redesigning the interface

MAKING SOFTWARE MAKE SENSE TO EVERYONE

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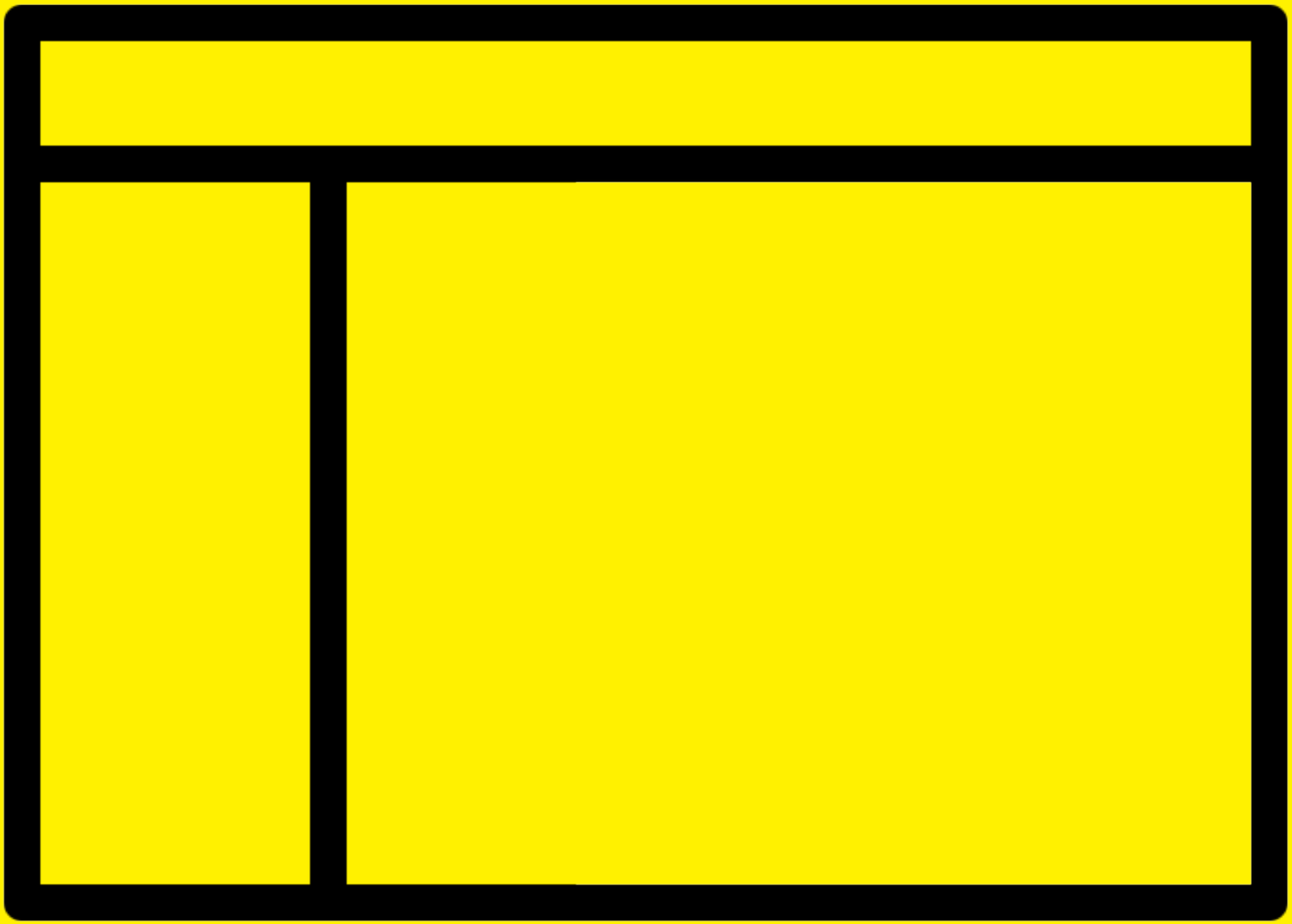
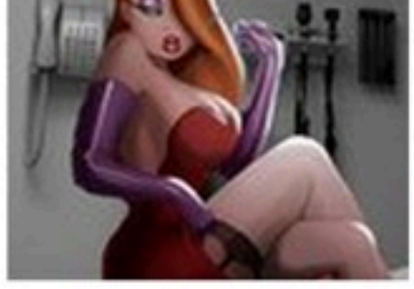


