



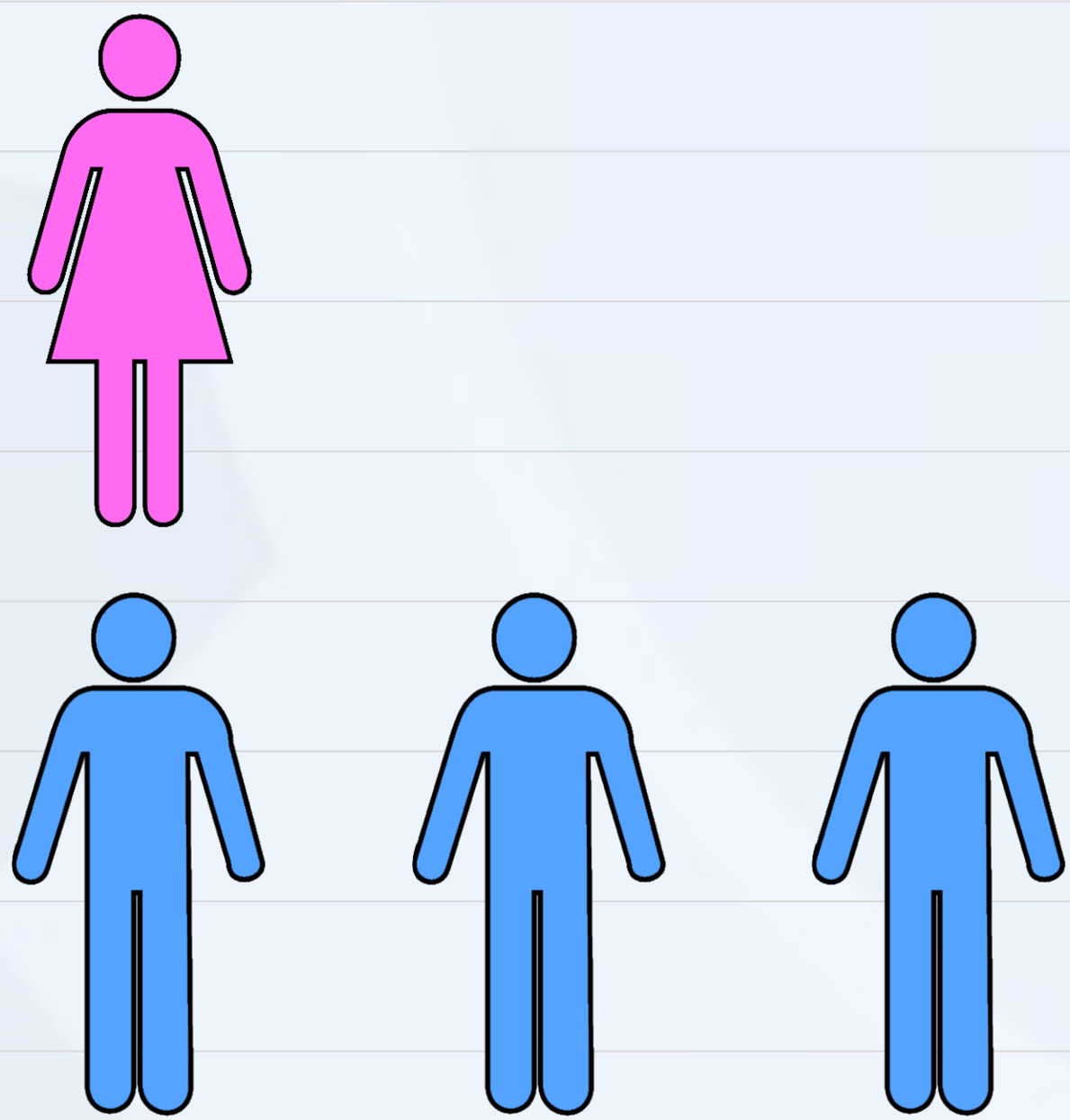
WPI

Promoting Women in STEM

Wes Meyer (RBE), Regina Reynolds (ECE), Ben Titus (ECE)
Professors: Joseph Beck, Robert Traver

