



Book Club: "Invisible Women: Exposing Data Bias in a World Designed For Men"

March 05, 2025

16:00 to 17:30

Cafe de la Llum

Imagine a world where your phone is too big for your hand, where your doctor prescribes a drug that is wrong for your body, where in a car accident you are 47% more likely to be seriously injured, where every week the countless hours of work you do are not recognised or valued. If any of this sounds familiar, chances are that you're a woman

Invisible Women shows us how, in a world largely built for and by men, we are systematically ignoring half the population. It exposes the gender data gap - a gap in our knowledge that is at the root of perpetual, systemic discrimination against women, and that has created a pervasive but invisible bias with a profound effect on women's lives

Caroline Criado-Perez OBE is a British feminist author, journalist and activist. Her first nation

In this campaign, the Women's Room project, aimed to increase the presence of female experts in the media.