

GENDER MAINSTREAMING IN STANDARDS

Anti Biased Standards
Dream or opportunity

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2017

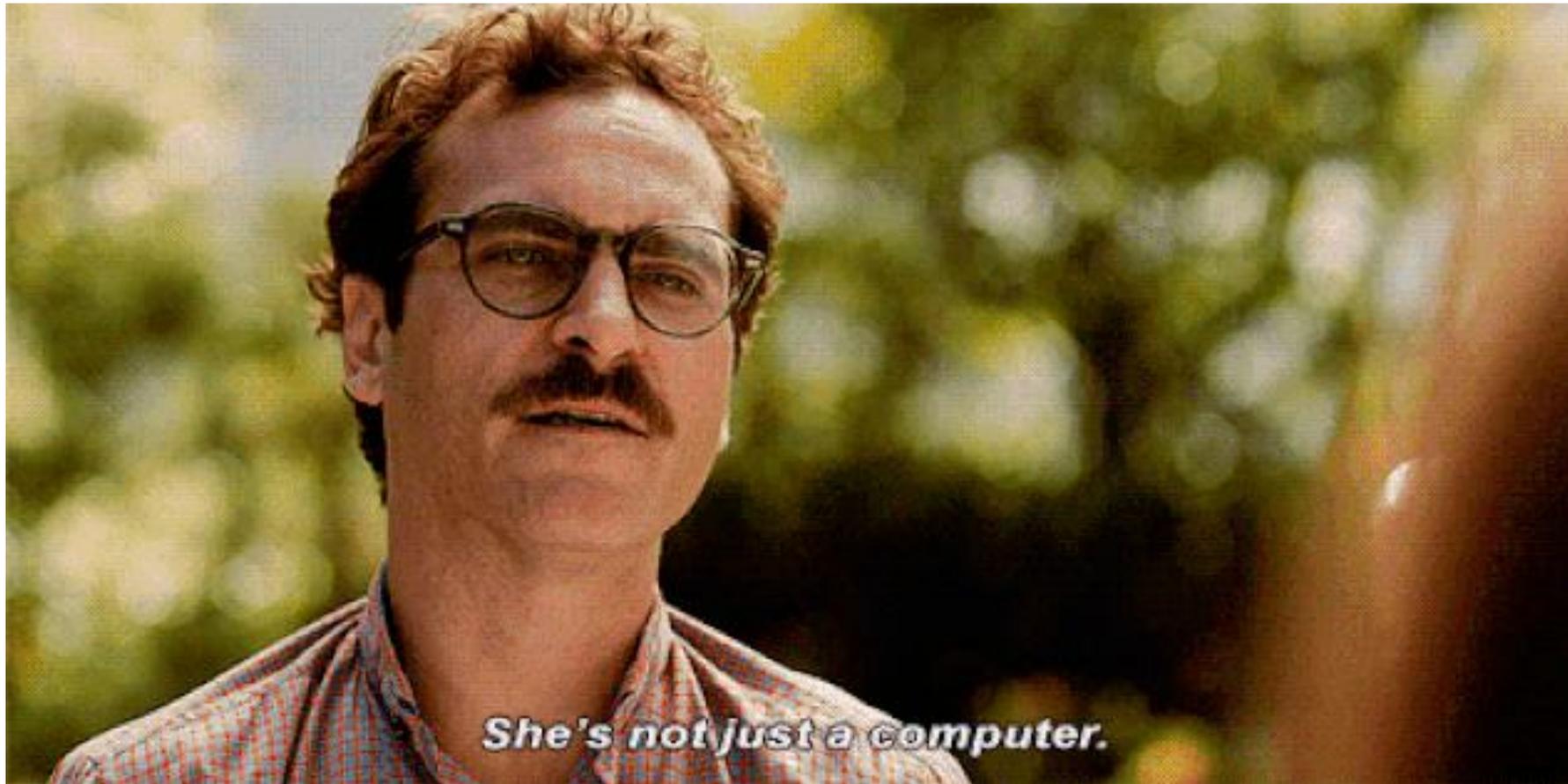
Metropolis 1923

This influential German science-fiction film presents a highly stylized futuristic city where a beautiful and cultured utopia exists above a bleak underworld populated by mistreated workers. When the privileged youth Freder (Gustav Fröhlich) discovers the grim scene under the city, he becomes intent on helping the workers. He befriends the rebellious teacher Maria (Brigitte Helm), but this puts him at odds with his authoritative father, leading to greater conflict.