01/ THE LEGACY SYSTEM

The Atlantic



Obamacare Is Not a Secret Sex Directory

Raisin Sunken Sh Photo

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The Brogrammer Effect: Women Are a Small (and Shrinking) Share of Computer Workers

In 1990, more than 30 percent of computer workers were women. Now it's just 27 percent.

JORDAN WEISSMANN | SEP 12 2013, 12:34 PM ET

Women's representation in computer occupations has declined since the 1990s.

Nearly 1 in 5 female science and engineering graduates are out of the labor force, compared with less than 1 in 10 male science and engineering graduates.

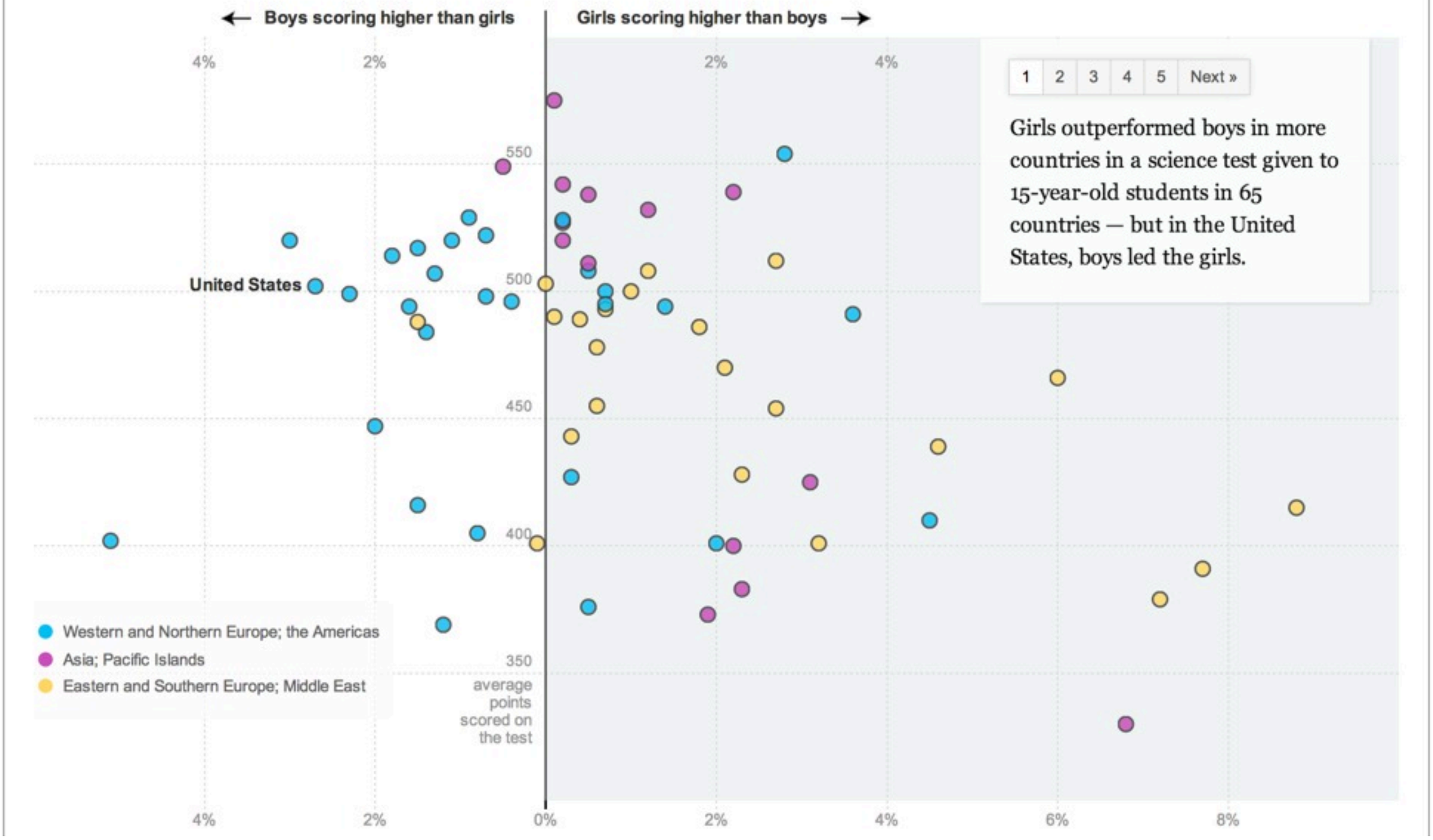
The most recent decades show less growth in STEM employment among younger women.

