



MAKERS ACADEMY
OFFERS A DISCOUNT
TO WOMEN.



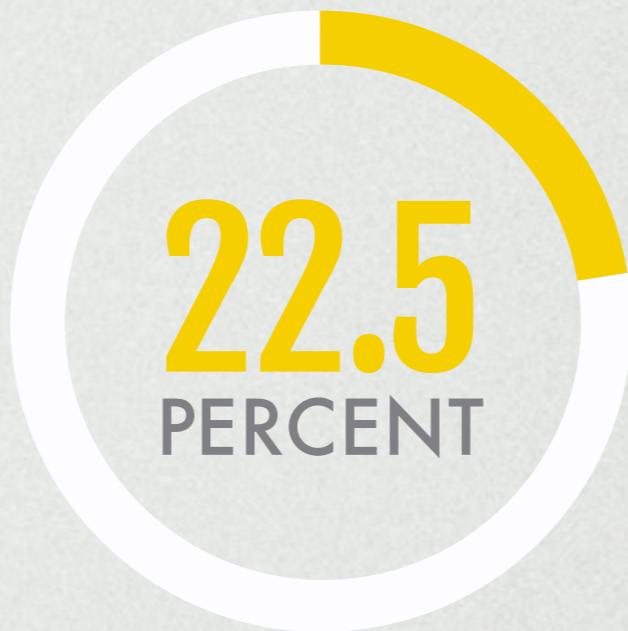
WE DO THIS
BECAUSE:

THERE IS A DISTINCT LACK OF
WOMEN IN ENGINEERING





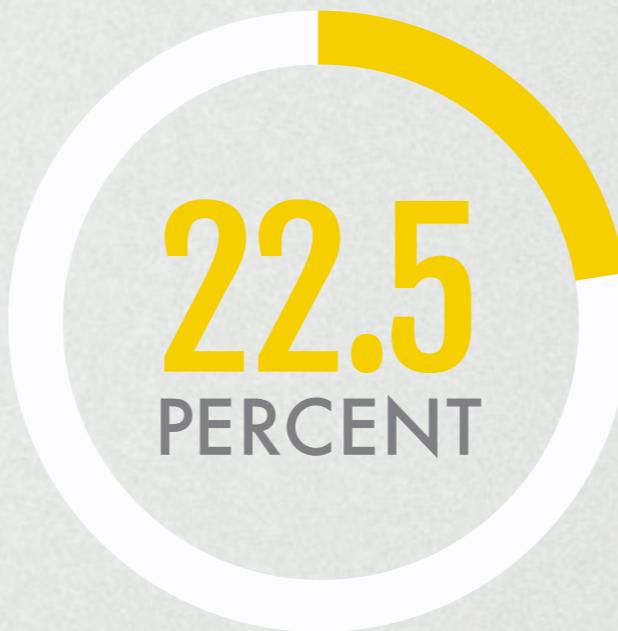
WOMEN CURRENTLY MAKE UP:



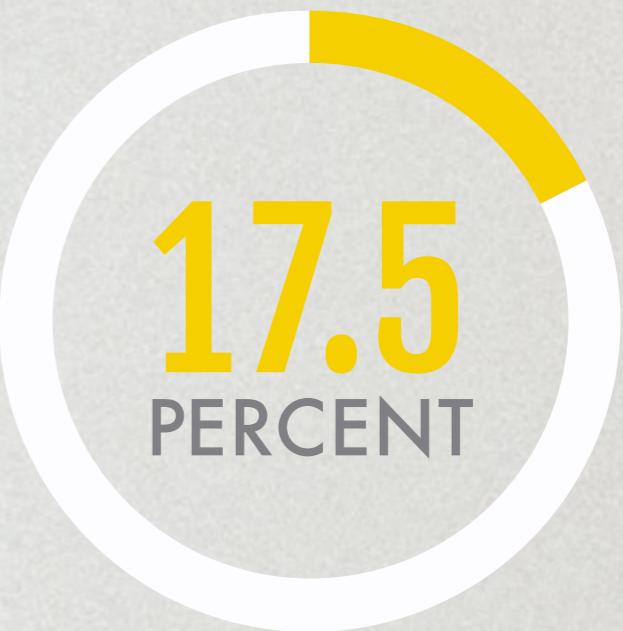
OF UK COMPUTER
SCIENCE STUDENTS



WOMEN CURRENTLY MAKE UP:



