

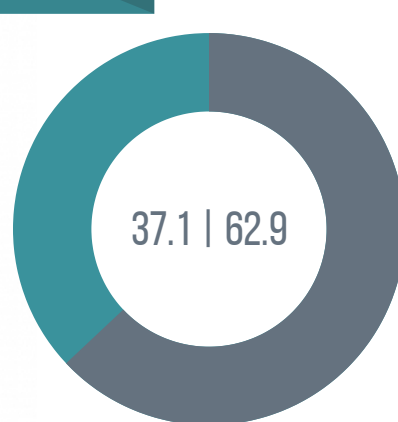
WOMEN IN STEM

The Lyda Hill Foundation & the Geena Davis Institute on Gender in Media

1 HOW ARE STEM CHARACTERS PORTRAYED IN MEDIA?



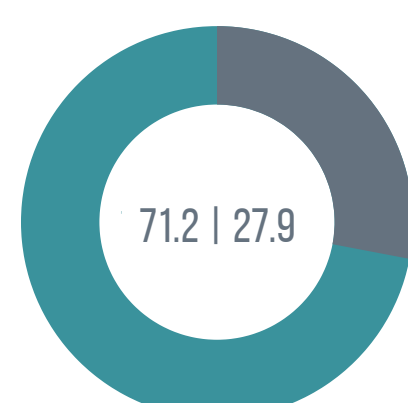
Women ARE UNDERREPRESENTED



37.1%
OF STEM CHARACTERS WERE
Women

People of Color ARE UNDERREPRESENTED

27.9%
OF STEM CHARACTERS WERE
People of Color



MEDIA REINFORCES BIASES ABOUT WHICH STEM FIELDS ARE FOR WOMEN



MOST (65.8%)
OF WOMEN STEM
CHARACTERS
WERE SHOWN
WORKING IN THE
LIFE SCIENCES

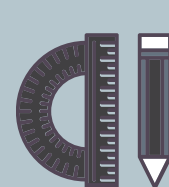
MEN WERE **MORE LIKELY** TO BE SHOWN
IN THESE PROFESSIONS:

COMPUTER
OCCUPATIONS



(11.5% COMPARED
TO 8.6%)

ENGINEERING



(13.7% COMPARED
TO 2.4%)

PHYSICAL
SCIENCE



(11.8% COMPARED
TO 6.4%)

MEDIA PORTRAYALS OF ADVERSITY IN THE STEM WORKPLACE

MEN AND WOMEN WERE
EQUALLY LIKELY
TO BE SHOWN FACING ADVERSITY

but

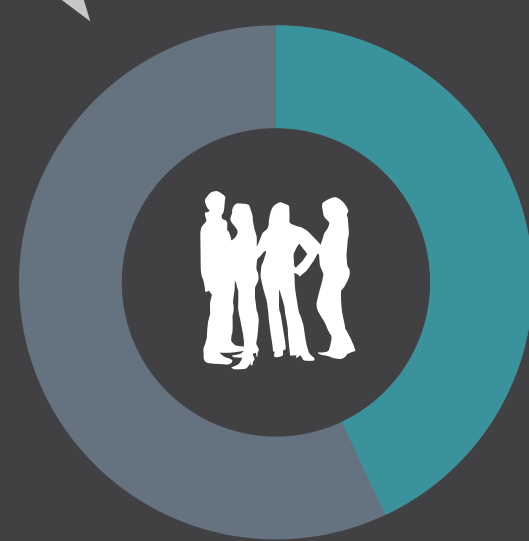
MEN WERE MORE
LIKELY TO BE
SHOWN
OVERCOMING IT

WOMEN WERE SHOWN FACING MORE:

Harassment & Discrimination

(4.0% COMPARED 1.3%)

*MEDIA PORTRAYS STEM IN A
NEGATIVE LIGHT*



42.9%
OF STEM
CHARACTERS
WERE SHOWN
SACRIFICING
THEIR PERSONAL
LIFE

*MEDIA ALSO PORTRAYS STEM IN
A POSITIVE LIGHT*

64.5%

OF STEM CHARACTERS
WERE SHOWN
**WORKING IN
COLLABORATION**

64.0%

OF STEM CHARACTERS
WERE SHOWN
**ENGAGING IN STEM WORK
TO HELP OTHERS**

2 WHAT DO GIRLS & WOMEN THINK ABOUT STEM?

WHEN IT COMES TO OVERALL INTENTIONS OF PURSUING STEM:

ONE-IN-THREE

GIRLS & WOMEN
have considered
A STEM CAREER

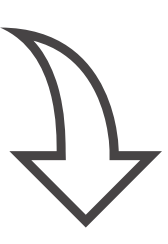
ONE-IN-FOUR

GIRLS & WOMEN
plan to go into
A STEM CAREER

INTEREST IN STEM CAREERS IS:

highest

IN MIDDLE SCHOOL



lowest

IN HIGH SCHOOL



*MEDIA REPRESENTATIONS
MATTER*

Four-in-Five

GIRLS & WOMEN SAID
IT IS IMPORTANT TO SEE
WOMEN STEM CHARACTERS
ON TELEVISION

82.7%

GENDER BIAS SEEN AS A BARRIER

NEARLY HALF
OF GIRLS & WOMEN
AGREED THAT WOMEN IN STEM HAVE TO
Work Harder
THAN MEN

47.9%

*GIRLS & WOMEN HAVE POSITIVE
PERCEPTIONS OF STEM*



72.7%
SAW STEM WORK AS
COLLABORATIVE



68.9%
SAW STEM
PROFESSIONALS AS
SERVING THE
COMMUNITY

*STEM PROFESSIONS ARE NOT SEEN AS
FAMILY FLEXIBLE*



51.1%
OF GIRLS & WOMEN SAID
STEM WORK
DOES NOT ALLOW TIME FOR
FAMILY

*SUPPORT FROM FAMILY, FRIENDS & TEACHERS
IS IMPORTANT*

30.9%
OF GIRLS & WOMEN HAVE
**A Role
Model**
IN STEM

19.8%
OF GIRLS & WOMEN HAVE
Friends
WHO ENCOURAGED THEM
TO PURSUE STEM

40.3%
OF GIRLS & WOMEN HAVE
Teachers
WHO ENCOURAGED THEM
TO PURSUE STEM

36.6%
OF GIRLS & WOMEN HAVE
Family
WHO ENCOURAGED THEM
TO PURSUE STEM

FACTORS THAT INCREASE GIRLS & WOMEN'S INTENTION TO GO INTO STEM:

1

SEEING STEM AS
SERVING THE COMMUNITY

5

HAVING TEACHERS THAT
ENCOURAGE STEM

2

SEEING STEM AS
FAMILY FLEXIBLE

6

HAVING FRIENDS THAT
ENCOURAGE STEM

3

PERSONALLY KNOWING
SOMEONE IN STEM

7

HAVING FAMILY MEMBERS THAT
ENCOURAGE STEM

4

HAVING A ROLE MODEL
IN STEM

8

HAVING A STEM ROLE MODEL
IN MEDIA

FACTORS THAT DECREASE GIRLS & WOMEN'S INTENTION TO GO INTO STEM:

1

SEEING STEM WORK AS SOLO RATHER
THAN COLLABORATIVE

2

PERCEIVING THAT WOMEN IN
STEM FACE SEXISM