

GURLZ IN THE GLOBE

Z I N E



**THE PESKY PROBLEM
OF FAKE DATA**

**EXPERTS SHARE 6
WAYS TO PROTECT
WOMEN ON THE
STREETS**

**GATEKEEPING TO
PREVENT CULTURE
VULTURES IN
PRESTIGIOUS SPORTS?**

CONGENTBI FOUNDATION

ISSUE 2 OCT 2021

The logo for congenitBI, featuring the company name in a white sans-serif font on a black rectangular background.

strategy | analytics | technology
supporting smarter decisions

Foreword

Data is everything.

Racial and gender biases are already evident in some AI, and the proportion of women entering STEM education remains low at less than 20% worldwide.

With good data science education and techniques, accurate data analysis, we can bust myths of gender and class stereotyping that continue to contribute to the unconscious bias which limits the life chances for girls from disadvantaged backgrounds.

*Rose Nelson - CEO & Founder
of congenitBI Foundation*

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Main Content

1. WHAT IS THE DEAL WITH FAKE DATA?

Why it is time to address fake data in 2021

2. RESPONSIBILITY TO PROTECT

Whose responsibility is women's street safety?

3. EQUITABLE EQUALITY

Where is the line between encouraging girls from disadvantaged backgrounds to have an equal footing in prestigious sports and protecting the culture?

***Feature:
Are you
protected?***





***"When I go home, I don't
want to look back" -
Damita - DMT Art***

***Feature:
Are you
protected
?***

Protection is conscious preservation in all spheres of life. Strong protection enables one to have a sense of security for optimal functioning and safety. Protection prevails in the physical realm with the need to safeguard oneself and others in day-to-day life. A recent series of events in the public sphere call to action the increased need for protection in the day-to-day lives of society's agents.

Protection also occurs in the digital realm by preserving data and privacy through security systems, especially in big data.

The topic of protection in both the digital and physical realm are explored in Issue 2 of Gurlz in the Globe.



WHAT IS THE DEAL WITH FAKE DATA?

Why it is time to address fake data in 2021



The lesser-known counterpart of fake news is fake data. Fake data is equally as problematic in nature as fake news but can affect companies and individuals globally, and so raising the awareness of fake data is relevant.

The Internet is swarming with misleading fake data sources that take various forms, including targeted ads and #SponCon made to influence the consumer's purchasing decisions.

Fake data is similar to the outrageous nature of fake news, in the era where the advancement of Artificial Intelligence algorithms leads to the generation of fake news articles and headlines from a few keywords such as rumours about the pope and Donald Trump to name a few.

Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump



Fake news headlines circulating on the internet via The Independent

After the AI algorithm chooses to include a quote, it can even imitate the subject's speaking style, such as Trump's speaking style. The advance of AI also results in DeepFake videos such as the fake video of Barack Obama addressing Donald Trump using obscene language.