OF UK COMPUTER
SCIENCE STUDENTS



OF UK IT
PROFESSIONALS

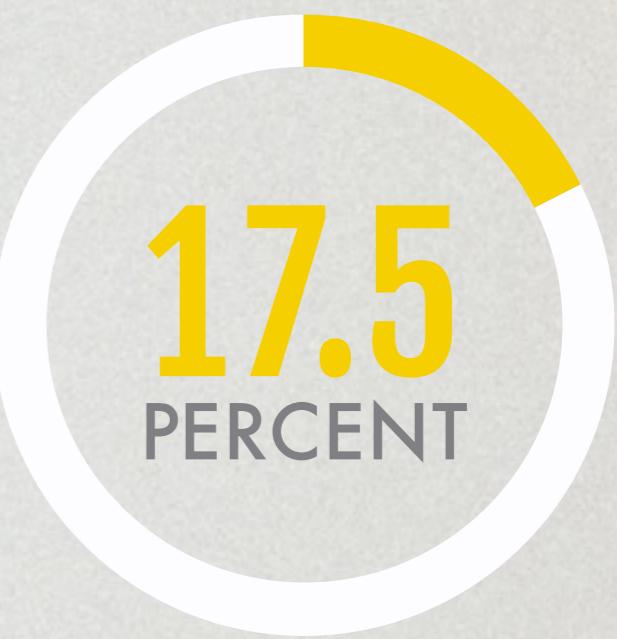
WOMEN CURRENTLY MAKE UP:



