Trying to be Barbie
In KEN's
Mojo Dojo Casa House

About us

Stacey Haysler

Karen Jex

What are we talking about?

Why is this necessary?

The real world is forever and irrevocably messed up.

Barbie

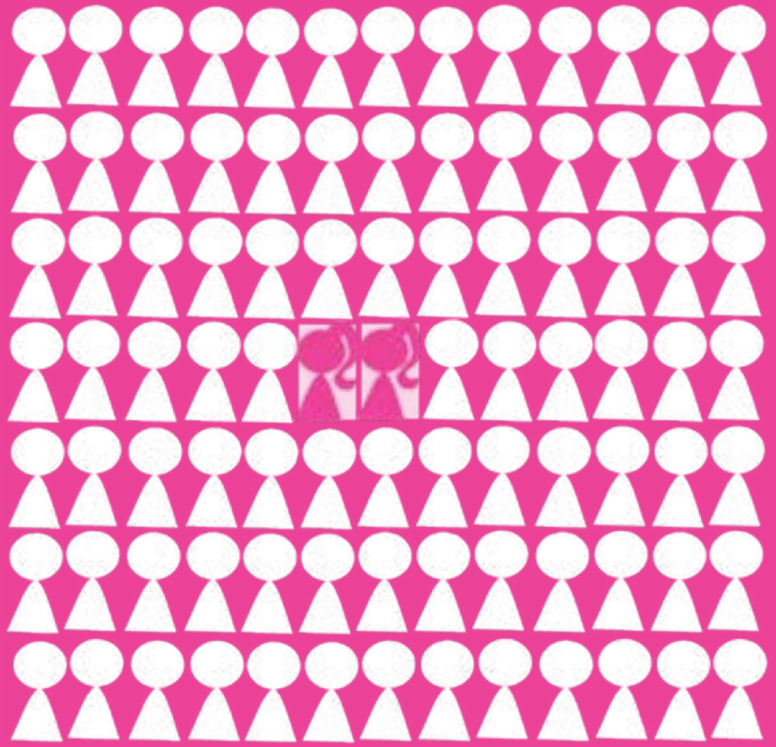
Why is this necessary?

Women are underrepresented in tech

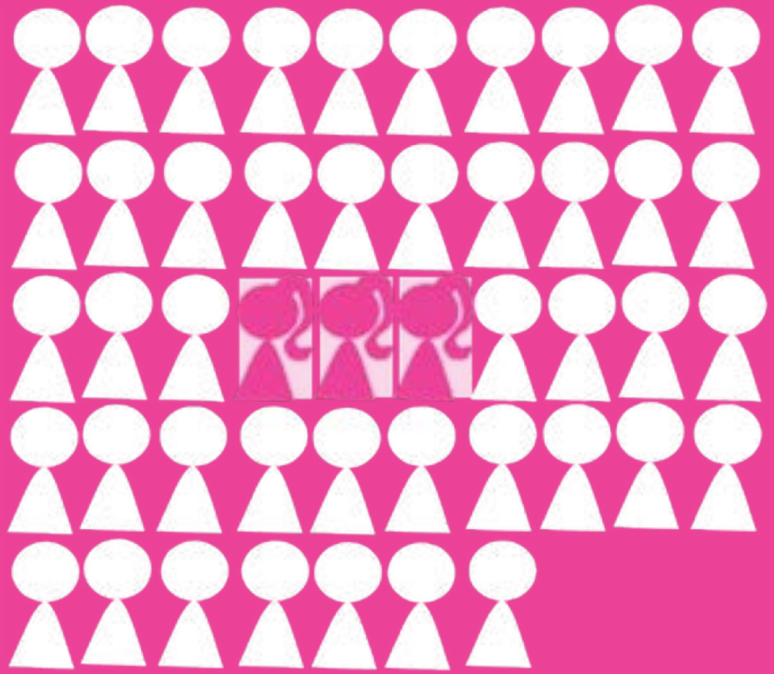
22% of tech roles in EU in 2022 [1]

26.7% of roles in US tech companies in 2023 [26]

2 out of 91 Postgres Contributors [24]



3 out of 47 Postgres Major Contributors [24]



0 out of 7 Postgres Core Team Members [24]

Why is this necessary?

Women are underrepresented in tech

1.4M to 3.9M tech talent gap in EU [1]

3M tech talent gap in US [27]

Why is this necessary?

Women are underrepresented in tech

Women make up 47% of the total US workforce [28]

Women make up 28% of the US tech workforce [28]

Why is this necessary?

Women leave the tech industry

1/2 drop out of tech by age 35 [27]

Decline in EU to 21% by 2027 [1]

Why is this necessary?

Women are pushed out of the tech industry

In 2022, 69% of tech layoffs in the US were women. [29]

Why is this necessary?

Women experience gender bias or discrimination

Experienced by 76% of women [3]

36% of women say sexual harassment is an ongoing problem in their workplace [29]

Why is this necessary?

Women are paid less than their male counterparts

UK tech pay gap 16% [12]

US tech pay gap 28% [29]

Don’t blame me, blame Mattel. I don’t care.

