



💡 When Good Intentions Miss the Mark

I came across a hiring ad that read:

💬 “We’re hiring! Empower youth of color to break into the world of technology today.”

At first glance, it sounds noble — a gesture to uplift the underrepresented. But the more I sat with it, the more I saw a deeper problem:

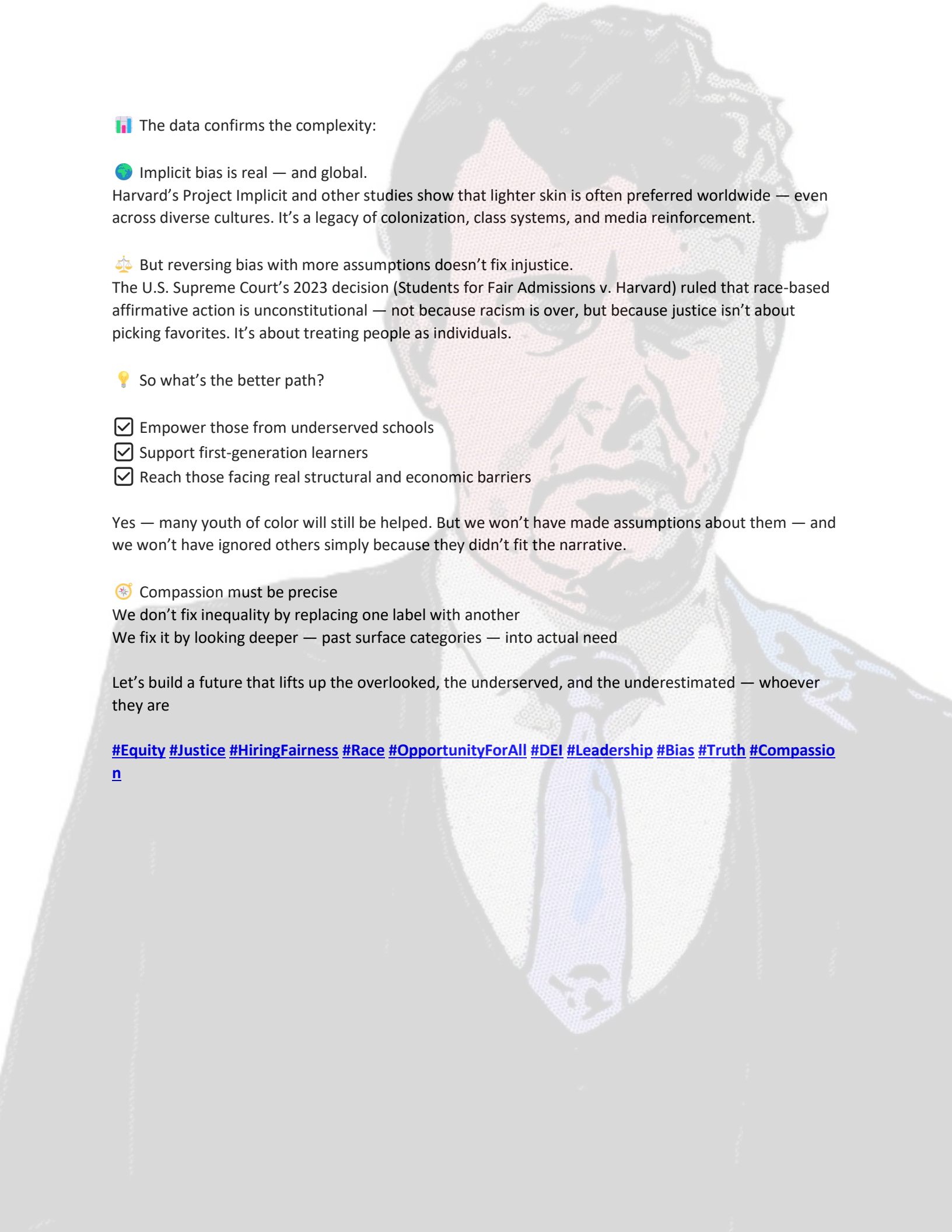
❗ It assumes that race equals need.
But race doesn’t tell the whole story.

👤 Not all people of color are disadvantaged

👥 Not all white people are privileged

👁️ And skin color reveals nothing about someone’s struggle, support system, or story

If this ad had said, “Empower white youth,” it would’ve been condemned. That double standard alone should make us pause.



 The data confirms the complexity:

 Implicit bias is real — and global.

Harvard's Project Implicit and other studies show that lighter skin is often preferred worldwide — even across diverse cultures. It's a legacy of colonization, class systems, and media reinforcement.

 But reversing bias with more assumptions doesn't fix injustice.

The U.S. Supreme Court's 2023 decision (*Students for Fair Admissions v. Harvard*) ruled that race-based affirmative action is unconstitutional — not because racism is over, but because justice isn't about picking favorites. It's about treating people as individuals.

 So what's the better path?

- ☒ Empower those from underserved schools
- ☒ Support first-generation learners
- ☒ Reach those facing real structural and economic barriers

Yes — many youth of color will still be helped. But we won't have made assumptions about them — and we won't have ignored others simply because they didn't fit the narrative.

 Compassion must be precise

We don't fix inequality by replacing one label with another

We fix it by looking deeper — past surface categories — into actual need

Let's build a future that lifts up the overlooked, the underserved, and the underestimated — whoever they are

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