‘Male or Female?’ Beyond Binary Code Brings Online Data Collection Into the 21st Century

The general perception of gender as binary has eroded more in recent years than at any other time in history but, still, online there are websites that have yet to catch up, still offering only “male” or “female” options. In response, telecommunications business Spark and its creative agency Colenso BBDO have developed a piece of code to help users overcome the feeling of exclusion from such limited fields being offered.

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