

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.

[Last Week Tonight](#)

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.

[Last Week Tonight](#)

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.

[NYT Article](#)

“Hispanics may believe that pain is a form of punishment and suffering must be endured if they are to enter heaven.”

[NYPost Article](#)

“Native Americans may prefer to receive medications that have been blessed by a tribal shaman.”

[NYPost Article](#)

“Blacks often report higher pain intensity than other cultures.”

[NYPost Article](#)

“Focus on Diversity”

[NYPPost Article](#)

Machine Learning

Machine Learning, Big Data

Machine Learning, Big Data, Anti-Discriminatory Algorithms

At Risk

Not At Risk

Normal

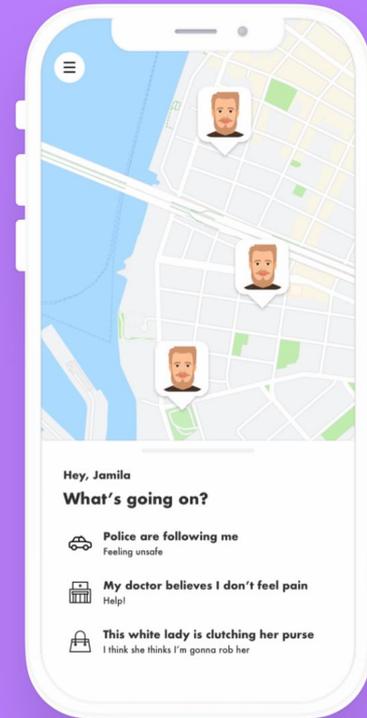
At Risk

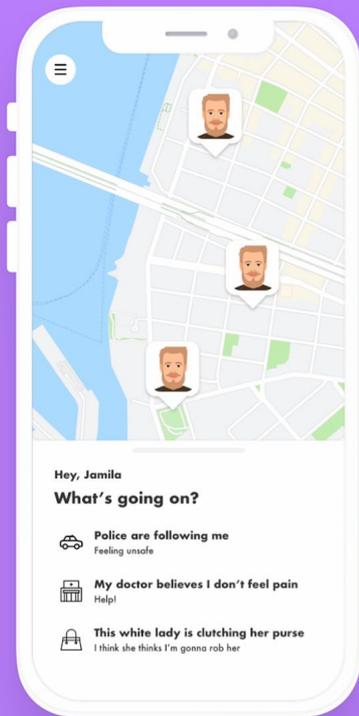
~~Not At Risk~~

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](#)

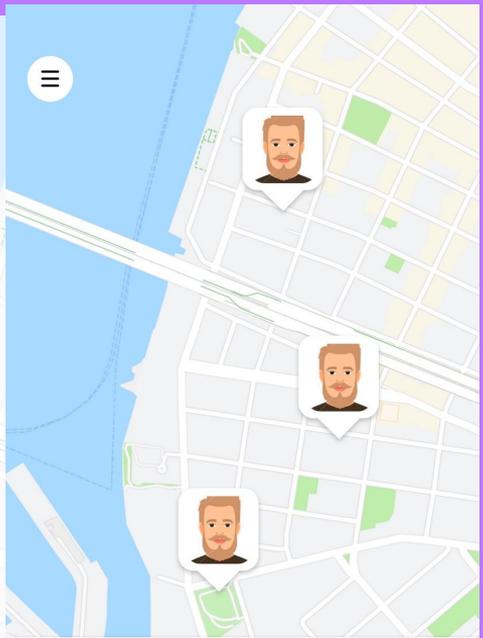


PaaS (Privilege as a Service)





**I need a
white guy**



Hey, Jamila

What's going on?



Police are following me

Feeling unsafe



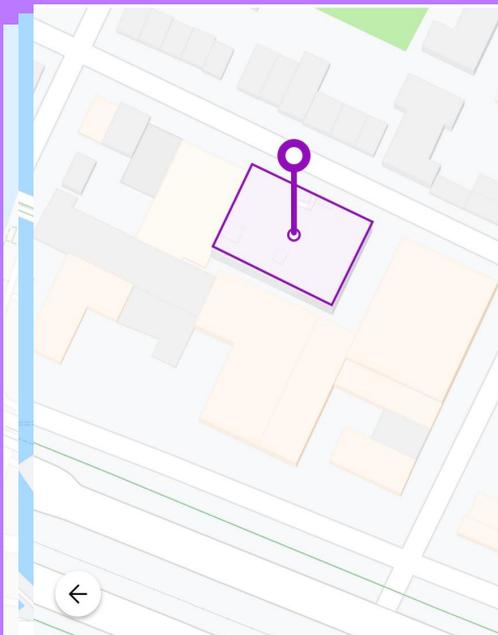
My doctor believes I don't feel pain

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.