Blacks and Hispanics have been consistently underrepresented in STEM employment.

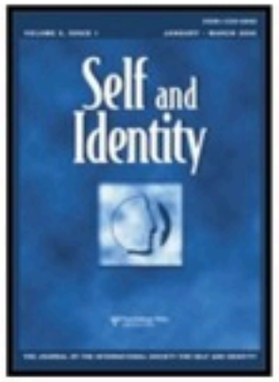
Disparities in STEM Employment by Sex, Race, and Hispanic Origin
American Community Survey Reports, September 2013

VISUALS

Girls Lead in Science Exam, but Not in the United States



Girls outperformed boys in more countries in a science test given to 15-year-old students in 65 countries — but in the United States, boys led the girls.



L'eggo My Ego: Reducing the Gender Gap in Math by Unlinking the Self from Performance

DOI: 10.1080/15298868.2012.687012

Shen Zhang[a*], Toni Schmader[b] & William M. Hall[b]

pages 400-412

Publishing models and article dates explained

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Abstract

Stereotype threat can vary in source, with targets being threatened at the individual and/or group level. This study specifically examined the role of self-reputational threat in women's underperformance in mathematics. A pilot study showed that women report concerns about experiencing self-reputational threat that are distinct from group threat in the domain of mathematics. In the main study, we manipulated whether performance was linked to the self by asking both men and women to complete a math test using either their real name or a fictitious name. Women who used a fictitious name, and thus had their self unlinked from the math test, showed significantly higher math performance and reported less self-threat and distraction, relative to those who used their real names. Men were unaffected by the manipulation. These findings suggest that women's impaired math performance is often due to the threat of confirming a negative stereotype as being true of the self. The implications for understanding the different types of threats faced by stereotyped groups, particularly among women in math settings, are discussed.

Science 26 November 2010:
Vol. 330 no. 6008 pp. 1234-1237
DOI: 10.1126/science.1195996

REPORT

Reducing the Gender Achievement Gap in College Science: A Classroom Study of Values Affirmation

Akira Miyake[1,*], Lauren E. Kost-Smith[2], Noah D. Finkelstein[2], Steven J. Pollock[2], Geoffrey L. Cohen[3], Tiffany A. Ito[1]

± Author Affiliations

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ABSTRACT

In many science, technology, engineering, and mathematics disciplines, women are outperformed by men in test scores, jeopardizing their success in science-oriented courses and careers. The current study tested the effectiveness of a psychological intervention, called values affirmation, in reducing the gender achievement gap in a college-level introductory physics class. In this randomized double-blind study, 399 students either wrote about their most important values or not, twice at the beginning of the 15-week course. Values affirmation reduced the male-female performance and learning difference substantially and elevated women's modal grades from the C to B range. Benefits were strongest for women who tended to endorse the stereotype that men do better than women in physics. A brief psychological intervention may be a promising way to address the gender gap in science performance and learning.

