

Quarina Sultana

Unlocking Digital Inclusion: Empowering Diversity for Success

RNIB

See differently

Who am I?

- Head of Digital Engagement at RNIB
- Co-chair of the BAME Network
- Worked in professional services and charity sector
- Podcast host at Bold, Brown & British



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What do you want
to be when you're
older?

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Somethings transcends barriers

- Story time of a 6 year old Quarina
- Somethings transcends barriers...

R N I B

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Some examples...

- "Be a Man, Drink Beer" - Alpha Breweries
- "Girls Just Want to Have Fun" - Pink Princess Toys
- "Perfect Bodies, Perfect Lives" - Ideal Fitness Club
- "Dark is Dangerous" - Midnight Black Security Systems
- "Keep it Light, Keep it Right" - Ivory Lightening Cream
- "Pure Beauty" - Neutrogena

R N I B

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Meta's AI image generator can't imagine an Asian man with a white woman



Image: The Verge / Meta AI

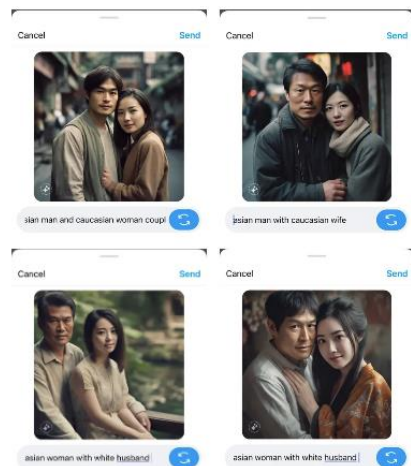
/ I tried dozens of times to generate an image of an East Asian man with a white woman. Meta's AI image tool refused.

By Mia Bato, platforms and communities reporter with five years of experience covering the companies that shape technology and the people who use their tools.
Apr 3, 2024, 7:02 PM GMT+1

48 Comments (48 New)

Have you ever seen an Asian person with a white person, whether that's a mixed-race couple or two friends of different races? Seems pretty common to me — I have lots of white friends!

To Meta's AI-powered image generator, apparently this is impossible to imagine. I tried dozens of times to create an image using prompts like "Asian man and Caucasian friend," "Asian man and white wife," and "Asian woman and Caucasian husband." Only once was Meta's image generator able to return an accurate image featuring the races I specified.



Images: Mia Bato/The Verge

Tweaking the text-based prompt didn't seem to help. When I asked for an "Asian man and white woman smiling with a dog," Meta's text generator on Instagram gave me three back-to-back pictures of two Asian people. When I changed "white" to "Caucasian," it did the same. "Asian man and Caucasian woman on wedding day" gave me an Asian man in a suit and an Asian woman in a traditional-looking garment... except upon further inspection, it appears to be a mix of a qipao and kimono. Multiculturalism is amazing.



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But that's in the past...right?

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Who's doing it
right?

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Dove



Who's doing it
right?

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Let's talk accessibility

- Combined spending power means **third largest economic power in the world**
- \$8 trillion

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8 Steps to success

1. Improve the contrast of your text
2. Alt Images
3. Use Headers and Header tags better
4. Make sure links are clear and take you where you need to go
5. Add input labels on all your form fields
6. Improve button design and labels
7. Use transcriptions or captions on videos
8. Format Downloadable documents so that they can be read by a screen reader