Problem

Gender Inequality
in STEM



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

Background

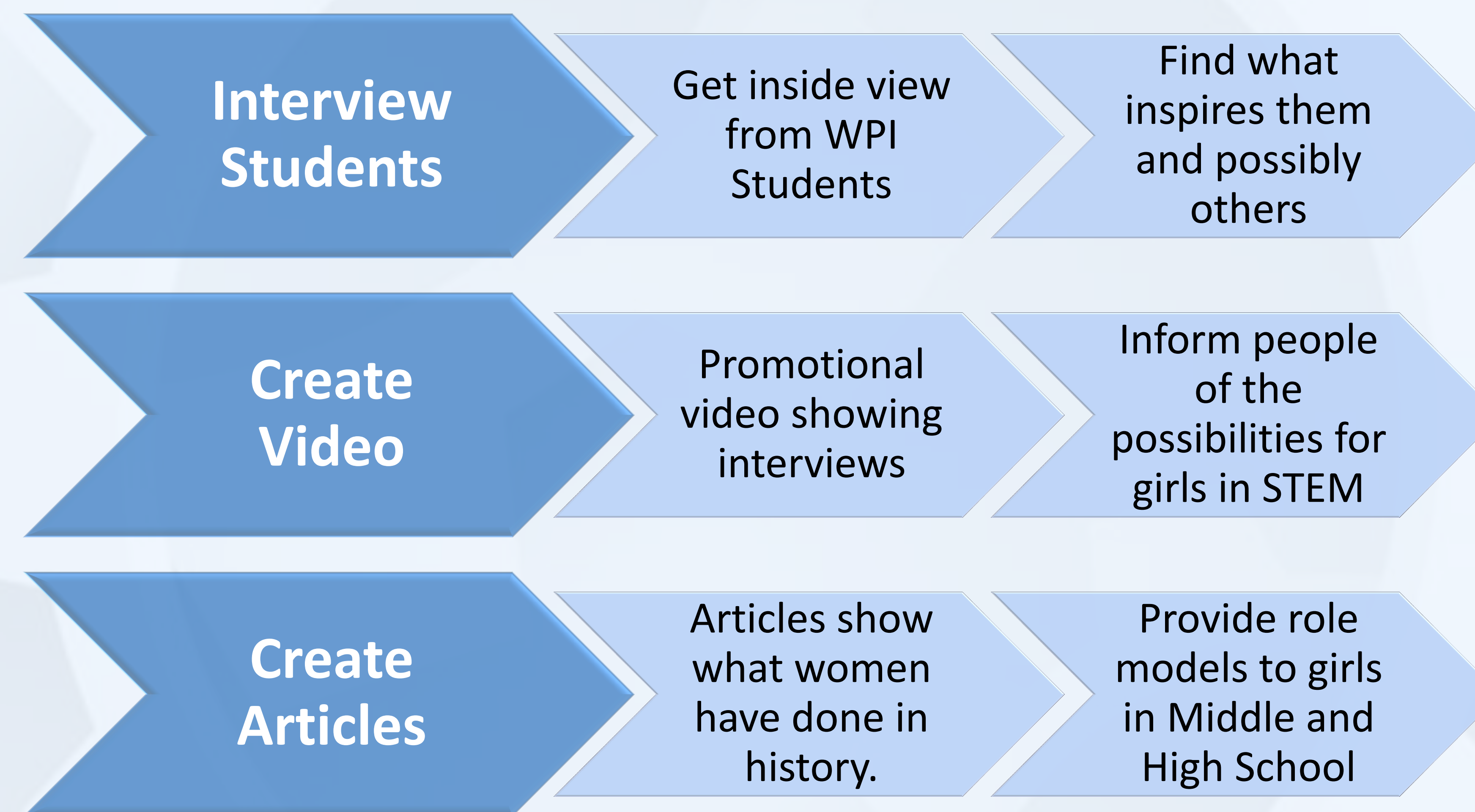
Traditionally engineering has been considered a career for males. This notion has been changing, but slowly. In order to expedite this shift, girls need to see that they too can be successful and make a difference in STEM fields^[2].



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



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



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)
- [2] Sekaquaptewa, D. (2014). Calling for a Change in the STEM Climate: Research Suggests the Need to Rethink Science Settings to Recruit and Retain Women. *Observer*, 27(5).