Journal of Personality and Social Psychology

0022-3514/11/$12.00 DOI: 10.1037/a0022530

Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality

Danielle Gaucher and Justin Friesen
University of Waterloo

Aaron C. Kay
Duke University

Social dominance theory (Sidanius & Pratto, 1999) contends that institutional-level mechanisms exist that reinforce and perpetuate existing group-based inequalities, but very few such mechanisms have been empirically demonstrated. We propose that gendered wording (i.e., masculine- and feminine-themed words, such as those associated with gender stereotypes) may be a heretofore unacknowledged, institutional-level mechanism of inequality maintenance. Employing both archival and experimental analyses, the present research demonstrates that gendered wording commonly employed in job recruitment materials can maintain gender inequality in traditionally male-dominated occupations. Studies 1 and 2 demonstrated the existence of subtle but systematic wording differences within a randomly sampled set of job advertisements. Results indicated that job advertisements for male-dominated areas employed greater masculine wording (i.e., words associated with male stereotypes, such as *leader*, *competitive*, *dominant*) than advertisements within female-dominated areas. No difference in the presence of feminine wording (i.e., words associated with female stereotypes, such as *support*, *understand*, *interpersonal*) emerged across male- and female-dominated areas. Next, the consequences of highly masculine wording were tested across 3 experimental studies. When job advertisements were constructed to include more masculine than feminine wording, participants perceived more men within these occupations (Study 3), and importantly, women found these jobs less appealing (Studies 4 and 5). Results confirmed that perceptions of belongingness (but not perceived skills) mediated the effect of gendered wording on job appeal (Study 5). The function of gendered wording in maintaining traditional gender divisions, implications for gender parity, and theoretical models of inequality are discussed.

Keywords: inequality, intergroup relations, gender inequality, social dominance, belongingness

Despite widely touted egalitarian ideals, women in North America continue to be underrepresented in many areas of employment including high levels of business, the natural sciences, and engineering. In Canada, for example, less than 20% of engineering undergraduates and only 9% of registered professional engineers (U.S. Department of Labor, 2007). Why do women continue to be underrepresented in these areas?

Individual-level factors that serve to keep women out of male-dominated areas are well documented. Such factors manifest within individuals in the form of beliefs, attitudes, and other

Breaking down barriers for women in the workplace

Insight from men who have worked as women

by Andrea Rees Davies *on Wednesday, October 12, 2011 - 2:36pm*

"With economic models straining in every corner of the world, none of us can afford to perpetuate the barriers facing women in the workforce," Secretary of State Hillary Clinton said at the recent APEC Women's Summit in San Francisco.

According to researcher Kristen Schilt, men might have the most to say about those barriers -- in particular, the men who know how women are treated in the workplace from *first-hand* experience.

Schilt's research explores the world of work as seen through the experiences of transgender men. Take Thomas, for example. When Thomas replaced Susan at work, a man working at an associated company told Thomas's boss that it was a good move to fire Susan, due to her incompetence, but that the "new guy" (Thomas) was great. What the work associate did not realize was that Susan had transitioned to become Thomas at work.