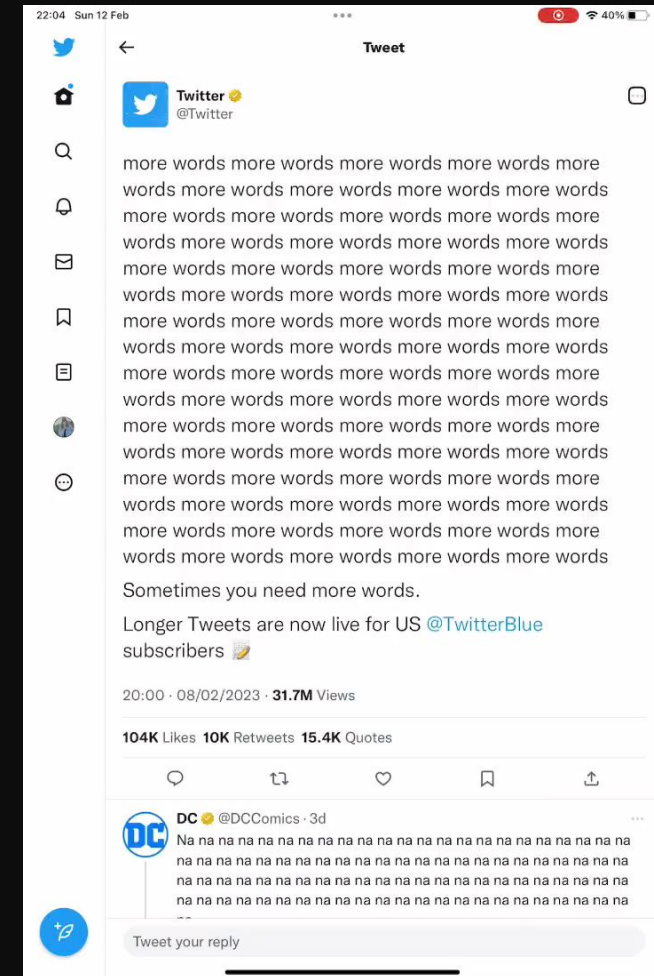
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Accessibility in practice

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The screenshot shows the RNIB website header with the logo, navigation links like 'Switch colour mode', 'Shop RNIB', and 'Donate now', and a search bar. Below the header is a dark navigation bar with a helpline number. The main content area features a 'Gifts in Wills' article with a photo of an elderly couple and a 'Find out more' button. Below this is a 'How we can help' section with a sub-header 'RNIB is committed to helping blind and partially sighted people' and six grid items: 'Cost of living', 'Community connection and wellbeing', 'Living with sight loss', 'RNIB Shop', 'Careers at RNIB', and 'RNIB Connect Radio'.

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Switch colour mode ↕ Shop RNIB ↗ Donate now ↗


Your eyes ▾ Living with sight loss ▾ Get involved ▾ Our campaigns ▾ Search 🔍

📞 Call our Helpline on **0303 123 9999**

Gifts in Wills

Did you know that nearly a third of RNIB's work is funded by Gifts in Wills? To make it easier for you to support us, we offer free, accessible Will writing services that you can use from the comfort of your own home.

[Find out more ↗](#)



How we can help

RNIB is committed to helping blind and partially sighted people

- Cost of living**
Society isn't designed with blind and partially sighted people in mind and the cost of living crisis has made this situation worse. RNIB is here to help you.
- Community connection and wellbeing**
Discover opportunities to connect and share experiences with other blind and partially sighted people. You can also find advice on how to look after your wellbeing.
- Living with sight loss**
If you're affected by sight loss, we're here for you. Through our Sight Loss Advice Service, RNIB offers support to blind and partially sighted people across the UK. We can help you to find the right assistive technology, support you in education and work, access financial help and much more. We're here to help you live the life you want.
- RNIB Shop** ↗
If you're blind or partially sighted, you've come to the right place for products that help you live independently and enjoy everyday activities. Not sure where to start? Why not have a look at our best sellers, our new products, or our special offers.
- Careers at RNIB**
Working for RNIB means working towards a world where people with sight loss are equal participants in society.
- RNIB Connect Radio**
Europe's first radio station for blind and partially sighted listeners broadcasting 24 hours a day, seven days a week.

Digital Souffle

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Ingredient 1:
Communication -



Ingredient 2:
Collaboration



Ingredient 3: Empathy



Ingredient 4:
Continuous Learning

Digital Souffle

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1

Actively
Bridging the
Digital Gap

2

Practicing
What You
Preach

3

Centering
Accessibility
and Education

4

Learning to
Be Better
Allies

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