I was able to interview a woman I met on one of the IT Meetups. According to her account, the Engineering field itself doesn’t scary women away, but predominantly men environment does. The necessity to prove something every day just to be perceived as equal just doesn’t worth it.

Also, according to her, the American culture promotes one to become better in what he/she is already good. If, for example, a kid shows some art talent – then he/she should become an artist, and not even try other fields where h s/he may not have this “edge.” As a result, gender stereotypes go a long way and girls quite “naturally” avoid STEM in favor of other fields where they believe they a better than boys