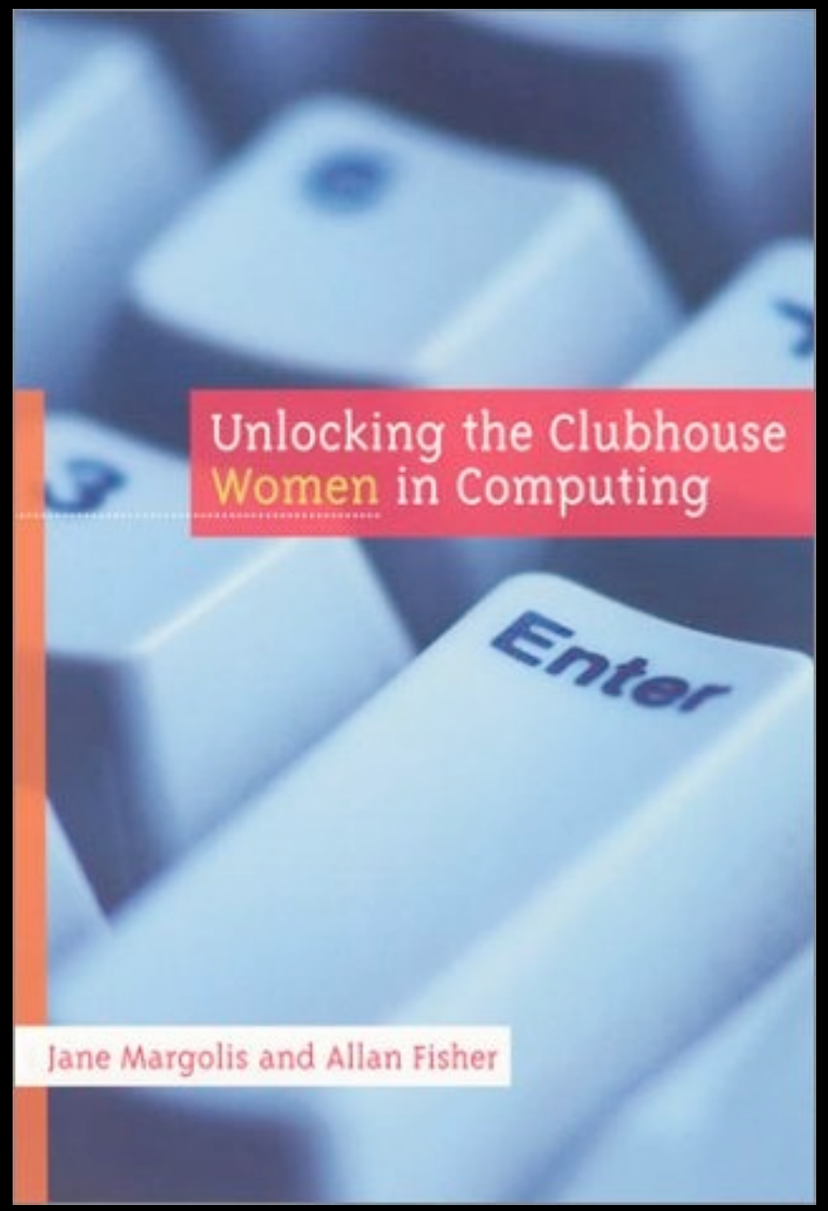
In other words, Susan and the "new guy" were one and the same person with the same skills and abilities.

Speaking to a Stanford audience, Schilt explained that transgender men, or trans men, can expose how gender is "done" in the workplace. They possess a unique perspective because they have worked as both women and men, sometimes in the same work environment. This "outsider-within" perspective provides new insights into the persistence of workplace gender inequality. Specifically the trans man story reveals that the experiences of women and men in the US workforce are not only different, but also hierarchical. As Schilt describes it, many trans men "negotiate being treated as not just *different from* women but *better than* women" at work.

Suppose you came across a woman lying on the street with an elephant sitting on her chest. You notice she is short of breath. Shortness of breath can be a symptom of heart problems. In her case, the much more likely cause is the elephant on her chest.

For a long time, society put obstacles in the way of women who wanted to enter the sciences. That is the elephant. Until the playing field has been leveled and lingering stereotypes are gone, you can't even ask the question.

SALLY RIDE


Unlocking the Clubhouse
Women in Computing
Enter
Jane Margolis and Allan Fisher

02/ THE NEW INTERFACE

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SALLY RIDE SCIENCE EVENTS

SCIENCE FESTIVAL at RICE UNIVERSITY,
Oct. 12: Sign-up today!

I never went into physics or the astronaut corps to become a role model. But after my first flight, it became clear to me that I was one. And I began to understand the importance of that to people. Young girls need to see role models in whatever careers they may choose, just so they can picture themselves doing those jobs someday. **You can't be what you can't see.**

