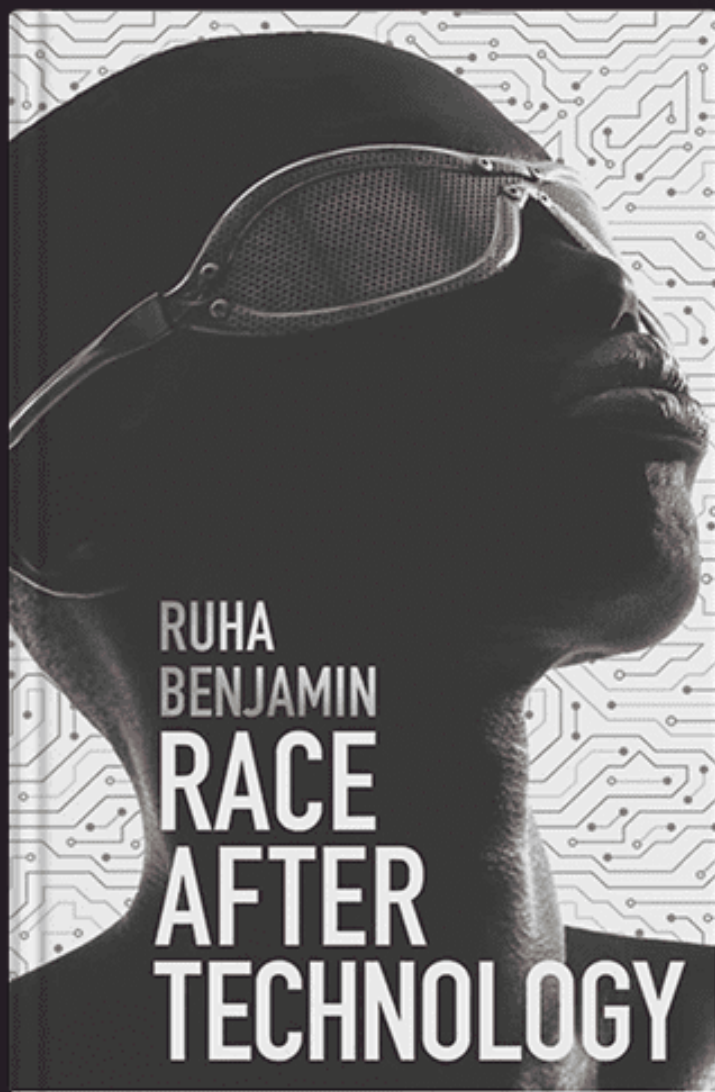
why are black women so insecure

# ALGORITHMS OF OPPRESSION

HOW SEARCH ENGINES  
REINFORCE RACISM

SAFIYA UMOJA NOBLE







# INVISIBLE WOMEN



DATA BIAS IN A WORLD  
DESIGNED FOR MEN

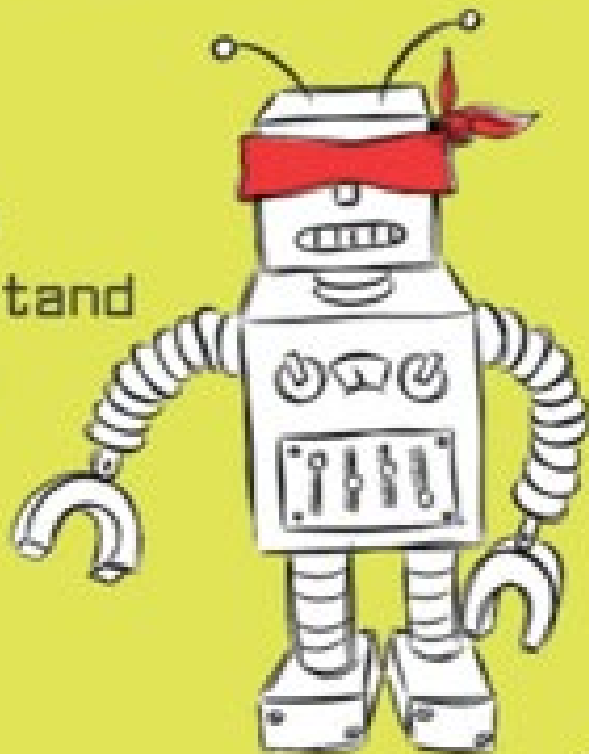