OF UK STEM
WORKFORCE

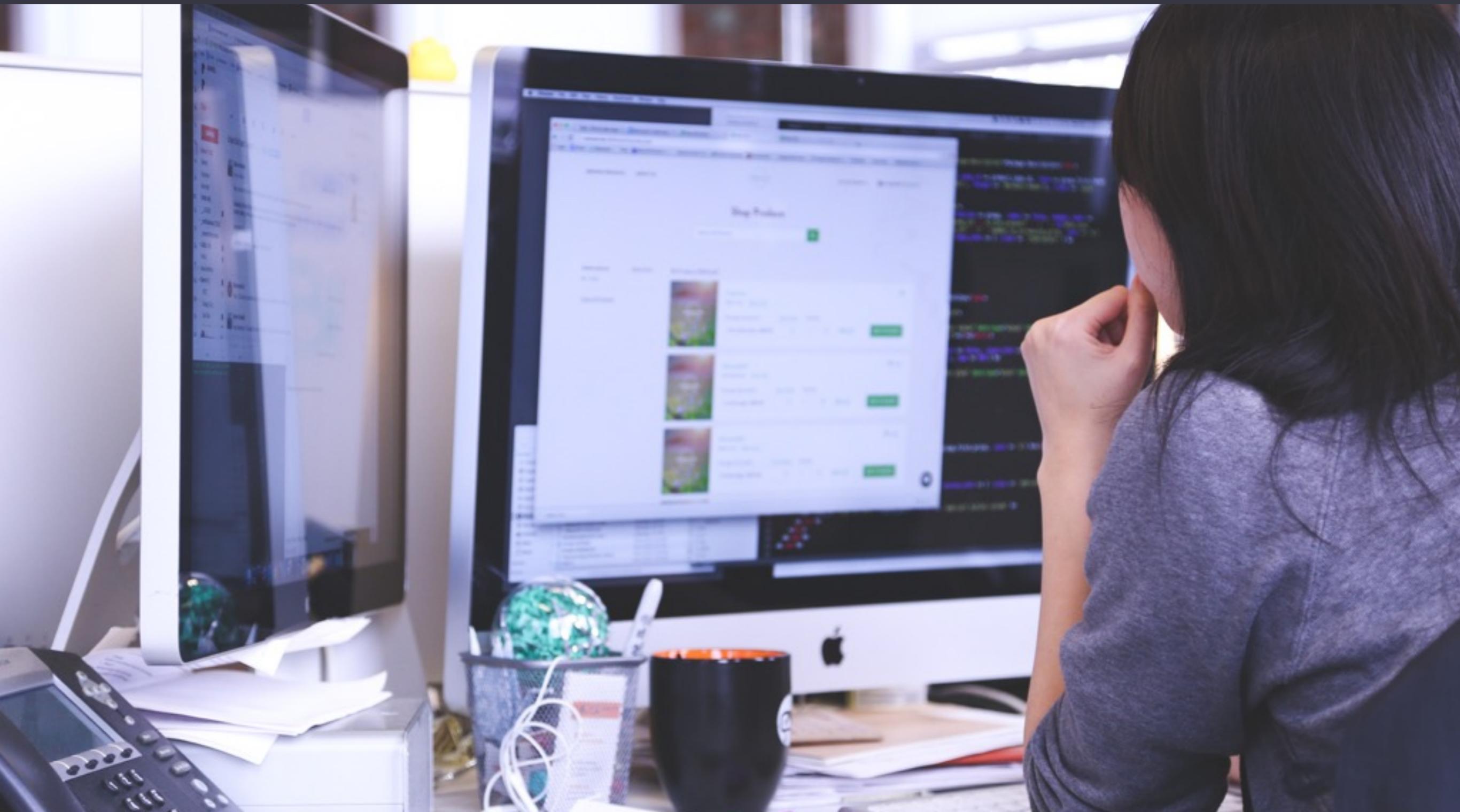


OF UK COMPUTER
SCIENCE STUDENTS



