

“INTERNAL BIAS: A JOURNEY” APP PROPOSAL

Have you ever wondered what is influencing your thoughts? The little subliminal hints in your mind that you never quite think but are actually there... exerting a pull that you don't even realize?

When these thoughts are influencing you to get pizza instead of hamburgers... they aren't a problem. But when they cause us to fear certain people, suspect specific children, or hire one type of person vs another... they can cause a lot of harm. Join us on a 365 day journey into your own mind. Together we will discover the stories from our past that define how we see the world today. We will consider thoughts we think without realizing and discover blind spots we never imagined. And at the end of it, we will better understand how changing the world starts with us.

EVIDENCE OF A PROBLEM:

A study showed that adults rate a crying child as being in more pain if they are told the child is male. Another study showed that educated white women judged black children aged 10 to 17 as being on average 4.5 years older than they actually were.

According to studies from the CDC 60% of maternal deaths are preventable. Statically Black women are nearly 3 times more likely to die in childbirth than white women, 22% more likely to die from heart disease, and 71% more likely to die of cervical cancer.

Native American women are 10x more likely to be killed than all other Americans.

These are things that are happening to real people. People with families and loved ones. People, like us. So why are we not moved to act as strongly? Why are we not urgently addressing these tragedies?

The simple answer is bias, racism and subconscious dehumanization.

And the good news is, we can change the way our minds work!

THE PROJECT:

We would like to build an app meant to address the issues of implicit bias and racism that will help guide a course correction. Through a combination of journaling, audio files, text, quizzes and some video. It is meant to be a 5 to 10 minutes, used every day for a year. The goal will be to break down what bias and racism is, how it lives inside us, and how we can propagate it without even realizing it. And finally, how we can become better allies not only intellectually but also actively. We will retain full ownership of the app. Of course we will credit you as developers. We have no plans at this time to sell

the app. If we do end up profiting from it, we will set up a system to profit share with all individuals who put time and intellectual property into the creation of the app.

WHO WE ARE:

We are two white women... yeah, we know, huge problematic potential. But rest assured, we will have lots of input from BIPOC. This app will be partially drawn from our own work of thinking we weren't part of the problem to owning the fact that we were very wrong. We will draw from experts in the field, as well as everyday people who live in the same country as we do, but have a completely different experience moving through life.

We will welcome your input, if you would like to add in your own experiences, we would be happy to include them. There is a lot of shame, embarrassment and hesitation on this topic. Although we will strive to get it "right" we know that we will not be perfect. But we all have to start somewhere. And taking responsibility to do what we can is an important step.

WHO WE NEED:

Anyone who wants to design and build an app! In the past we have developed game apps for children for our non-profit, The Giving Child. This app will be less complex than a game. But it will be a challenge. You do not have to agree with our values to join our team. We enjoy lively discussion ;-). We are looking for 3-8 people. If we get a larger group, then part of the team will focus on the Android version and the other part can focus on building the iOS version. Can't wait to have you be apart of our team!!!