CAROLINE CRIADO PEREZ



# ARTIFICIAL **UN**INTELLIGENCE

How  
Computers  
**Mis**understand  
the World

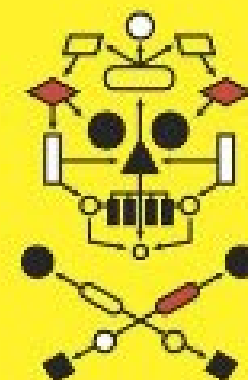


**MEREDITH BROUSSARD**





# WEAPONS OF MATH DESTRUCTION



HOW BIG DATA INCREASES INEQUALITY  
AND THREATENS DEMOCRACY

CATHY O'NEIL

# UNMASKING AI

MY MISSION TO PROTECT WHAT IS  
HUMAN IN A WORLD OF MACHINES



JOY BUOLAMWINI



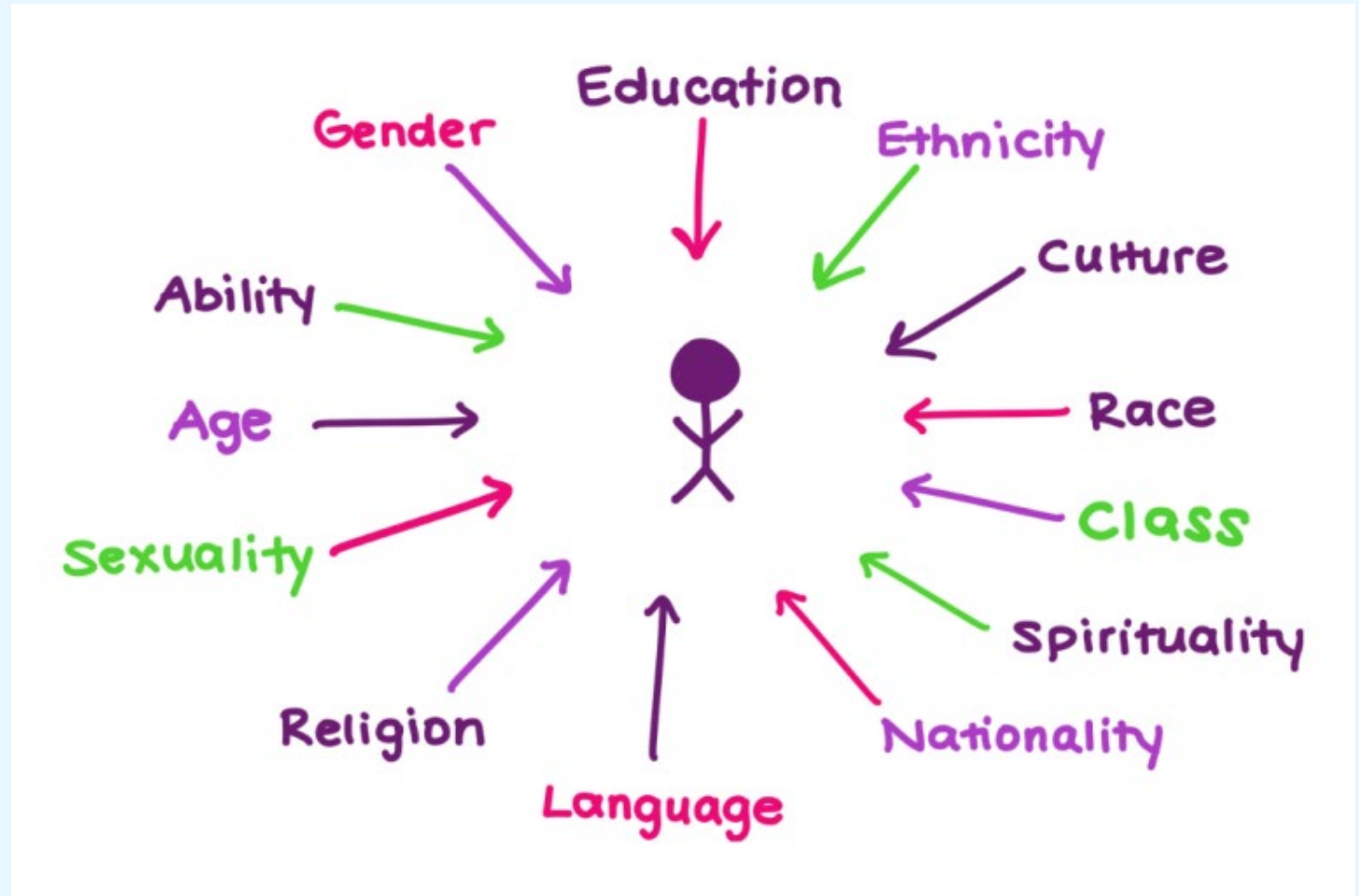




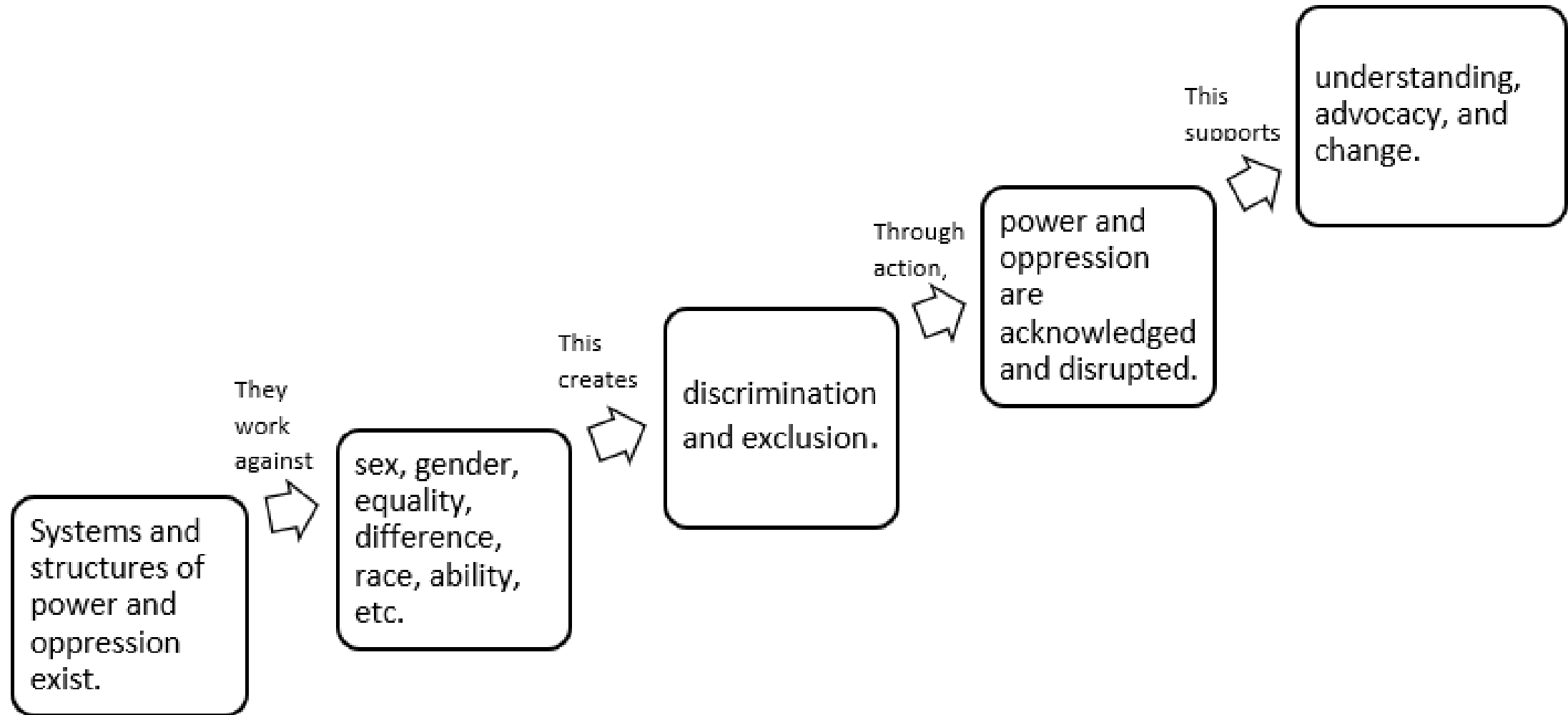