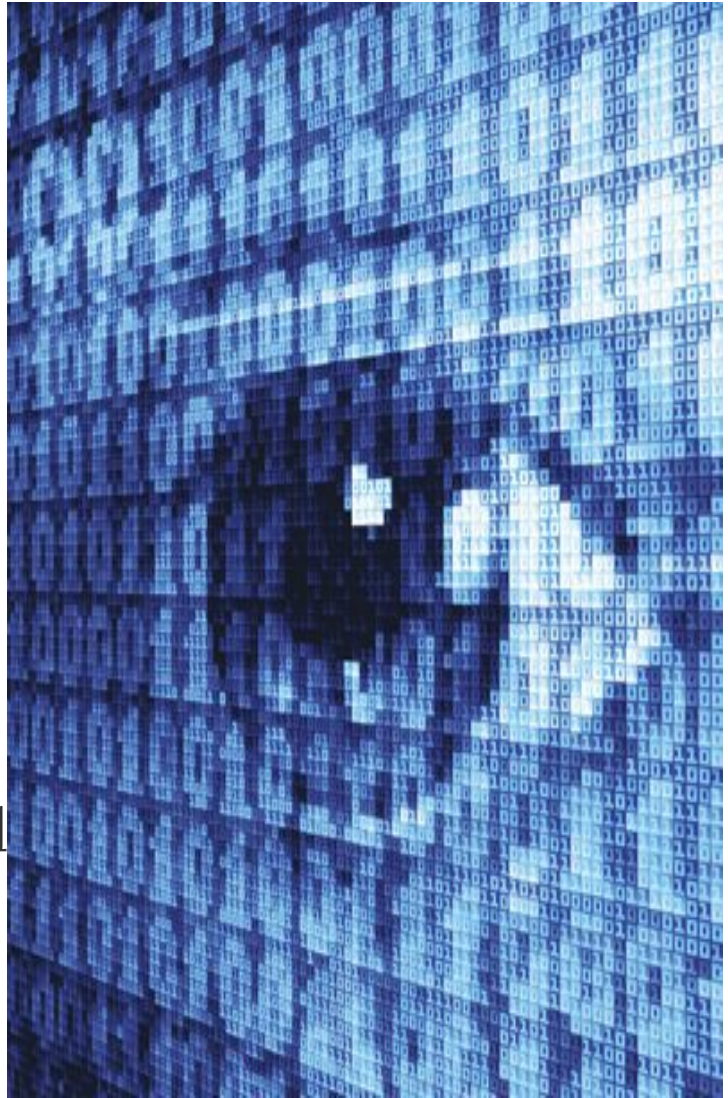
What exactly is fake data?

Fake data is data that is unverified, maliciously tampered with, or incorrect.

Here's why fake data is so problematic:

For businesses:

It is appropriate for companies that operate on larger scales increasingly to use Artificial intelligence and machine learning algorithms to constantly make decisions to use AI and data science in their decision-making processes.



Data science image via Flipsnack

Companies use Artificial intelligence and machine learning algorithms to constantly make decisions without human intervention, so fake data is

detrimental as a potentially incorrect input could consequently lead to inaccurate decision-making.

For individuals:

A fake product review can skew the decision-making process of Amazon shoppers, as many consumers factor in the reviews of a product prior to purchase. A phony review means shoppers may or may not buy a product based on misinformation.

★★★★☆ 4.6 out of 5

16,320 customer ratings



From an article explaining how to spot fake Amazon reviews. Via CNBC

Politically:

Fake data also extends into politics, as false data can lead to inaccuracies in the voting count, for example, if a situation such as duplicating the

the number of registered voters in more than one state arises, is reported.

Ways to combat fake data?

There are simple methods to raise awareness of fake data and therefore reduce its potentially negative impact.



The image represents women in tech - Via Flipsnack

Organisations:

Verify the history of data from its origin throughout its life cycle as it is often the responsibility of the organisation to verify the source of data bought from third parties.

Use data in the correct context and at the right time:

Ignoring the risks involved in using data for a different intention than it was intended for can incur disastrous results.

Maintain the integrity of the data:

Ensure all data the company holds is secure and companies are able to provide linkage and traceability on how they acquired the data so that a third party can prove it at any stage.

Individuals:

Validate the source:

Ensure there is no bias in the original source by cross-referencing with another, and keep in mind that not all content on the internet platform is true.

Summary:

Fake data isn't new, but implementing the described simple steps is an assured way to gain awareness and increase resilience against digital data pitfalls that can occur in the age of increased use of data.



Women in data science - Via Flipsnack

AFFILIATES: ORGANISATIONS WE SUPPORT, ADMIRE AND WORK WITH



RESPONSIBILITY 2

PROTECT



Image: Every night we have our keys ready as weapons. Powerful piece from Jelly Artist. Picture courtesy of Jelly



*Who is
responsible
for the
street
safety of
women?*

Women’s safety on the street has often been regarded as a personal issue, whereby women have long been held accountable for maintaining their safety whilst roaming the streets. Often women have been advised to stay out of trouble and take measures such as not wearing headphones at night, dressing modestly, staying alert, threading keys through the fingers to use as a weapon, looking intimidating, and keeping to oneself.



