

# Inclusive UX.

The smallest detail can be window to our values.

GANNETT





# USA TODAY AD METER<sup>®</sup>

## 2016 AUDIENCE

**53K**

registered panelists

**+112% YOY**

**19K**

active panelists

**+187% YOY**

**470K**

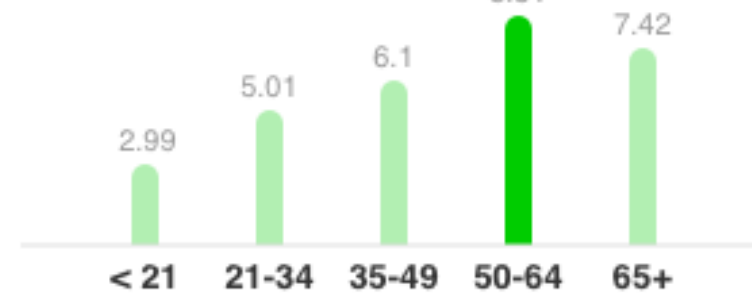
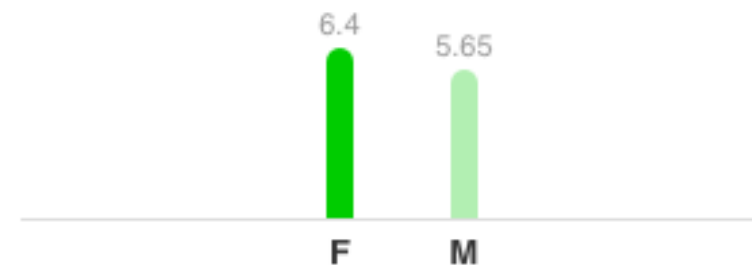
votes

**+104% YOY**

**278MM+**

PR impressions

**+405% YOY**



Key: 1 2 3 4 5 6 7 8 9 10  
poor good excellent

[USA TODAY](#)
[NEWS](#)
[SPORTS](#)
[LIFE](#)
[MONEY](#)
[TECH](#)
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**JEEP CHEROKEE**
[VIEW INCENTIVES +](#)

**USA TODAY AD METER.**  
Presented by **Jeep**

[AD METER HOME](#)
[2017 RESULTS](#)
[PAST RESULTS](#)
[50 FOR 50TH BRACKET](#)

# "Simply Put"

ADVERTISER  
**Budweiser**
 AIR TIME  
**4th Quarter**

Get a car that can do both.  
[SEE WHAT'S INSIDE](#)

Get a car that can do both.  
[SEE WHAT'S INSIDE](#)

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**FINAL ranking**  
out of 63

**AVERAGE rating**  
out of 10

**AD PERFORMANCE by state**

State	Rating
RI	8.57
CT	7.67
AK	7.60
IA	7.56
CO	7.23
UT	7.01

**AD PERFORMANCE by gender**

Gender	Rating
F	6.4
M	5.65

**AD PERFORMANCE by income**

Income Range	Rating
< 25	2.99
25-50	5.01
50-75	6.1
75-100	7.42
100-150	8.51
150+	9.49

\* household income in thousands of USD

**AD PERFORMANCE by age range**

Age Range	Rating
< 21	2.99
21-34	5.01
35-49	6.1
50-64	8.51
65+	7.42

Key: 1 2 3 4 5 6 7 8 9 10  
poor good excellent

While eating a cheeseburger and drinking a Bud, Academy Award winner Helen Mirren debries drunk driving.