Her 2013

A sensitive and soulful man earns a living by writing personal letters for other people. Left heartbroken after his marriage ends, Theodore (Joaquin Phoenix) becomes fascinated with a new operating system which reportedly develops into an intuitive and unique entity in its own right. He starts the program and meets "Samantha" (Scarlett Johansson), whose bright voice reveals a sensitive, playful personality. Though "friends" initially, the relationship soon deepens into love.



Ex machia 2015

Caleb Smith (Domhnall Gleeson) a programmer at a huge Internet company, wins a contest that enables him to spend a week at the private estate of Nathan Bateman (Oscar Isaac), his firm's brilliant CEO. When he arrives, Caleb learns that he has been chosen to be the human component in a Turing test to determine the capabilities and consciousness of Ava (Alicia Vikander), a beautiful robot. However, it soon becomes evident that Ava is far more self-aware and decep



the stepford wives 1975

Joanna Eberhart (Katharine Ross) moves to the quiet town of Stepford with her husband (Peter Masterson) and children. The town seems perfect -- maybe a little too perfect. There's something not quite right with the suburb's women: they're vapid, unfathomably devoted to housework and completely subservient to their husbands. Joanna teams up with another recent transplant, Bobby (Paula Prentiss), to investigate the mystery of Stepford's wives and makes a horrific discovery



the stepford wives 2004

After enduring setbacks in her television career, executive Joanna Eberhart (Nicole Kidman) relocates with her family from New York City to the Connecticut suburb of Stepford. While Joanna's husband, Walter (Matthew Broderick), quickly warms up to their new town, she has a hard time adjusting to Stepford's manicured environs and the overly accommodating attitude of the area women. Soon Joanna begins to suspect that something is not right, and she tries to uncover Stepford's secret.



the
way WE
were

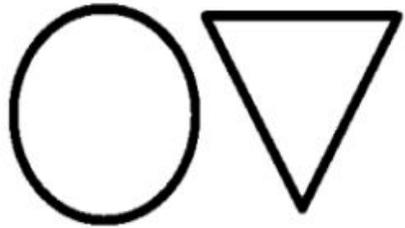


History :

- Participation
- Chairmanship
- Officers
- Consumer issues
- ISO,IEC Presidents , Secretaries



Symbols



ROMEO

Examples

- Vehicles safety belts
- Jack for flat tire
- Jar , bottle opening
- Weight of cement bags
- Playgrounds
- No women in some women issue stds
- Sizes to fit women needs [from construction –rise of stairs to vehicle subassemblies]
- Symbols and their influence



Language : Anti Bias

- “Anti-Bias” is used to denote an active approach to challenging prejudice, stereotyping and bias
- **What is Gender-Biased Language?**
- • If language is gender biased, it favors a certain gender over another.
- • In the case of English, the particular bias is usually the preference of the masculine over the feminine.
- • At first glance, it would appear that gender bias is built into the English language. Rules of grammar once dictated that we use masculine pronouns (he, his, him, himself) whenever a singular referent is required and we don’t know the gender of the person we’re talking about
- • Though this practice has been changing there are still some words that we use regularly that include the feminine. Consider the following examples: Workmen’s Compensation, mankind, chairman, man-made.

Avoid, change or adapt?



WHY

- Attitudes: “strong man, strong spirit”, from Standard on PARCOURS
- Habits
- Male readers , who are we writing for?
- Lack of data: the way trials used to be made from vehicle belts to pharmaceuticals
- Dominant countries

WE ARE USED TO
SIRI
SOUNDING

What can we do?

- Create Guide in the spirit of ISO 26000
- Use women in media communique, case studies, role modeling ,competitions etc
- Checklists for standards developers
- Create balance in participation , roles
- Transparency – part of SDO's statistics
- Board of Directors of SDO's
- Avoid dependence on physical power
- **Measure and report**