SALLY RIDE

I'M SORRY,
I CAN'T HEAR YOU

OVER THE SOUND OF HOW
AWESOME SCIENCE IS

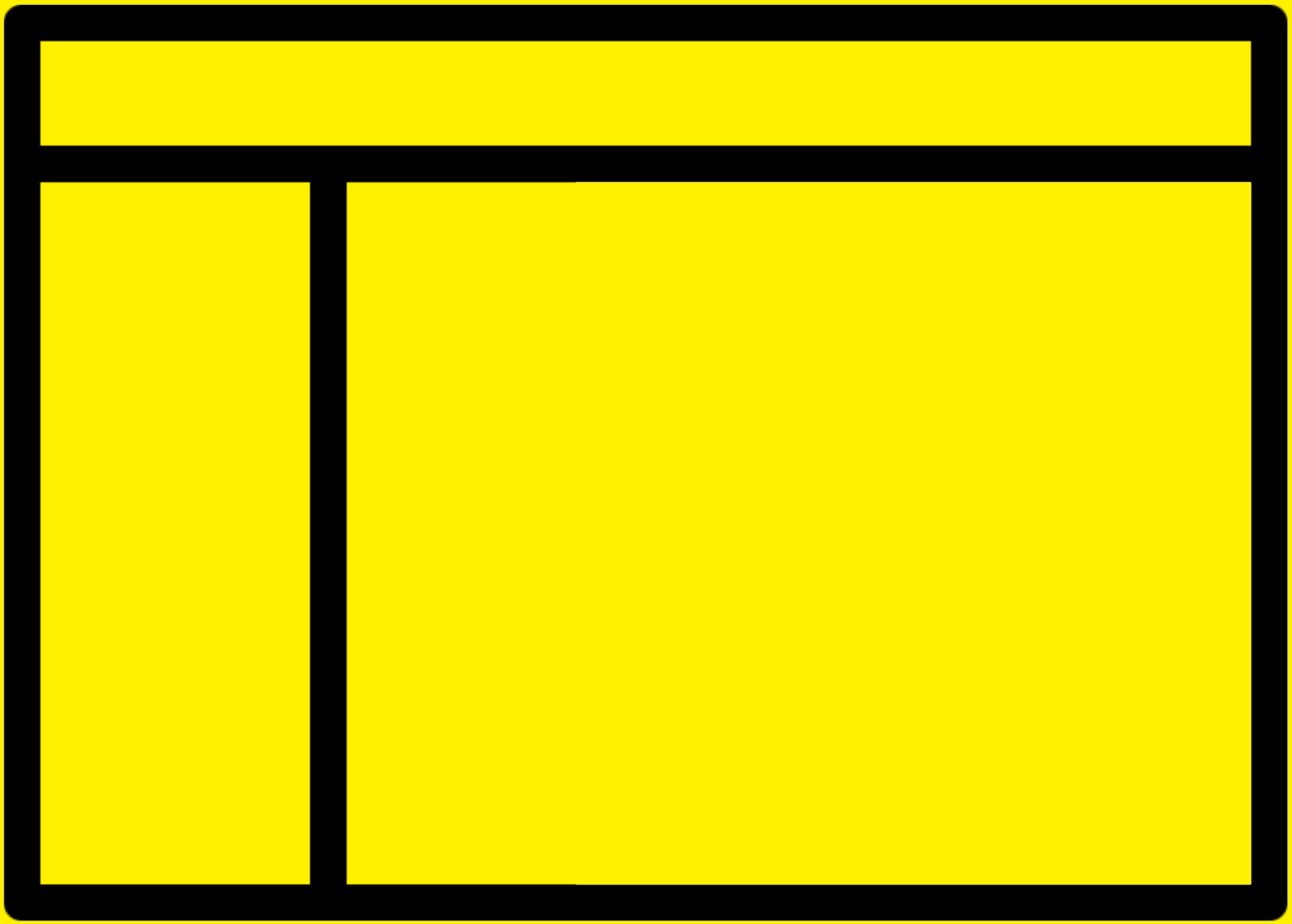
So ... I think we're at an interesting paradox. Access to science is greater than ever before.... Yet. You have people who believe they are scientifically literate but, in fact, are not. ... We're an elective democracy where science and technology will define where the economically strong countries in the world will be. ... You can't have people making decisions about the future of the world who are scientifically illiterate.

NEIL DEGRASSE TYSON


NASA

I think it's part of the nature of man to start with romance and build to a reality. There's hardly a scientist or an astronaut I've met who wasn't beholden to some romantic before him who led him to doing something in life. I think it's so important to be excited about life. In order to get the facts we have to be excited to go out and get them, and there's only one way to do that – through romance. We need this thing which makes us sit bolt upright when we are nine or ten and say, 'I want to go out and devour the world, I want to do these things.'

RAY BRADBURY



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