Gender HCI

Group Members

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Introduction to Gender HCI

Have you ever felt like technology wasn't designed for you? Gender HCI aims to fix that.

- It is a subfield of human-computer interaction focusing on gender differences.
- The term Gender HCI was coined in 2004 by Laura Beckwith and her advisor Margaret Burnett at Oregon State University.
- Gender HCI draws on psychology, computer science, marketing, neuroscience, education, and economics findings to investigate gender-specific preferences in software and hardware design.

Gender HCI

- Gender-Inclusive HCI is a field dedicated to understanding how gender identity, expression, and roles influence human-computer interaction.
- It aims to create technology that caters to diverse user groups and promotes inclusivity by addressing gender stereotypes and biases in design.
- Gender-Inclusive HCI focuses on the differences in how people of various gender identities (e.g. women, men, non-binary, genderfluid) interact with computers and technology.

Purpose of Gender HCI

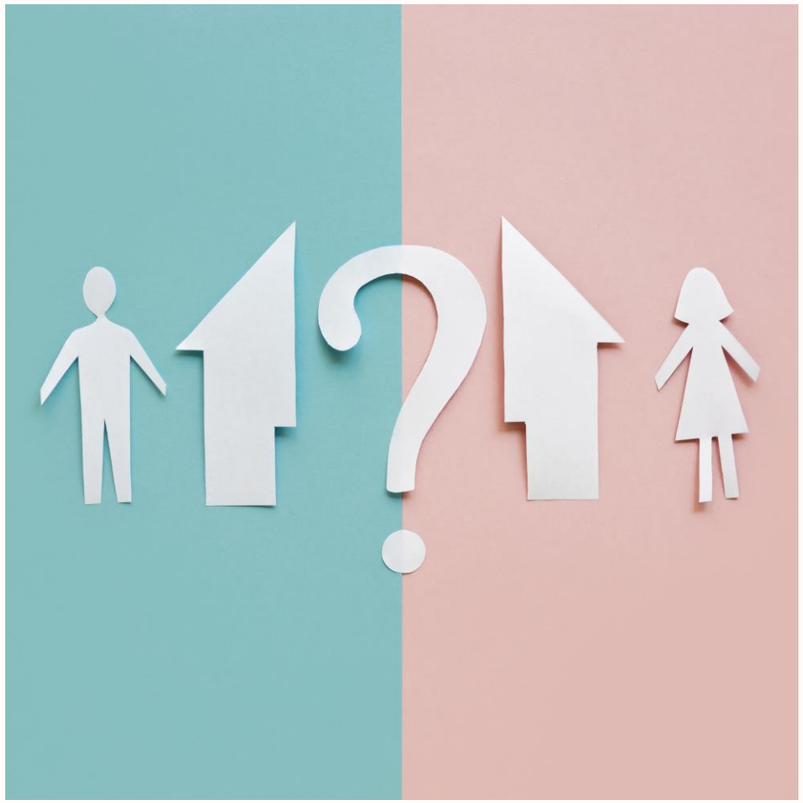
- The purpose of Gender HCI is to address gender stereotypes, ensure technology is equally usable for all genders, and create gender-inclusive designs.
- Motivations for Gender HCI include economic factors, ethical considerations to avoid marginalizing any gender, and political ideologies supporting gender inclusivity.
- By embedding gender perspectives in technology design, Gender HCI aims to produce gender-inclusive technology as a natural outcome of the design process, offering features that cater to diverse gender needs and expectations.

Examples of Gender HCI

- **Gender-neutral Pronouns:** Allowing users to choose their preferred pronouns within communication interfaces, like chatbots or virtual assistants.
- **Privacy Settings:** Implementing robust privacy settings that allow users to control who sees their gender identity information and how it's used within the platform.
- **Representation in Content:** Ensuring diverse representation in content, such as in images, videos, or text, to avoid reinforcing stereotypes and to make all users feel included and represented.
- **Inclusive Gaming:** Creating video games with diverse character options, storylines, and gameplay mechanics that cater to a wide range of gender identities.

Gender Stereotypes in Technology Design

- **Genderized aesthetics:** Designing technology with stereotypical gender-based aesthetics, such as making products "pink for girls" and "blue for boys".
- **The gender binary:** Assuming only two genders (male and female) in design and ignoring non-binary identities.
- **Gender roles:** Designing technology that reinforces traditional gender roles, such as portraying women as passive and submissive while men are aggressive and dominant.



Supported Features: Customization Options

Personalization of Interfaces:

Users can modify interfaces to match their individual preferences.

Theme Adjustments:

Customization of themes to suit user tastes.

Settings Customization:

Options to change settings such as fonts, colors, dashboards, and menus.

Layout Modifications:

Users can alter layouts for better usability.

Supported Features: Inclusive Language

Gender-Neutral Terms

Use language that is inclusive of all genders.

Avoiding Stereotypes

Design content that avoids reinforcing gender roles.

Examples

- Using "they/them" pronouns
- Avoiding gendered color associations (e.g., pink for girls, blue for boys)

Supported Features: Accessibility

Screen Reader Support:

Features for visually impaired users to convert text into speech.

Adjustable Font Sizes:

Options for users to increase or decrease text size for better readability.

High-Contrast Modes:

Enhanced visibility for users with visual impairments or color blindness.

Inclusive Design:

Ensures the system is usable by a diverse range of individuals.

Example User Interface Elements: Customizable Avatars

User Representation

Avatars that reflect diverse identities, allowing users to express themselves.

Customization

Robust customization options for gender expression, clothing, and accessories.

Example User Interface Elements: Interaction Styles

Voice Commands

Allow users to control the interface using voice commands for a hands-free experience.

Text Input

Provide text-based navigation options for users who prefer a more traditional interaction style.

Customizable Modes

Enable users to choose their preferred interaction style, including voice, touch, and text input.

User Feedback:
Likes in Interface or Technology

Personalization

Users enjoy customizable interfaces that allow them to personalize their experience.

Intuitive Design

Easy-to-use and navigate interfaces are highly appreciated by users.

Accessibility

Features that cater to various abilities are highly valued by users.

User Feedback: Dislikes in Interface or Technology

Stereotypical Designs

Users dislike interfaces that reinforce gender stereotypes.

Lack of Customization

User express frustration with limited personalization options.

Complex Navigation

Users criticize overly complex interfaces that are difficult to use.

Strategies for Gender-Inclusive Technology Design

Avoid binary gender assumptions

Design for a spectrum of gender identities, not just male and female.

Incorporate user participation

Involve diverse users, including women and non-binary individuals, in the design process.

Challenge gender stereotypes

Portray people of all genders in empowered, non-stereotypical ways.

Promote gender equality

Advocate for gender equality and challenge gender-based discrimination in the tech industry.

Conclusion

Summary

Gender HCI aims to create inclusive, user-friendly technology. It emphasizes considering diverse user needs and experiences.

Future Directions

Continue research on evolving user preferences. Develop new tools for gender-inclusive design. Emphasize user feedback and participatory design.

THE END

Thanks For Listening ☺