# Kimberlé Crenshaw



1. Positionalities as the **intersecting** aspects of any person's identity
2. Intersecting forces of privilege and oppression at work in society.



**Figure 1**  
*Model of Feminist Theory*







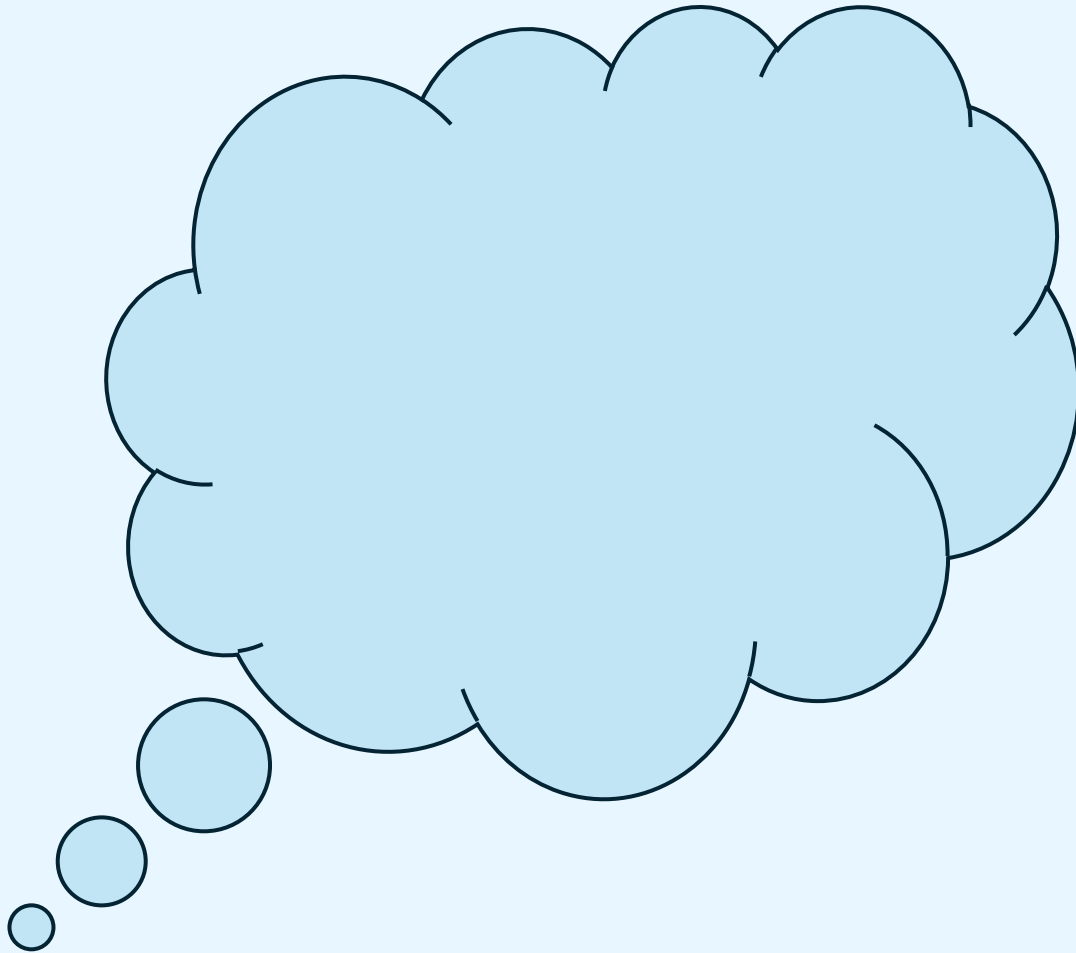
" Data for **good** "

