

CLOSING THE STEM GENDER GAP



CREATORS' TOOLKIT

“Content creators have the power to inspire a whole generation of girls to pursue STEM if they give them inspiring role models.”

-Geena Davis



As a content creator, you have the power to change lives by promoting storylines that inspire young people to imagine new and better worlds. Research conducted by the Geena Davis Institute on Gender in Media (GDIGM), in collaboration with the British Consulate General in New York, finds that media portrayals of STEM characters in the UK contribute to the gender gap in STEM. But you can change that!

In the UK, men outnumber women three-to-one in STEM jobs. In the most popular kids TV shows in the UK, male STEM characters outnumber female STEM characters nearly two-to-one. Also, girl characters are less likely to be encouraged to go into STEM and women are less likely to be depicted as leaders in STEM. Biases in media influence reinforce biases in the “real world,” especially for young viewers whose worldviews are shaped by their favorite TV shows.



**MALE STEM
CHARACTERS
OUTNUMBER
FEMALE STEM
CHARACTERS
2-TO-1**



**BOY STEM
CHARACTERS ARE
MORE LIKELY
TO BE
ENCOURAGED IN
STEM PURSUITS**



**MALE STEM
CHARACTERS ARE
MORE LIKELY
TO BE
LEADERS IN STEM**



CREATOR'S CHECKLIST

The purpose of this toolkit is to help you create media that encourages girls to imagine a world of STEM possibilities. As you write screenplays or cast projects, please consider the following:

- Do I include an equal number of male and female STEM characters?
- Do I prominently feature girls and women of color in STEM?
- Do I depict girl characters being encouraged to go into STEM by their parents and teachers?
- Do I purposefully bust the myth that STEM is just for boys and men in my project storyline?
- Do I write my female STEM characters as competent, intelligent, empowered, STEM leaders, working collaboratively, and using STEM to help others rather than for self-interest?
- Do I avoid the STEM Smurfette stereotype of depicting just one female STEM character in a group of male STEM characters?
- Do I write female STEM characters working across STEM fields (e.g., engineering, computer science, physical science, life science, etc.)?
- Do my STEM characters work outside of traditional “labs” (e.g., oceanographers in the field, geologists gathering samples)?

**WE ARE INTERESTED TO KNOW HOW THIS CREATOR'S CHECKLIST IMPACTS YOUR PROJECTS.
PLEASE SHARE YOUR EXPERIENCES USING THIS CHECKLIST: STEM@SEEJANE.ORG**

ADDITIONAL RESOURCES:

[CLICK HERE](#) for a full report of GDIGM's study of STEM representations in UK media.

[CLICK HERE](#) for a full report of the GDIGM's ten-year study of STEM characters in entertainment media.

[CLICK HERE](#) to learn more about how you can advance women in STEM.