Work by various artists painted as part of the Safer Streets Paint Jam. This stretch of wall shows work from Jane Mutiny, Lours, This One, Tizer, Elno and Apparan

The inhumane murder of Sarah Everard in March this year has brought the topic of women's street safety to the public eye. Street artists have painted a series of murals in Waterloo's Leake Street Tunnel as an immediate response to the tragic murder. The event was partially organised by the WOM Collective, and a number of murals were created in the tunnel throughout the day.

Five separate studies conducted by the University of California San Diego all concluded that sexual assault prevention advice is directed at females, such as advice on how females should behave and dress. A female-directed focus shifts the perceived responsibility away from male perpetrators of assault and leads to an increase in victim-blaming.



Image: Woman being vigilant in the street at night - Via Flipsnack

Placing the responsibility of women's safety solely on women has also led to such extremes of women self-victimising, or having feelings of resentment towards men. Both extremes exacerbate gender disharmony and are unproductive in addressing the core of eliminating gender inequality.

Therefore, raising the responsibility of women's safety to a societal level rather than a personal issue for women raises the awareness of the issue from a personal one to a societal one, and hence reduces the discord between genders.

There are myriads of Guidelines of behaviour conduct that should be made available to men, to bring awareness of safety in the perspective of women. Ultimately, all members of society must become advocates of gender equality. Below are some guidelines that the congenBI foundation have approved of:

Keeping distance

Proximity behind a girl or woman at night may be perceived as threatening, so do your part to ensure leaving a good amount of distance between yourselves.

Avoid running up from behind

Be mindful that running up behind someone, in general, can be frightening, and particularly terrifying for females, so if in the position that you need to run past a woman who is walking ahead, cross the road, or ensure a good amount of space while passing.

Avoid excessive staring

Beauty is in the eye of the beholder, and a glance and smile are often accepted. However excessive staring at a woman is intimidating and unnerving, so focus on other places to avoid unsettling a woman.



Image: Stock image via Flipsnack



Image: Lone women at night regarding street safety. Via Flipsnack

Keep your comments to yourself

Even comments one may perceive as fun and flattering can be perceived as disrespectful to lone girls and women so do not disclose unwarranted comments.

Be a role model

Secondary acts such as speaking up if a friend or stranger does something uncomfortable, or being an active bystander, in addition to sharing those tips means circulating the importance of women's safety in society.

Is shared responsibility the correct method to approach the street safety of women?

Sceptics may believe that sharing the responsibility may appear not to be progressive and leads to seeing all men as perpetrators and women as weak victims. Some also believe that street safety is the complete responsibility of the state. However, this cynical mentality creates societal disharmony and also ignores the role of gendered agents

Sharing social responsibility promotes societal gender equality.

Sharing the social responsibility of women's safety with men and society responsible for women's safety actually raises the issue on a societal level, and demonstrates women's safety is important and that women have equal value in society. Women should not be subject to walking around in fear or disdain. responsibility of women's safety.



Street art in Dublin via 104FM

The powerful campaign promotes the idea of sharing the responsibility of women's safety. The 'Walk like a Woman' campaign is aimed solely at men, which promotes the message that for women to roam the streets safely at night, men must modify their behaviour and not women. It addresses all men, including men who would not dare make a woman feel uncomfortable to have empathy for women. The 'Walk like a Woman' campaign is a powerful campaign that shares the responsibility of women's safety.

Is shared responsibility the correct approach to street safety?

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Social implications of women's street safety

Raising the issue of women's safety to a societal level shows that women are valued and respected in society and that intention promotes gender equality through equity. The intention to actively protect women ensures women are safe to be themselves in public and on the streets.