Previous: **AUDI Commander**

Next: **TOYOTA The Longest Chase**

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**LATEST NEWS**

**AD METER**  
**Toyota's 'Stand Together' crowned Rio Ad Meter Bracket champion**  
August 9, 2016

**Jeep**  
LUXURY CAN HAPPEN ANYWHERE

**MOST POPULAR**

- The 5 best Super Bowl 50 commercials on Ad Meter February 7, 2016
- The 10 best Super Bowl XLIX commercials, according to Ad Meter February 1, 2015
- 6 Funny Super Bowl 50 commercials February 3, 2016
- Watch all Super Bowl 50 commercials that are on the Internet already February 1, 2016
- Budweiser's big 'Lost Dog' Super Bowl commercial premieres, and it's adorable January 28, 2015
- All 27 Super Bowl Ad Meter-winning commercials from 1989 to 2015 January 13, 2015
- Budweiser's 'Puppy Love' crowned Ad Meter 50 for 50th bracket champion February 3, 2016

# GUP registration



Sign In / Create an Account



More Options

or

Email

Sign In / Create an Account

Cancel

# Additional demographic info



We just need a little more information before we can create your Ad Meter panelist account.



John Doe

Annual Household Income

Less than \$21K

Gender

Female

Create Account

Go Back

Product requirement



**An imperitive discussion.**

**A seemingly simple question**

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# **Are you “male” or “female”?**

Most people don't give this a second thought.

For others, it's a daily reminder that they are unwelcome, unconsidered. The intention may be absent of malice but the effect is a microaggression bordering on discrimination.

TERM:

**Demographic malpractice**

**Gary Gates**

LGBT Demographer

University of California Los Angeles School of Law's Williams Institute

## A COMPLICATED ANSWER

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# Gathering binary data in a non-binary world

Agender/Neither

Androgyne

Androgynous

Bigender

Female

Female to Male/FTM

Gender Fluid

Gender Nonconforming

Gender Questioning

Gender Variant

Genderqueer/Non-binary

Male

Male to Female/MTF

Neutrois

Other

Pangender

Trans—Man/Person/  
Woman/Male/Female

Transfeminine

Transmasculine

Transsexual—Man/Woman/  
Male/Female/Person

Two-Spirit

## A challenge

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Create products that are  
**simple.**  
**inclusive.**  
**accessible.**  
**progressive.**  
**ethical.**  
**honest.**

Avoid forcing users into discriminatory choices that invalidate their identity or marginalize their existence.

“...we have a responsibility: to question the decisions and desires that cause harm to our users.”

—Sarah Wachter-Boettcher

UX Designer, Author

# A conversation driven by youth

A 2013 survey of those ages 14-34 finds that gender doesn't define a person the way it once did: 60% think gender lines have blurred; almost two-thirds say their generation is pushing boundaries.

The screenshot shows a web browser window displaying a USA Today article. The browser's address bar shows the URL: [www.usatoday.com/story/news/nation/2014/06/21/gender-millennials-dormitories-sex/10573099/](http://www.usatoday.com/story/news/nation/2014/06/21/gender-millennials-dormitories-sex/10573099/). The USA Today logo is in the top left of the page, followed by navigation tabs for NEWS, SPORTS, LIFE, MONEY, TECH, TRAVEL, OPINION, and CROSSWORDS. The article title is "Gender loses its impact with the young" by Sharon Jayson, dated July 2, 2014. A highlighted quote from a survey of ages 14-34 is featured: "A new survey of those ages 14-34 finds that gender doesn't define a person the way it once did: 60% think gender lines have blurred; almost two-thirds say their generation is pushing boundaries." Below the quote is a photo of a young woman in a field. The article text discusses how young people resist gender stereotypes and conformity, citing a report by The Intelligence Group. A sidebar on the left shows social media sharing options for Facebook (8978 shares) and Twitter (37 shares), along with an email icon and a comment count of 189. On the right, there is a partial view of another article titled "THE SHORT L..." and a "Sign Up" button.

Gender loses its impact with the young

Sharon Jayson, USA TODAY 1:36 p.m. EDT July 2, 2014

*A new survey of those ages 14-34 finds that gender doesn't define a person the way it once did: 60% think gender lines have blurred; almost two-thirds say their generation is pushing boundaries.*

They're young. They like things their way. They don't like stereotypes and steer clear of conformity.