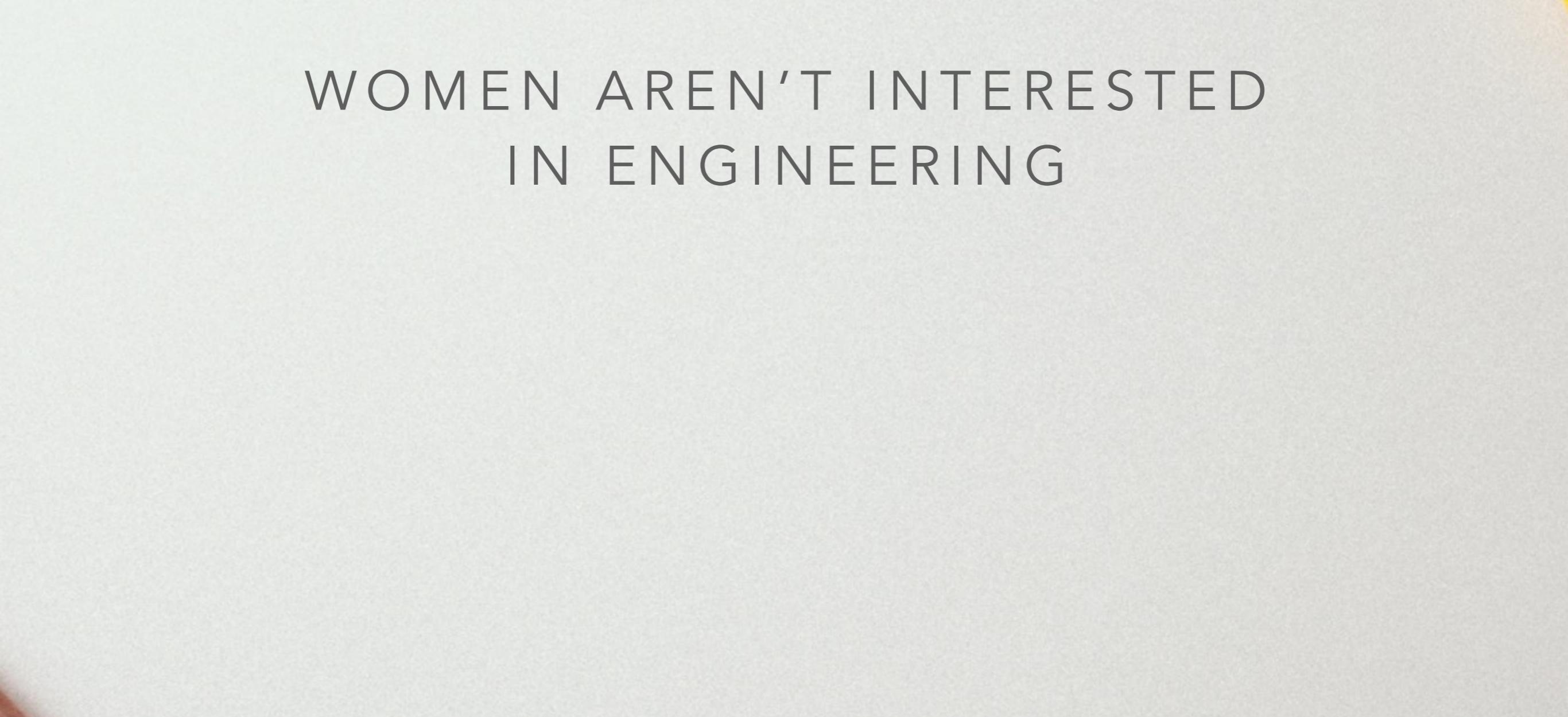
OF UK IT
PROFESSIONALS

WHY DOES THIS IMBALANCE EXIST?