Hand-written sign at Lockdown street protest urging men to be held accountable. Via The Independent

Summary: Responsibility to Protect:

Sharing the responsibility of women's safety to both genders rather than being a female personal issue, and not being the sole responsibility of men will promote harmony between genders. Through the act of equity towards women, sharing the responsibility to protect women by addressing men on the issue will promote greater gender equality and unity.



JOIN THE COMMUNITY

Data is Everything!

***WHERE IS THE
LINE BETWEEN
ENCOURAGING
GIRLS AND
WOMEN TO
PARTICIPATE IN
PRESTIGIOUS
SPORT AND
PROTECTING
TRADITIONAL
CULTURE?***



Female boxer, Via Flipsnack Images

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Less value is placed on sports for women in society than men. The lack of value is due to underlying mindsets relating to women's place in sports.

- 60% of boys and young men said they dreamt of reaching the top levels in sport.**
- Only 30% of girls and young women said they dreamt of reaching the top levels in sport.**
- Surprisingly, 50% more boys than girls said they dreamed of being an elite athlete.**

Girls should be inspired to participate in sport at a young age.

To have higher aspirations, girls need to first feel the pride of knowing they have value and belong in sports.

Gatekeeping in prestigious sports discourages unconventional participants, such as girls from minority and disadvantaged backgrounds, because of elitist tendencies. This includes sporting events held in high national and international esteem, such as horse riding, golf, and tennis. Gatekeeping to prevent newcomers from changing the sports culture raises the question of where the line draws between encouraging new participants in the sports and changing the culture of the prestigious sport.

There are evident disparities between men, and disadvantaged and minority women taking part in prestigious sport. According to Sport England's latest "Active Lives Adults Survey", 32% of women in the same social group as men were likely to be inactive, suggesting there are external barriers preventing women from participating in sport.



Serena Williams won her first title in almost three years on Jan. 12 at the ASB Classic.
PHIL WALTER / GETTY IMAGES

Crucial steps must be taken to prove that the inclusion of girls from minority and disadvantaged backgrounds to have an equal footing in prestigious sports is a progression of culture.



Female Traceu, via Parkour Project

Increasing Inclusivity

Firstly, eradicate elitism by increasing inclusivity and broadening the culture of prestigious sports so that it is accessible to all.

The peach-coloured garments in ballet are a prime example, with a default colour that assumes that all dancers are of that skin tone, covertly making those of another skin tone feel unwelcomed in the ballet community.



According to 2016 research by Data USA, only 9.12% of ballerinas are POC*. These numbers represent the lack of diversity in the professional ballet world.

Therefore, a more comprehensive range of skin tones in ballet attire, including pointe shoes and tights allows a larger group of people to feel a real sense of identity as a ballerina. One simple change that can make all the difference.

Discouragement of young female ballet students is reported to be a result of the absence of older role models representing their race or gender in the ballet world. Why are we not surprised?

Increased inclusivity in prestigious sports makes girls from minority and disadvantaged backgrounds feel welcomed, respected, and belonging. Therefore, greater inclusivity positively impacts participation in prestigious sports.

Eliminate gender stereotypes

As inclusivity increases, a dynamic range of issues also enters the conversation, which pushes the sport to evolve, such as gender stereotypes. Therefore, the second method is to eliminate stereotypes by avoiding their use.



Fsmale on a motobike via shutterstock images

Many women often feel discouraged from playing prestigious sports because of unrealistic and objectifying images and female athletes and expectations emphasised in sports media and by male peers. In particular, there is often a focus on a women's sex appeal and femininity over their athletic accomplishments. Expectations and stereotypes created by images in the media suggest a demotivating factor in women's participation in sport and exercise.