Weird Barbie

Barbieland

Thanks to Barbie all problems of feminism have been solved.

The Narrator

Barbieland

Girls perform as well as

or slightly better than boys

in STEM subjects during primary and

secondary education [1]

Weird Barbie

Weird Barbie

Harvard University Implicit Bias tests [20]

Weird Barbie

Queen Bee phenomenon

“women leaders assimilate into male-dominated organisations by distancing themselves from junior women and legitimising gender inequality in their organisation.” [5]

Weird Barbie

You can’t compete with me—

I want you to win, too.

I would never wear heels if my feet were shaped this way.

Barbie

Leaving ~~Barbieland~~ STEM

Leaving ~~Barbieland~~ STEM

Drop off at university level [1]

18% for STEM

31% for ICT

Leaving ~~Barbieland~~ STEM

Girls get less support than boys [21]

Leaving ~~Barbieland~~ STEM

Girls are told they aren't good at STEM [21]

Leaving ~~Barbieland~~ STEM

Girls feel isolated

Only 19% of ICT bachelor students in the EU are women [1]

Only 18% ICT bachelor students in the US are women [29]

Leaving ~~Barbieland~~ STEM

Girls feel isolated

Only 30% of master's degrees
in engineering and CS are awarded to women [29]

Drops to 24% for doctoral degree [29]

Leaving ~~Barbieland~~ STEM

Girls feel isolated

23% of EU women STEM majors go into tech [1]

38% of US women CS majors go into the field [29]

Leaving ~~Barbieland~~ STEM

Critical, basic needs prevent some girls from achieving educational goals

Leaving ~~Barbieland~~ Tech

Leaving ~~Barbieland~~ Tech

Few opportunities for progression

[1] Figures for UK in 2022

Leaving ~~Barbieland~~ Tech

Few opportunities for progression

68% of men in tech think women have equal opportunities [8]

35% of men in tech think there are enough women in senior positions [8]

Leaving ~~Barbieland~~ Tech

Few opportunities for progression

Feedback provided to women is less actionable and less useful for leadership progression than feedback given to men. [13]

Leaving ~~Barbieland~~ Tech

Imposter syndrome

90% of women suffer [10]

Leaving ~~Barbieland~~ Tech

Lack of certain employee benefits

Flexible working

Remote working

Maternity leave coverage

Childcare

Reproductive loss policies

Leaving ~~Barbieland~~ Tech

The company culture

"Before I could accept, the hiring manager of the all-male team continued, "We're all glad you have a boyfriend because you have really nice boobs, and that would be a problem if you were single."

Stacey

Leaving ~~Barbieland~~ Tech

The company culture

“One of my colleagues found an adult magazine and thought it would be fun to open it at a particularly explicit page and include it in the group photo. None of the others said anything. ”

Karen

Leaving ~~Barbieland~~ Tech

The company culture

"I was once asked [during a job interview] if I was in the process of losing or gaining weight, and asked to pose for a photo which the hiring manager showed to to the male members of the team to make sure I was pretty enough"

Christie

Leaving ~~Barbieland~~ Tech

The company culture

Please share

Leaving ~~Barbieland~~ Tech

Lack of female role models or mentors

16% of women get mentorship they need [32]

22% of women feel they get useful feedback [32]

Leaving ~~Barbieland~~ Tech

Low pay / gender pay gap

Worse in early careers

29% gender pay gap for under 25s [9]

We fixed everything in the real world so all women are happy and powerful.

Barbie

Irrepressible Thoughts of Death Barbie

Put in a Box

JULY 2023
LIFE IN PLASTIC, IT'S FANTASTIC
Barbie
LIFE IN PLASTIC, IT'S FANTASTIC
Ken
is
Plastic
man
Barbie
JULY 2023
LIFE IN PLASTIC, IT'S FANTASTIC
Barbie

"I'm only creating the design ideas," Barbie says, laughing. "I'll need Steven's and Brian's help to turn it into a real game!"

Patriarchy

Gloria's Monologue

Ordinary Barbie

Deprogramming

Deprogramming

Delete

Delegate

Delay

Do

(Re) Gaining Power

When I found out the patriarchy wasn't about horses, I lost interest anyway.