WOMEN AREN'T INTERESTED
IN ENGINEERING

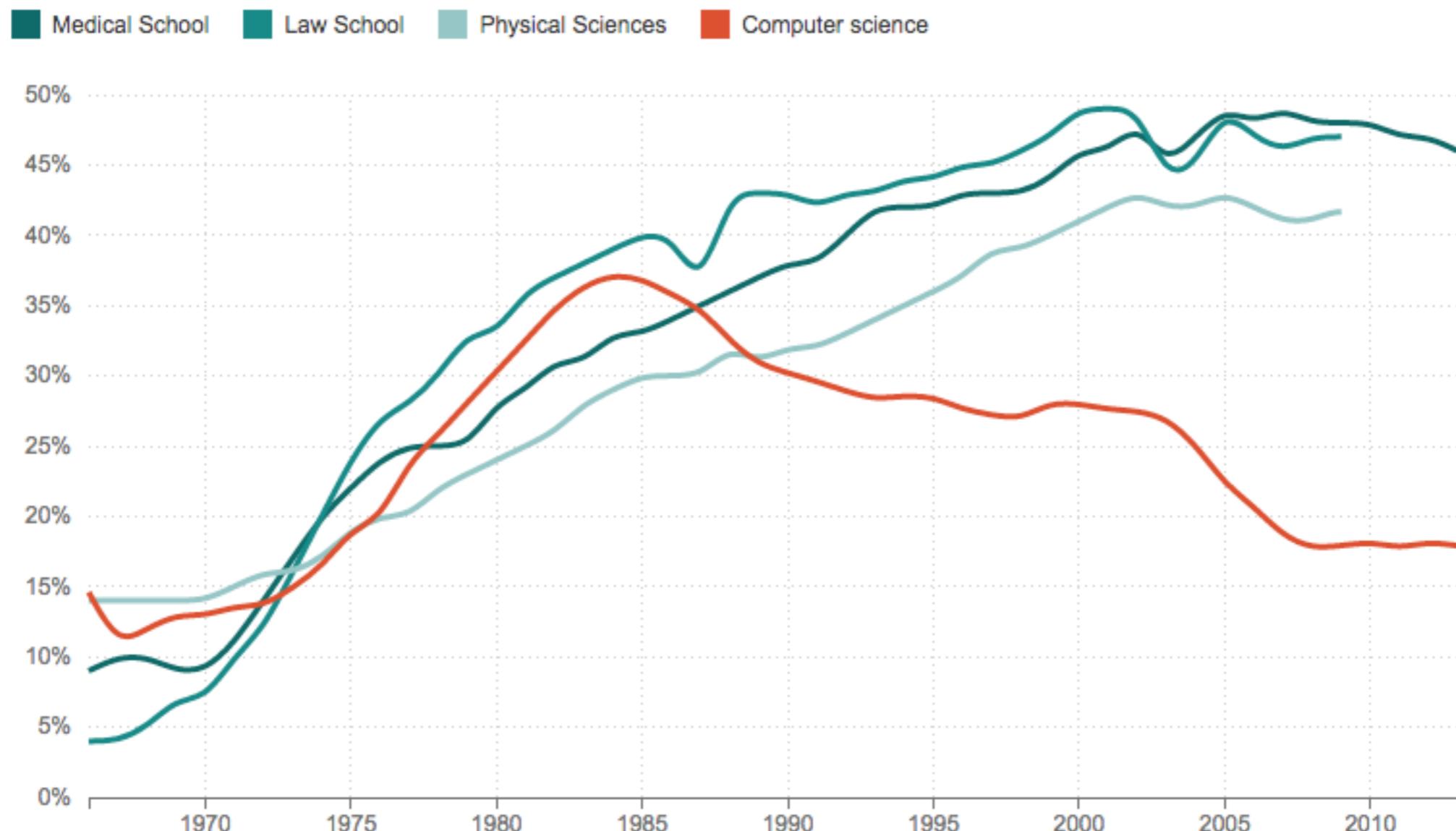




WOMEN AREN'T INTERESTED
MATH
IN ENGINEERING

What Happened To Women In Computer Science?

% Of Women Majors, By Field



Source: National Science Foundation, American Bar Association, American Association of Medical Colleges

Credit: Quoctrung Bui/NPR

TRS-80

**The new, low-cost
micro computer system
designed and built by
Radio Shack® for
school, home, office
and hobbyist!**

- **Wired and tested**
- **NOT a kit**
- **U.L. listed**
- **E-x-p-a-n-d-a-b-l-e**



Leadership in electronics: It's a tradition at Radio Shack, and the TRS-80 shows we're keeping it that way. Others talk of "home computers of the future." Ours is ready now, complete and fully assembled! You just plug it in and begin exploring its amazing power. No previous knowledge required!

Almost limitless capabilities. Great for family use, hobbyists, educators, engineers, businessmen. Learn to program in easy BASIC or use our applications programs. For small business, scientific computations, teaching functions, even home bookkeeping and innumerable games—it's all possible on this computer. Check it out—you'll agree that The Micro Computer Age has finally arrived with the powerful, affordable TRS-80.

TRS-80 Price List

Complete Computer (less display)	\$399.95
12" Video Display	199.95
Realistic® CTR-41 Cassette Recorder	<u>49.95</u>
Separate Components Price	\$649.85

Complete System Price 599.95

See next page for TRS-80 computer details and specifications.

Key facts about



The Radio Shack® TRS-80 is a complete computer system, fully "burned-in" and tested, including monitor; integrated ASCII keyboard, BASIC interface and molded case; and light pen and power supply. It is supplied with BASIC ready-to-use, memory expandable to 56K bytes.

MICROPROCESSOR: Advanced Z80

VIDEO DISPLAY:

Memory mapped, all graphics and a variety of text modes controlled by BASIC commands. Cursor control, automatic scrolling.

Text: 16 lines of 64 characters, also scrollable to 32 characters per line.

Graphics: 128 horizontal by 48 vertical pixels. Text can be interspersed in any manner.

MEMORY:

Includes 4K ROM, 4K dynamic RAM, 16K static RAM.

INPUT/OUTPUT:

Computer-controlled 500 baud cassette tape drive. Expansion port for additional memory modules. Built-in 53-key ASCII keyboard.

