Promoting Women in STEM
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Problem
Gender Inequality in STEM

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.

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

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

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

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].

Total Video Views vs Time

Total Views

Total Views

Day 1
Day 2
Day 3
Day 4

Days Since Upload