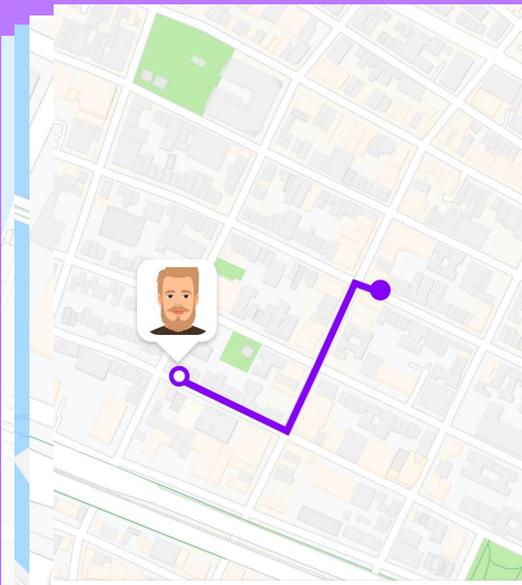


Mccaren Medical Institute
1239 Broadway, Brooklyn, NY



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

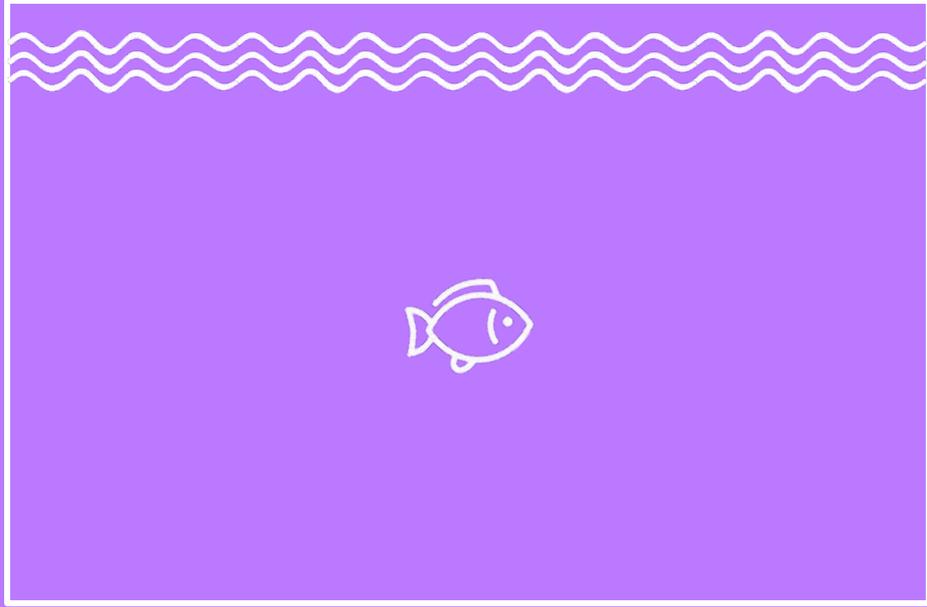


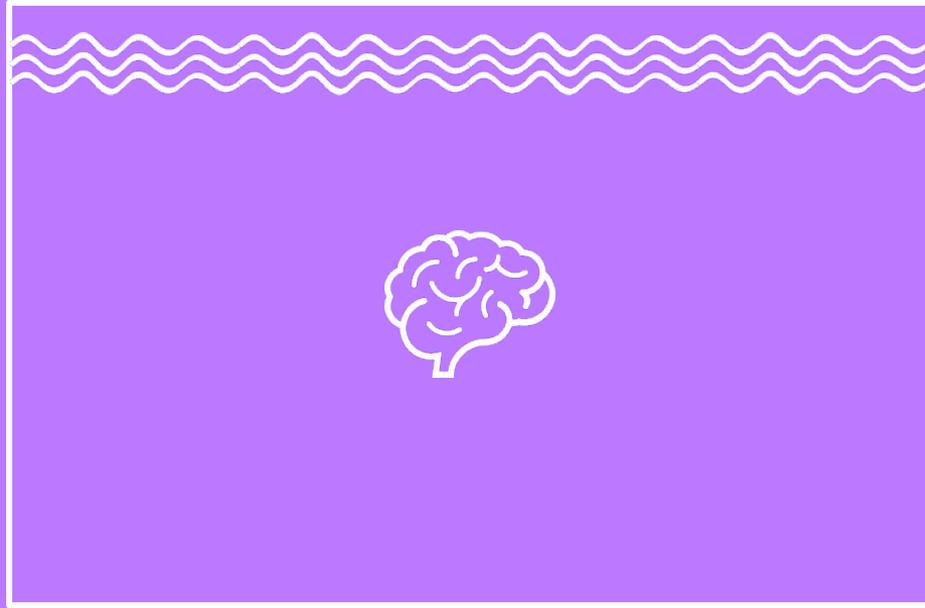
Last Week Tonight

“You are my **sunshine.**”

Sunshine

You





Argument is War

Metaphors We Live By

Argument is War

Your claims are *indefensible*.

Argument is War

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He *attacked every weak point* in my argument.

Argument is War

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He *attacked every weak point* in my argument.

Her criticisms were right *on target*.