Because young people ages 34 and younger are legions larger than the dominant-until-now-Baby Boom generation, their likes and dislikes command lots of attention. High on their list is gender identity — a concept they're increasingly resisting.

"Gender stereotypes are conformity," says Jamie Gutfreund, chief strategy officer of The Intelligence Group, a consumer insights and strategy group based in Los Angeles whose summer/fall 2013 report about gender paints a vivid portrait of younger generations' attitudes.

The survey reveals that "gender is less of a definer of identity today than it was for prior generations. Rather than adhering to traditional gender roles, young people are interpreting what gender means to them personally."

As a result, gender rules and traditional stereotypes are fading. From college housing to clothing, language and parenting, gender-neutral increasingly is the preferred position. Generation Y alone is estimated at 80-90 million in the USA (compared with 75 million Baby Boomers) and 2 billion worldwide. It's growing because of immigration.



**A responsibility.**

# Thought leadership in UX

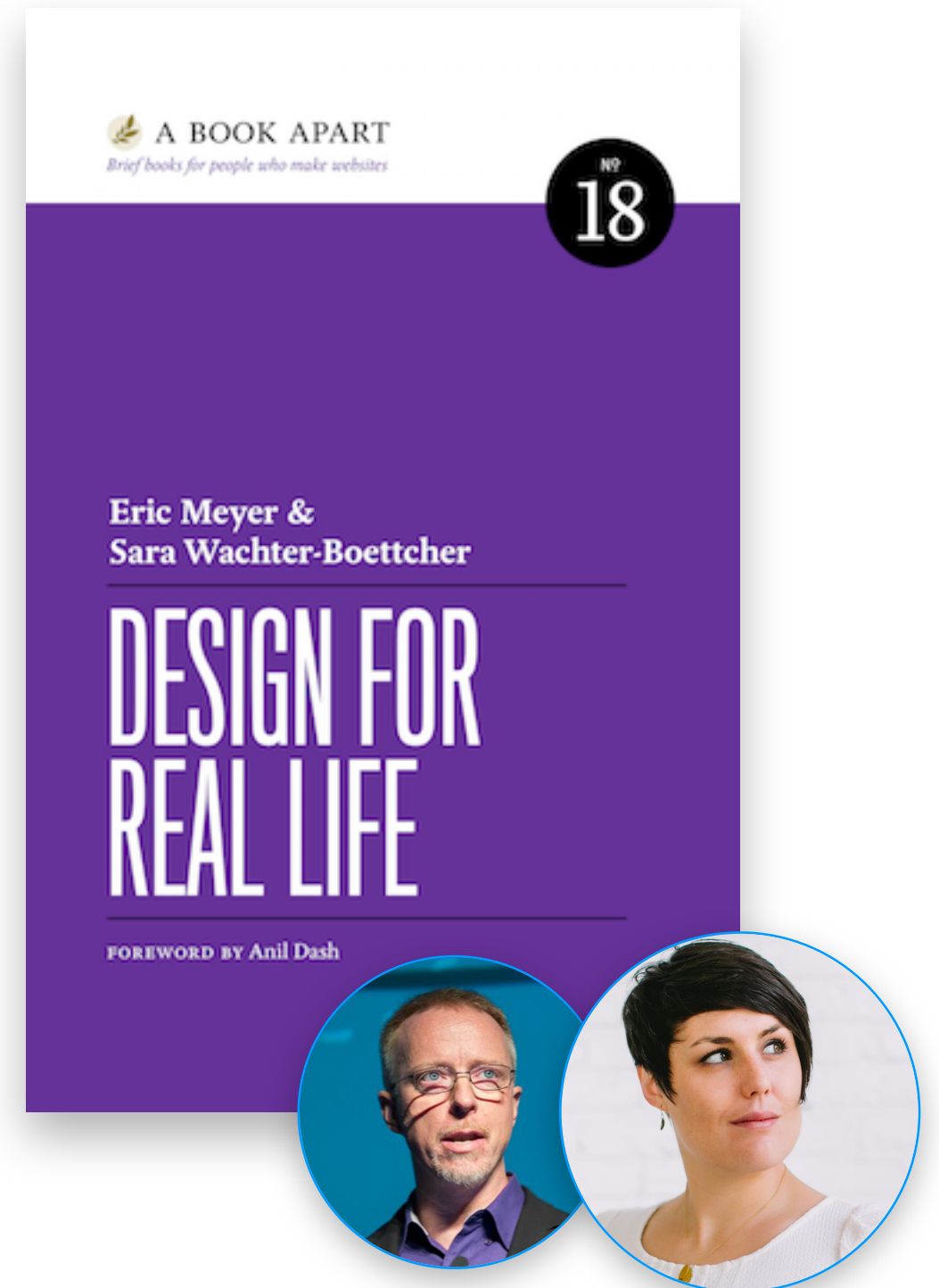
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Here's how one transgender man, who is not yet out to everyone and is just beginning to transition, explained his experience to us:

