2014

Promoting Women in STEM

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Problem
Gender Inequality in STEM

In the US, men outnumber women 3 to 1 in STEM careers[1].

Background
Traditionally engineering has been considered a career for males. This notion has been changing, but slowly. In order to expedite this shift, girls need to see that they too can be successful and make a difference in STEM fields[2].

Solution
Create both a series of articles that we post online and a promotional video that we upload to YouTube designed to introduce 12-18 year-old girls to role models both from the past and the present.

Methodology

- **Interview Students**
  - Get inside view from WPI Students
  - Find what inspires them and possibly others

- **Create Video**
  - Promotional video showing interviews
  - Inform people of the possibilities for girls in STEM

- **Create Articles**
  - Articles show what women have done in history.
  - Provide role models to girls in Middle and High School

Analysis

- **Pros and Cons**
  - Videos are easy and quick to watch
  - Videos are very time consuming to make
  - Exposes girls to new possibilities

- **Desired Outcomes**
  - Provide role models to girls who might otherwise lack them
  - Increase number of girls who are aware of opportunities in STEM fields.

Total Video Views vs Time

- **Total Views**
  - 50
  - 100
  - 150
  - 200
  - 250
  - 300

- **Days Since Upload**
  - Day 1
  - Day 2
  - Day 3
  - Day 4

References

[1] (March 21, 2013 Thursday). Women underrepresented in STEM. Prince George Citizen (British Columbia)


Acknowledgments

1. To the students who lent their time and opinions to the content of our video
2. To the IRB for swift approval of our interview questions