vs.

Data for  
**co-liberation**

Data **co-liberation**  
includes community  
leaders in the data  
project, with money  
and resources directly  
managed or consulted  
on by those affected  
by the problem

# What brings you here today?



**Lauren:** I often describe myself as a professional nerd. I worked in software development before going to grad school to study English, with a particular focus on early American literature and culture. (Early means very early—like, the eighteenth century.) As a professor at an engineering school, I now work on research projects that translate this history into contemporary contexts. For instance, I’m writing a book about the history of data visualization, employing machine-learning techniques to analyze abolitionist newspapers, and designing a haptic recreation of a hundred-year-old visualization scheme that looks like a quilt. Through projects like these, I show how the rise of the concept of “data” (which, as it turns out, really took off in the eighteenth century) is closely connected to the rise of our current concepts of gender and race. So one of my reasons for writing this book is to show how the issues of racism and sexism that we see in data science today are by no means new. The other reason is to help translate humanistic thinking into practice and, in so doing, create more opportunities for humanities scholars to engage with activists, organizers, and communities.<sup>23</sup>

**Catherine:** I am a hacker mama. I spent fifteen years as a freelance software developer and experimental artist, now professor, working on projects ranging from serendipitous news-recommendation systems to countercartography to civic data literacy to making breast pumps not suck. I’m here writing this book because, for one, the hype around big data and AI is deafeningly male and white and technoheroic and the time is now to reframe that world with a feminist lens. The second reason I’m here is that my recent experience running a large, equity-focused hackathon taught me just how much people like me—basically, well-meaning liberal white people—are part of the problem in struggling for social justice. This book is one attempt to expose such workings of power, which are inside us as much as outside in the world.<sup>22</sup>



# Seven Principles



Examine Power



Challenge Power



Elevate emotion and embodiment



Rethink binaries and hierarchies



Embrace pluralism



Consider context



Make labor visible

# Small Group: Ethical Considerations in Data

## **Scenario: Developing a Health Monitoring App**

You are part of a team developing a health monitoring app to help users track their heart health. The app collects data such as heart rate, activity levels, sleep patterns, and user-reported stress levels. The data will be analyzed to provide personalized health recommendations and risk alerts for conditions like heart disease.

### **Key Considerations:**

- The app will primarily use wearable fitness tracker data but will also ask users to self-report certain behaviors and symptoms.
- The app is funded by a healthcare company that wants to use aggregated data to inform new product development.
- It will be marketed to a general audience, but the initial dataset comes from a clinical trial with participants who are mostly middle-aged men.



# Patricia Hill Collins & Black Feminist Thought (1990)

- Matrix of Domination:
  - Four domains of power in society.
  - Not only describes systems of power but also how an individual might experience them.



# Matrix of Domination

Table 1.1: The four domains of the matrix of domination<sup>14</sup>

<b>Structural domain</b>	<b>Disciplinary domain</b>
Organizes oppression: laws and policies.	Administers and manages oppression. Implements and enforces laws and policies.
<b>Hegemonic domain</b>	<b>Interpersonal domain</b>
Circulates oppressive ideas: culture and media.	Individual experiences of oppression.