**Every time a website asks: “Male or Female?” and offers no opt-out, no “It’s complicated,” I pause. I have to think about what I want to answer and why. Do I check “female” to match the name I still give and the socialization I received? Or do I check “male” and risk someone noticing the discrepancy, because this reflects myself?**

Sit with that for a moment: every time he's asked this question, he pauses to think. Is an honest answer going to make him unsafe? Will he risk being outed to people he's not ready to tell yet? Will it raise red flags? Will it result in further questions?

Every check of a box forces him to choose between his safety and his sense of self. Suddenly, the question doesn't seem quite so simple.



# UX early adopters



Gender Custom ▾  
Female  
Male  
Custom

Friends ▾

Which pronoun do you prefer?  
Neutral: "Wish them a happy birthday!" ▾  
Your preferred pronoun is Public. [Learn more.](#)

Save Changes Cancel

Allows users to keep gender identity choice private.

Gender Custom ▴▾

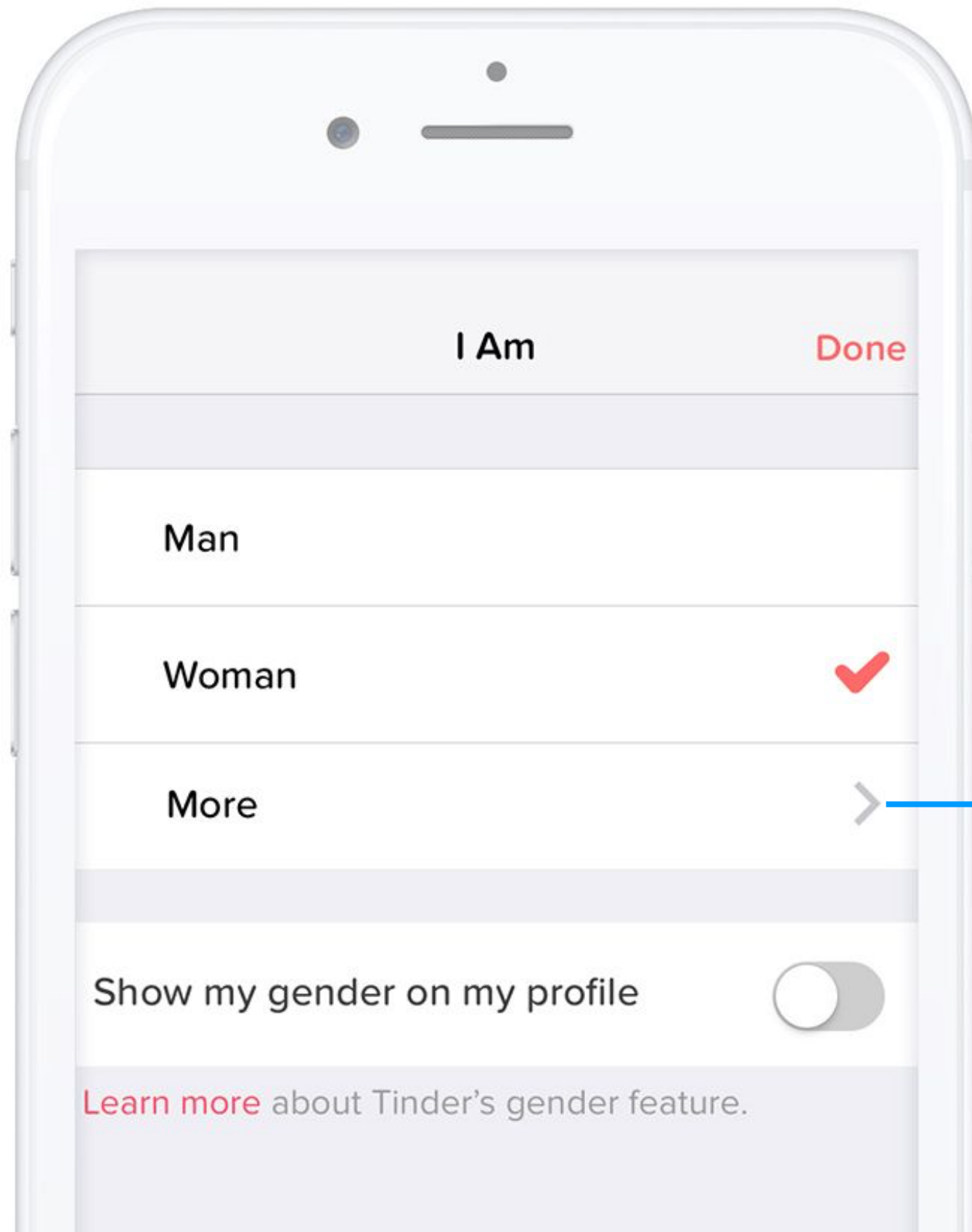