Ken

(Re) Gaining Power

ALLYSHIP

Using your power, position or privilege to uplift others

(Re) Gaining Power

MENTORSHIP

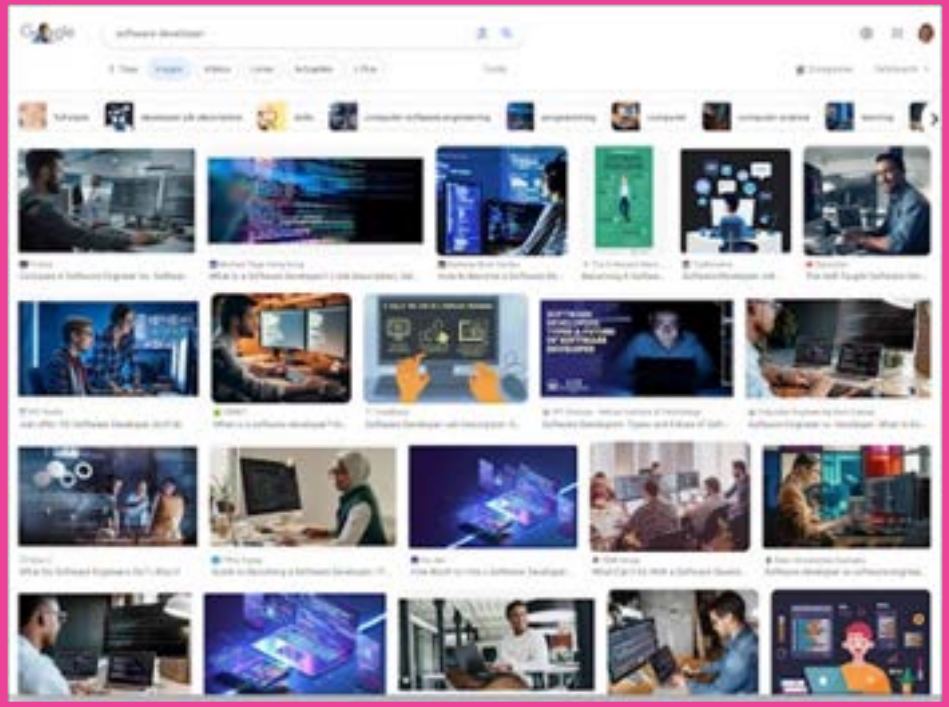
(Re) Gaining Power

ADVOCACY

(Re) Gaining Power

AMPLIFICATION

Meaningful Change



Meaningful Change
(in PostgresLand)

Community Code of Conduct and CCoC Committee

Meaningful Change
(in PostgresLand)

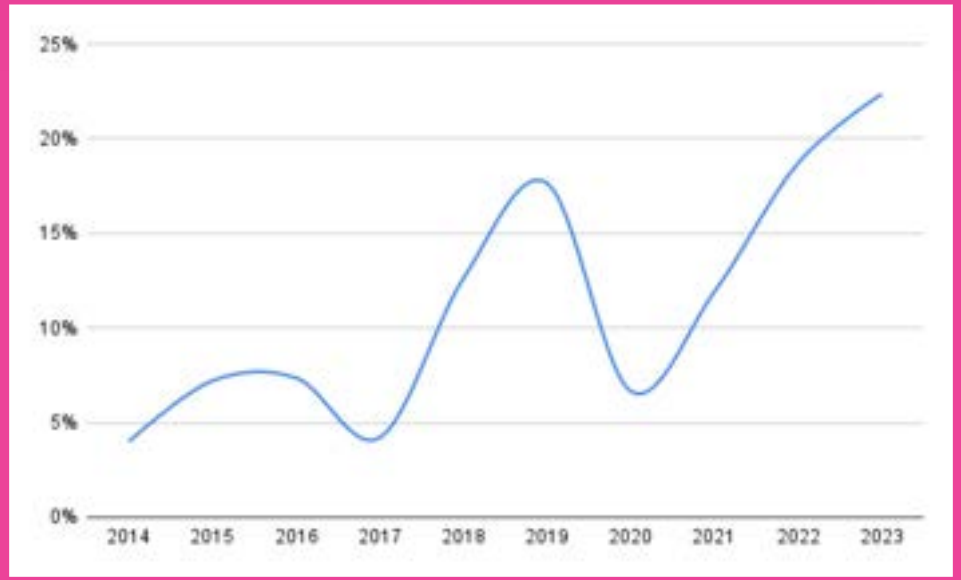
Code of Conduct Committee

Diversity Committee

Meaningful Change
(in PostgresLand)

Conference Initiatives

Meaningful Change
(in PostgresLand)



Percentage of women speaking at PostgreSQL community conferences across Europe

Meaningful Change
(in Tech)

Meaningful Change

Hollywood Ending

I want to be a part of the people that make meaning, not the thing that is made.

Barbie

Hollywood Ending

Redress bias in the workplace

Improve retention rates

Reskill women into tech roles

Bolster girls in STEM classes

Encourage girls to pursue STEM

Give girls more support for pursuing STEM careers

Encourage girls to pursue STEM

Tell girls they are good at STEM subjects

Encourage girls to pursue STEM

Create communities where girls & women feel supported

Prevent women from leaving tech

Create opportunities for progression

Prevent women from leaving tech

Provide positive feedback

Prevent women from leaving tech

Provide relevant employee benefits

Prevent women from leaving tech

Create an inclusive company culture

Prevent women from leaving tech

Promote female role models and mentors

Prevent women from leaving tech

Equal pay

It is the best day ever. So was yesterday, and so is tomorrow, and every day from now until forever.

Barbie

The End

References

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[5] The queen bee phenomenon: Why women leaders distance themselves from junior women

Belle Derks, Colette Van Laar, Naomi Ellemers, The Leadership Quarterly, Volume 27, Issue 3, 2016, Pages 456-469, ISSN 1048-9843

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[11] Role Models for Women in Tech

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[14] Cambridge Dictionary definition of allyship

[15] PostgreSQL Project Code of Conduct

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