Mail to:

Radio Shack, Dept. TRS-80, 205 N.W. 7th Street, Ft. Worth, Texas 76102

Send me more data on the TRS-80.

- Description of applications software available through Radio Shack • Owner's manual
- Price list • List of stocking stores and dealers

NAME _____

ADDRESS _____



It's the Commodore 64. We're not talking about a low-priced computer that can barely retain a phone number.

We're talking about a memory of 64K. Which means it can perform tasks most

full complement of Commodore peripherals. Such as disk drives. Modems. And printers.

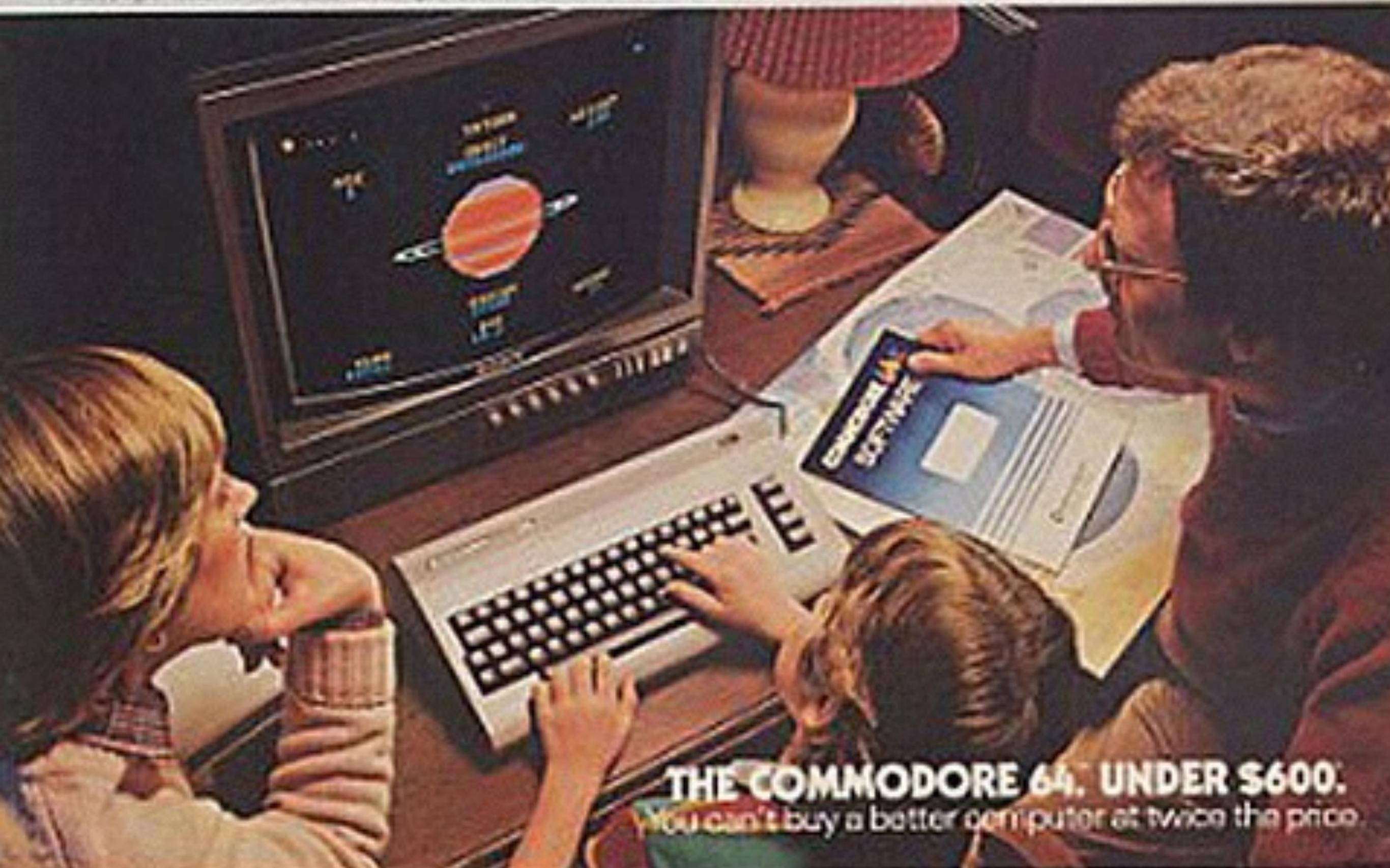
You can also play terrific games on the Commodore 64. Many of which

feature graphics with 16 colors from Commodore's Imagine II color palette. And sound from Commodore's Dynamic Sound System.