Argument is War

Your claims are *undefensible*.

He *attacked every weak point* in my argument.

Her criticisms were right *on target*.

I demolished his argument.

Argument is War

Your claims are *indefensible*.

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Her criticisms were right *on target*.

I demolished his argument.

You shot down all of my arguments.

War

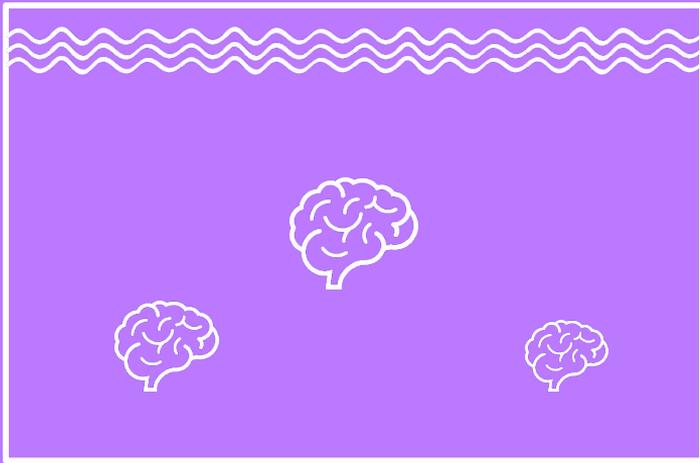
Argument

Dance??

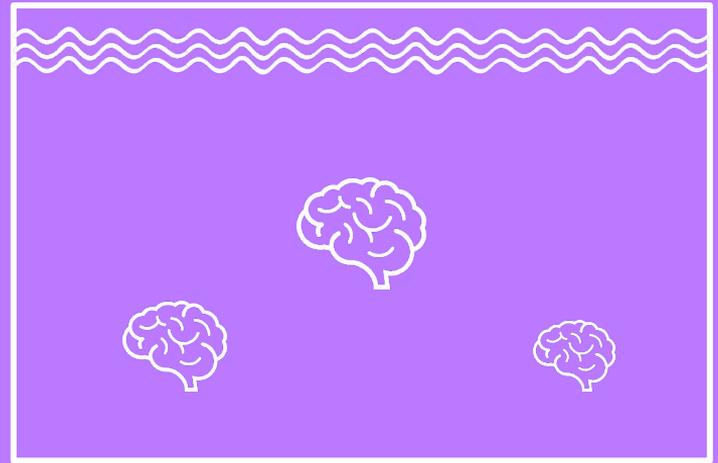
Argument

Argument

War



Dance



We act in accordance with how
we conceive of things.

Privilege is Commodity

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.

Subscribe here!