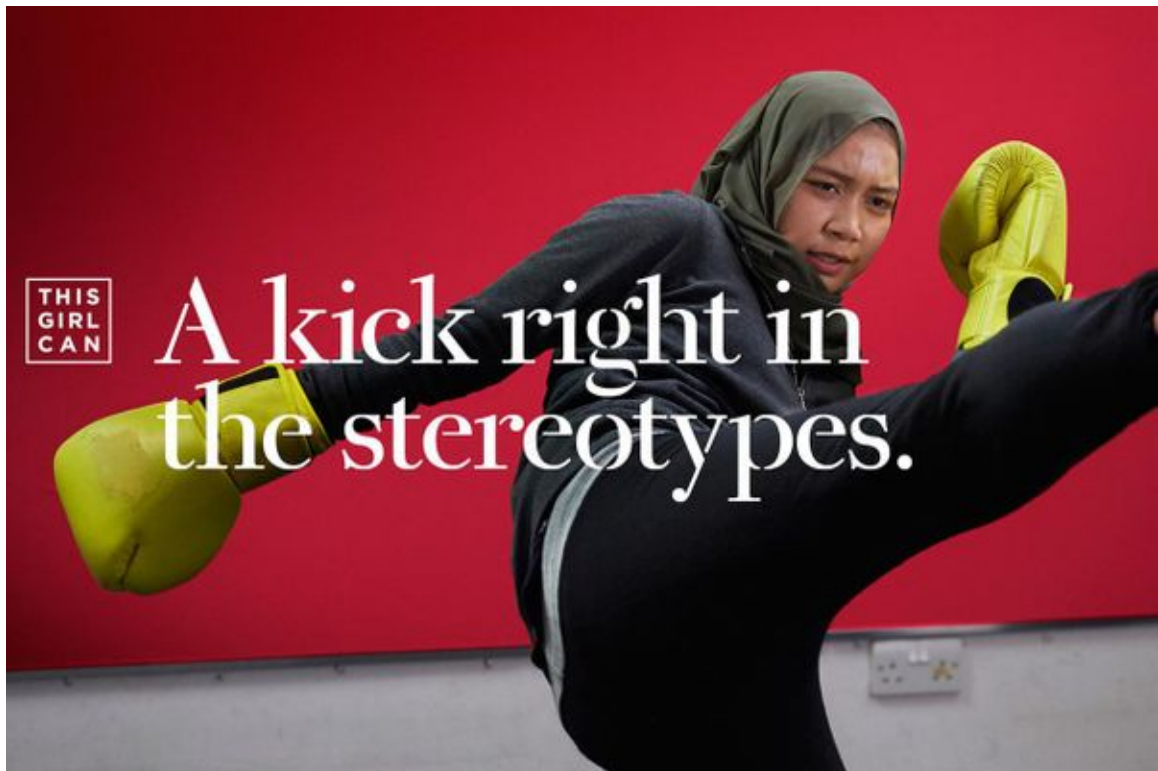
An example is Serena Williams, a top athlete in Tennis who has won 23 Grand Slam Titles, the highest number of all times. Serena is an excellent representative and role model for minority women. Unfortunately, the media is known to continuously steer the conversation away from Williams's performance and into a discussion of her body type. Some sources have negatively presented Williams's natural stature through a masculine demeanour and undermined her athletic achievement.



Social/mythical norms attempt to set boundaries for female athletes, specifically Serena Williams, which enforce emphasized femininity and ignore athletic capability.
Via UNZ Review

Crucial steps must be taken for girls from minority and disadvantaged backgrounds to have an equal footing in prestigious sports:

Undoubtedly style, grace, and aestheticism are significant and respected components of the culture of numerous prestigious sports, but by placing more emphasis on women's performance by encouraging athleticism rather than gender stereotyping promotes the freedom to participate in prestigious sports in a manner that is meaningful to minority and disadvantaged girls. Thus, eliminating gender stereotypes can enrich the health and wellbeing of minorities and disadvantaged girls in the long term, which pushes the culture of sports to adapt.



