Color in Tech Podcast Topics:
Identification of Beauty & Race in Online Spaces

Goal:
Bring awareness to how platforms features like hashtags, filters, and profile names can promote or exclude minorities, specifically black women. Thus making space for our beauty and increasing promotion of it, possibly by advocating for the idea of making an app for us (BIPOCs)

Themes:
-Beauty determined by whiteness/ convention
-How do we increase the visibility of black women and POC online?
Inclusion

Target Audience:
-Black Women
-People of Color

Reading Stimulus Connection:
Design Justice: Sasha Constanza Chock
Algorithms of Oppression: Safiya Noble
D&A: Delfanti and Arvidsson

Topic 1
Filter Beautification

Topic 2:
Name Identification

Topic 3:
#Black Girl Magic

3-5 min talking point

3-5 min talking point

3-5 min talking point

3-5 min talking point

Podcast Sample Text
"I know a lot of us ladies love a good filter to put on a selfie or picture that we want to post on our feed or stories. But, did y'all know that filters are subtly creating racial biases in our favorite platforms?"
-Hannah Willis

Synopsis:
An analyzation of face filters algorithms that promote Eurocentric beauty (as the dominating/ primary beauty) through facial modifications

Supplemental Source: Sage Journals
Mirror, Mirror on the Wall, Who Is the Whitest of All? Racial Biases in Social Media Beauty Filters - Piera Riccio, Julien Colin, Shirley Ogolla, Nuria Oliver, 2024

Supplemental Source: International Journal of Women's Dermatology
#BlackGirlMagic: Impact of the social media movement on Black women's self esteem
By:
Jadesola T Olayinka, Mona A Gohara, & Quincy K Ruffin

Synopsis:
Black women are deemed undesirable in aspects of beauty by some, however this article analyzes how the #BlackGirlMagic by Cashawn Thompson empowers and uplifts the beauty of Black women thus examining the effects on their self esteem

Podcast Sample Text:
"A lot of aspects of a black women's life is scrutinized, from our hair follicles to the way my nose looks. But even in this scrutiny, it's up to us to uplift and love on each other.

"I personally have been called a demeaning name on Instagram. Specifically, I have been called a monkey before and posted online by someone"
—Hannah Willis

Supplemental Source:
Design Justice: Community- Led Practices To Build The Worlds We Need by Sasha Costanza-chock

Design justice is a field of study dedicated to how the creation of platforms or systems can exclude and harm diverse groups. Thus, focused on how design and algorithms reproduce real-world dominances like heteronormativity, Eurocentric standards, or white supremacy. Identifying these complexities also make room to highlight marginalized groups by being aware of the intentionality, decisions, and practices of design

Podcast Sample Text:
"Facebook's 'real name' policies penalize users names that do not fit in this box. This impacts marginalized communities greatly, like Native Americans and African Americans, whose names are systematically flagged and banned. Companies may prioritize features that appeal to wealthier demographics, which leaves marginalized groups neglected and disregarded."
-Hannah Willis

Statement of Ethics and Inclusion:

The principles of access and inclusion that I have decided to include in my podcast will be prioritizing the access of my podcast to those with sensory impairments, I acknowledge the privilege of my own digital access, and I plan to cite the usage of additional sources like AI and writers. My project will address these principles, as I will utilize AI to transcribe my podcast for those that have auditorial issues. Additionally, I will cite any usage of AI and the authors of my supplemental sources. I believe doing these actions will increase my credibility as a creator of media. As a creator, I want to make this podcast accessible but also aim to bring awareness to the ways social media can diminish ethnic beauty

Therefore, my target audience is Black women and people of color, that are not conventionally beautiful in white spaces. So, my project does mention themes of power, race, and social media however I do not elaborate on digital access heavily. To address this, I plan to mention in my podcast and in the text description, that I have privilege in the means of education, technological access, and etc. And with this privilege, I will mention how it is important that I address how inaccessibility and status can effect someone's position in life. So with this opportunity of creation, I plan to bring awareness to topics that are important to the livelihood digitally and in real life of ethnic people.

Citations List:

Costanza-Chock, Sasha. "*Design Justice: Community-Led Practices to Build the Worlds We Need.*" The MIT Press, 2020, https://designjustice.mitpress.mit.edu/. Accessed 28 October 2024.

Olayinka, Jadesola, et al. "#BlackGirlMagic: Impact of the social media movement on Black women's self-esteem." *International Journal of Women's Dermatology*, vol. 7, no. 2, pp. 171-173. doi:10.1016/j.ijwd.2021.01.006. Accessed 28 Oct 2024.

Riccio, Piera, et al. "Mirror, Mirror on the Wall, Who Is the Whitest of All? Racial Biases in Social Media Beauty Filters." *Sage Journals*, vol. 10, no. 2, 2024. *Journals*, https://doi.org/10.1177/20563051241239295

Park, Jennifer, et al. "Black representation in social media well-being research: A scoping review of social media experience and psychological well-being among Black users in the United States." *Sage Journals*, vol. 26, no.3, 2024, pp. 1670-1702. https://doi.org/10.1177/14614448231191542. Accessed 28 Oct 2024.

Noble, Safiya Umoja. *Algorithms of Oppression: How Search Engines Reinforce Racism.* NYU Press, 2018. *JSTOR*, https://doi.org/10.2307/j.ctt1pwt9w5. Accessed 28 Oct 2024.

Delfanti, A., & Arvidsson, A. *Introduction to Digital Media.* Wiley. 2018.
https://app.perusall.com/courses/intro-to-digital-studies-fa24-gmds-14000-01/d-and-a-chapter-3?assignmentId=h36rQ22BmkZmZTfC4&part=1

Hayward, Jennifer. *Introduction to Digital Studies Course.* 2024.