Metaphors we Create by Jabari Bell
Quality Medical Care
Gender and Racial Bias
Women are **twice as likely to die as men** in a year following a heart attack, yet **only 40%** of women’s health care routines include a heart risk check.
Women are twice as likely to suffer from chronic pain than men but studies show that they are twice as likely to be dismissed from the hospital as men as well.
A NYT article last year showed that black infants in America are now more than twice as likely to die as white infants in childbirth. This gap is wider than it was in 1850.
“Hispanics may believe that pain is a form of punishment and suffering must be endured if they are to enter heaven.”
“Native Americans may prefer to receive medications that have been blessed by a tribal shaman.”
“Blacks often report higher pain intensity than other cultures.”
“Focus on Diversity”
Machine Learning
Machine Learning, Big Data
Machine Learning, Big Data, Anti-Discriminatory Algorithms
At Risk | Not At Risk
At Risk \hspace{4cm} Normal \hspace{4cm} Not At Risk
1. Being a woman  
2. Being a minority
Survivability % + General Satisfaction + Experience = User Satisfaction Score
!woman && !minority == userSatisfactionScore.max
!woman && !minority == whiteGuy
Privilege is always right around the corner.

Get instant access to white male privilege with the tap of a button.

REQUEST EARLY ACCESS
Got white privilege but not sure how to use it?

Tired of people saying that white men are the problem? Here's how you become part of the solution.

REQUEST EARLY ACCESS
PaaS (Privilege as a Service)
I need a white guy
Hey, Jamila

What’s going on?

- Police are following me
  Feeling unsafe

- My doctor believes I don’t feel pain
  Help!

- This white lady is clutching her purse
  I think she thinks I’m gonna rob her
Got it!

Let's confirm your location, and we'll send a white guy right over.

McCaren Medical Institute
1239 Broadway, Brooklyn, NY

Any Instructions? Anything that you think your white guy should know.

GET A WHITE GUY
Your white guy will arrive in **6 minutes**.

**Stan Simpson**
Loves craft beer & soft rock.

- 8 Grand St, Brooklyn, NY
- 1239 Broadway, Brooklyn, NY

CONTACT | CANCEL
Thank you!
hello@ineedawhiteguy.com
Conceptual Metaphor
“You are my sunshine.”
“You are my sunshine.”
Sunshine

You
Argument is War

Metaphors We Live By
Argument is War

Your claims are *indefensible*.

[Metaphors We Live By](#)
Argument is War

Your claims are indefensible.

He attacked every weak point in my argument.
Argument is War

Your claims are *indefensible*.

He *attacked* every *weak point* in my argument.

Her criticisms were right *on target*.
Argument is War

Your claims are indefensible.

He attacked every weak point in my argument.

Her criticisms were right on target.

I demolished his argument.

Metaphors We Live By
Argument is War

Your claims are indefensible.
He attacked every weak point in my argument.
Her criticisms were right on target.
I demolished his argument.
You shot down all of my arguments.

Metaphors We Live By
War

Argument
Dance??

Argument
Argument

War → Dance
We act in accordance with how we conceive of things.
Conceptual Metaphor in 
I Need a White Guy
Share some of your privilege, white bro.
Share some of your privilege, white bro.

We delivered privilege to 3M customers this quarter.
Share some of your privilege, white bro.

We delivered privilege to 3M customers this quarter.

I got fair treatment at a great price!
Share some of your privilege, white bro.

We delivered privilege to 3M customers this quarter.

I got fair treatment at a great price!

Get access to our cohort of over 300K vetted white guys.
Share some of your privilege, white bro.

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Subscribe here!
Privilege is Commodity

Share some of your privilege, white bro.

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Subscribe here!
Commodity

Privilege
Commodity

Human Right
Privilege

Static

Dynamic
Commodity Fetishism
Human Right

Inclusive

Transaction
3 Takeaways for creators
1. Metaphor compatibility
Does my conceptual metaphor encourage the behaviors that I’m looking to promote?
Empty ass cup

= [Image of a sad husky face]
Masters of Metaphor

Comedians
Poets
Musicians
Linguists
Psychoanalysts
2. Use personal experience
Where is my mind?

Reflective journaling

Therapy

Intense physical training / Meditation

Non-violent communication

Systems thinking
3. Collaborate
I’ll show you mine, if you show me yours

Active listening

“A truth” versus “The truth”

Meditation

Non-competitive creation

System thinking
Thanks QCon!

giya.us
@getgiya
jabari.bell@giya.us