Commodity

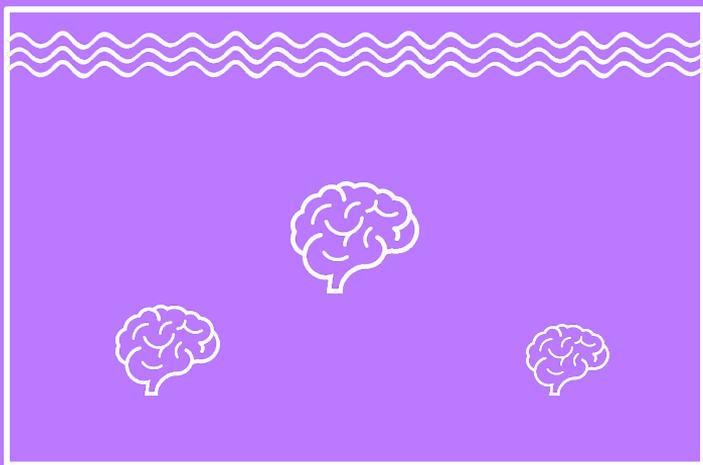
Privilege

Commodity

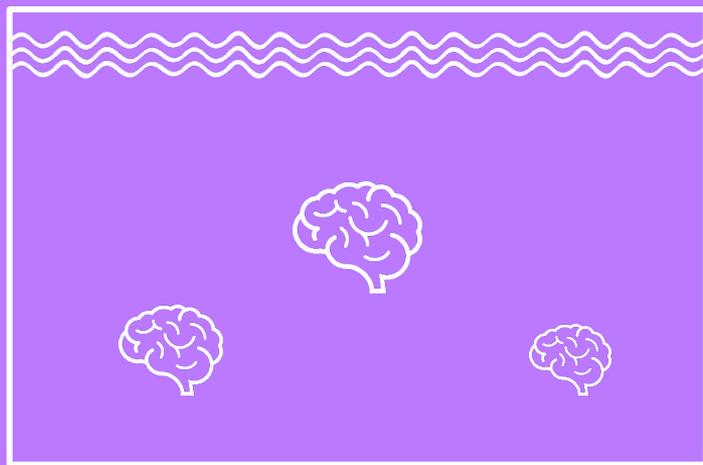
Human Right

Privilege

Static

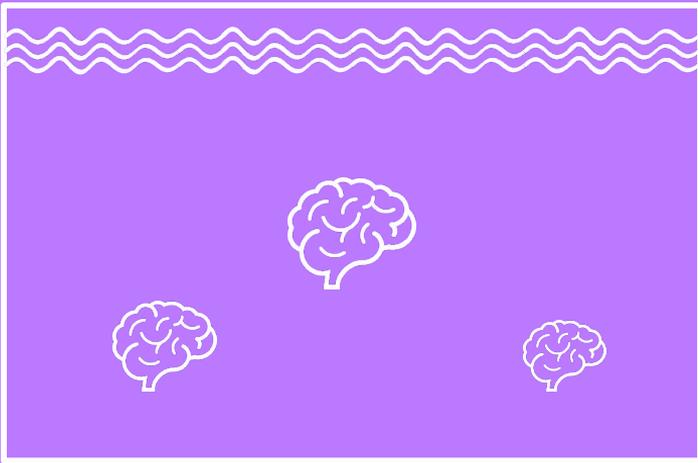


Dynamic

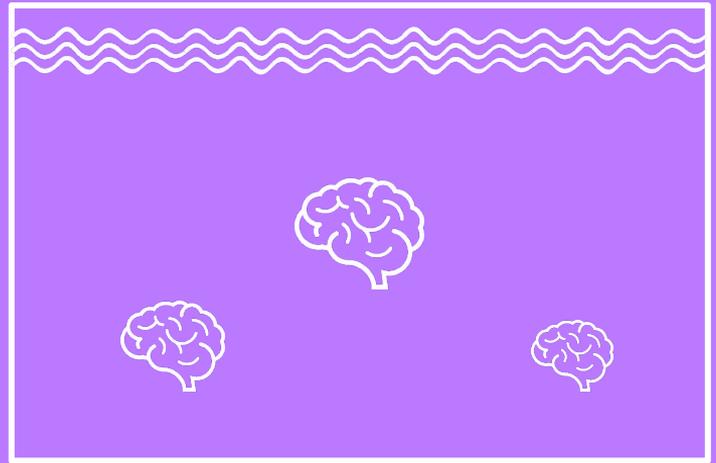


Privilege

Human Right



Commodity



Commodity Fetishism



Self esteem



Commodity

Human rights



Relationships



Elections



Human Right

Inclusive



Transactional



3 Takeaways for creators

1. Metaphor compatibility

Does my conceptual metaphor encourage the behaviors that I'm looking to promote?



=



Empty ass cup

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

Systems thinking

ineedawhiteguy.com

Thanks QCon!



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