Gender ▾ Friends ▾

Female

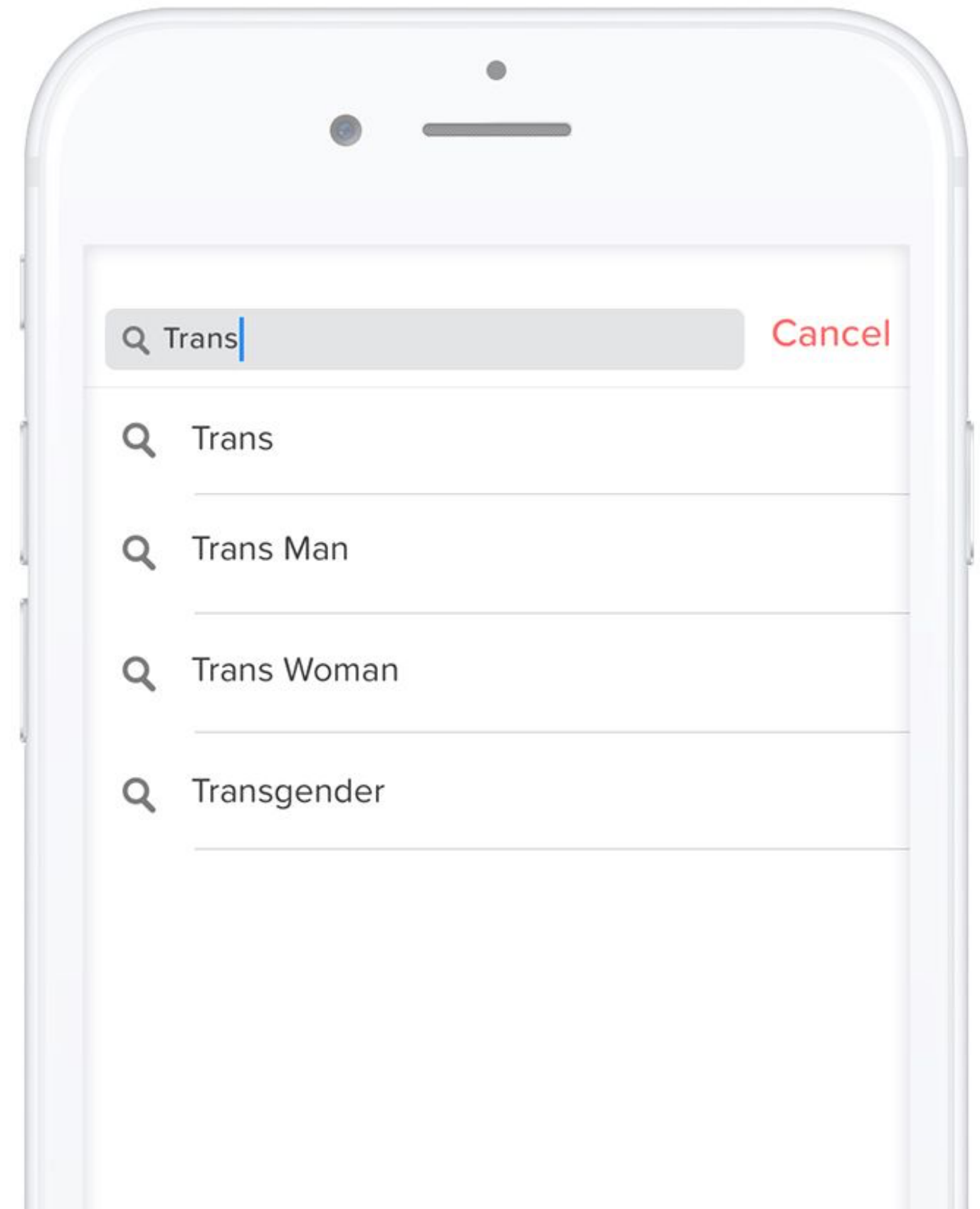
Female  
Female to Male  
Cis Female  
Trans Female  
Trans\* Female  
Male to Female  
Cisgender Female  
Transgender Female  
Transsexual Female

Allows users to specify custom gender options.

# UX early adopters



Allows users to specify custom gender options.



# Courage to take on cynics

“...now more than ever we believe we have a responsibility as a global platform to send a clear message about the importance of inclusivity, acceptance and equality.”

—Tinder





**A *small* tweak.**

# An enhancement

## Option 1: select menu and additional custom input

Gender

Female

▼

Gender

Custom

▼

Gender

Custom

▼

Specify (optional)

Enter a custom gender identity

Specify (optional)

Agender

Agender

Androgyne

Androgynous

Gender

Female

Male

Custom

Prefer not to answer

“Custom” option reveals an additional text input field for more info.  
That info represents a subset of data outside of the binary choices.

Auto-complete suggestions help narrow down freeform results.

# An enhancement

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## Option 2: radio buttons with text input

### Gender

- ☒ Female
- ☐ Male
- ☐ Other
- ☐ Decline to answer

Specify (optional)

### Gender

- ☐ Female
- ☐ Male
- ☒ Other
- ☐ Decline to answer

Specify (optional)

### Gender

- ☐ Female
- ☐ Male
- ☒ Other

Trans

Trans

Trans Female

Trans Male

**“Other” option enables an additional text input field for more info.**

That info represents a subset of data outside of the binary choices.

**Auto-complete** suggestions help narrow down freeform results.

# An enhancement

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## Option 3: text input only

Gender

Enter your gender (optional)

Gender

Enter your gender (optional)

Gender

Male

Male

Male to Female

MTF



**Text-only results requires data sanitation**  
to produce binary results for front-end display.  
This can largely be automated in real time by  
accounting for input variation and human error.

**Auto-complete**  
suggestions help narrow  
down freeform results.