This girl can' moves from advertising to activism. Via This Girl Can

Safe spaces

Entering unfamiliar territory can definitely be an exciting yet anxiety-inducing experience for many women. Therefore, the third strategy is to provide communities for minority and disadvantaged girls to participate in sports. When, away from the harsh gaze of the hegemonic and often white, male-dominated society, girls can feel more welcome and comfortable.



EThis Girl Can East London & West Sussex classes Via The Guardian

For example, This Girl Can is a charity running women-only sports classes as part of its commitment to encourage women to be active and participate in sports. The support is a source of encouragement against the judgement many women feel for reasons such as how they look when exercising, feelings of inadequacy, imposter syndrome, or feeling they should be spending more time on their families, studies, or on other priorities.

This Girl Can has inspired over 320,000 women to get active, as a result of the 2020 campaign, which highlights the powerful impact that inspiring reinforcement can have on minority and disadvantaged girls participating in prestigious sports.



Advertisement Via This Girl Can

The argument for preserving tradition:

Traditionalists seek to preserve the culture of the sports by ensuring the sport maintains its original practices, however, progressivists argue that in order for sports to remain relevant, and be prestigious on an international level such as the Olympics, the culture of the sports must remain progressive, which includes expanding inclusivity.

Summary:

Minority and disadvantaged girls can take up space in prestigious sports through critical measures and have an equal footing in prestigious sports. Diversity and inclusivity are crucial to the future of these sports. Providing equity through supporting methods, and removing stereotypes by eliminating their use are the best methods for increased participation. Increasing female participation in prestigious sport is progressive and allows the culture of these sports to evolve with the modern world demand for greater equality.

The previous measures mean girls have equal access to prestigious sports and receive the benefits. When the participation rate increases, there can be a further focus on increasing athleticism and performance, so minority and disadvantaged girls can focus on high standards that stem from the original traditions rather than irrelevances and toxic aspects of the sports created by society high standards, which in turn preserves the culture and values of the sport.

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STAY CONNECTED

WITH US VIA SOCIAL MEDIA





WHAT IS A DISADVANTAGED WOMAN?

'Disadvantaged' is the term used for individuals or groups of people who face special problems that make lifestyle more difficult to achieve in society such as physical or mental disability, lack of money, or economic support.

The subjective term also includes those who are marginalised by race, gender, sexual orientation, and other intersectional identities.

Women who are disadvantaged are deserving of equity to reduce the impact of the level of difficulties faced.

Malala Yousafzai is widely recognised for defying the Taliban in Pakistan and campaigning for females to receive the right to have an education. She is from a disadvantaged background.



Malala Yousafzai is the youngest-ever Nobel Peace Prize laureate. Photo: via storypick.com

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Featured Event



The Education Analytics Summit 2021

The congentBI Foundation Education Analytics Summit is a platform for student strategists, data scientists, educators, and all those who love and are interested in data.

We'll be discussing and sharing the best practices surrounding big data, learning analytics, advances in education, and technology, and so much more...

Mystery Location to be announced

Register: Via the congentBI Foundation event page on the main website



Team



Sarah
Chief Writer & Editor



Sarah studied International relations at Birmingham University and is passionate about raising educational attainment for young people through STEM education. Sarah has a special interest in breaking the glass ceiling for disadvantaged girls.

Imogen
Marketing and Distribution



Imogen ensures the zine reaches those who are interested in female empowerment. Imogen is passionate about empowering girls.

Mirella
Proofreading

Mirella has an eye for detail and is passionate about empowering females through education, and in particular through STEM.

GURLZ IN THE GLOBE

GURLZ IN THE GLOBE is an independent zine created by the congentBI Foundation.

GURLZ IN THE GLOBE is dedicated to delivering the narrative that empowers disadvantaged girls, women and non-binary people through data science.



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