Or you can use the Commodore 64 to do what no other computer can. Like write a book.

Apple and its logo are registered trademarks of Apple Computer, Inc.
IBM is a registered trademark of International Business Machines Corp.

C commodore
COMPUTER



THE COMMODORE 64. UNDER \$600.
You can't buy a better computer at twice the price.

Edge-of-Your-Seat Fun,
With a Twist!

only at
Toys R Us



FEEL the
Microfiber
Stacking
Sleeve!



Jenga

Girl TALK EDITION

If you had one wish, what
would you wish for?

Name someone you have a
crush on right now.

What is your
favorite website?

PARKER
BROTHERS

AGES 8+

SOLID WOOD BLOCKS
are Pretty in Pink!



HOW
TO
BE

GORGEOUS

Smart ways to look and feel FABULOUS



FIONA FODEN

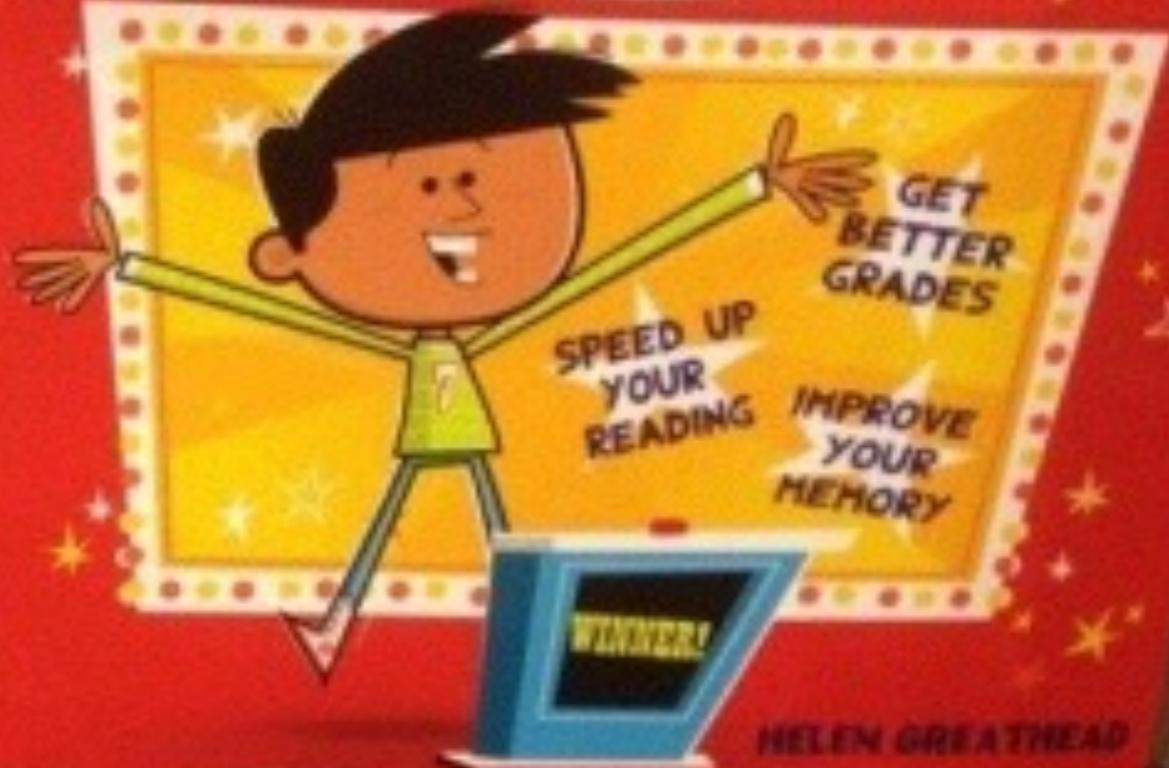
ILLUSTRATION BY HELEN GREATHEAD

HOW
TO
BE

BE

CLEVER

Smart ways to get SMARTER



HELEN GREATHEAD

HOW
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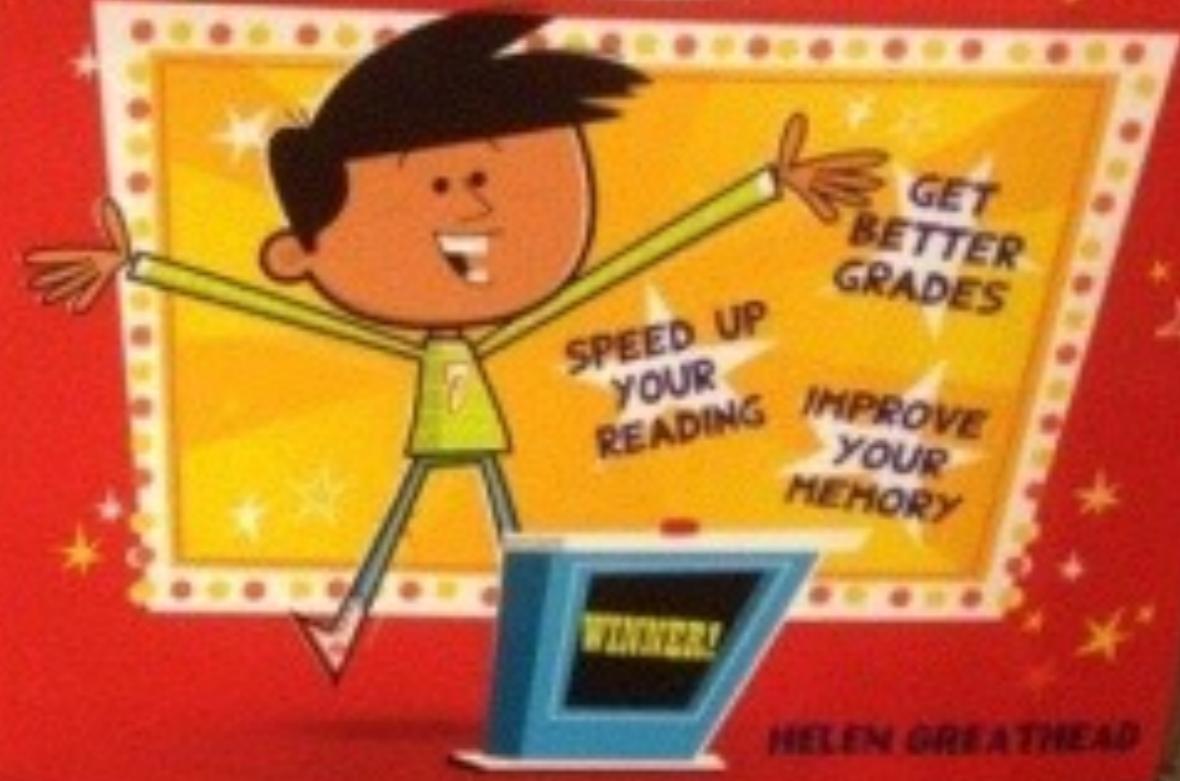
FIONA FODEN

HOW
TO
BE

BE

CLEVER

Smart ways to get SMARTER



HELEN GREATHEAD

*BOTH BOOKS PUBLISHED IN 2012



The CAPED CRUSADER™ is back, as you've never seen him before!

If the dark, moody and explosive new comic book BATMAN lets you experience the real Batman you'll find nothing else like it on the planet.

The future looks

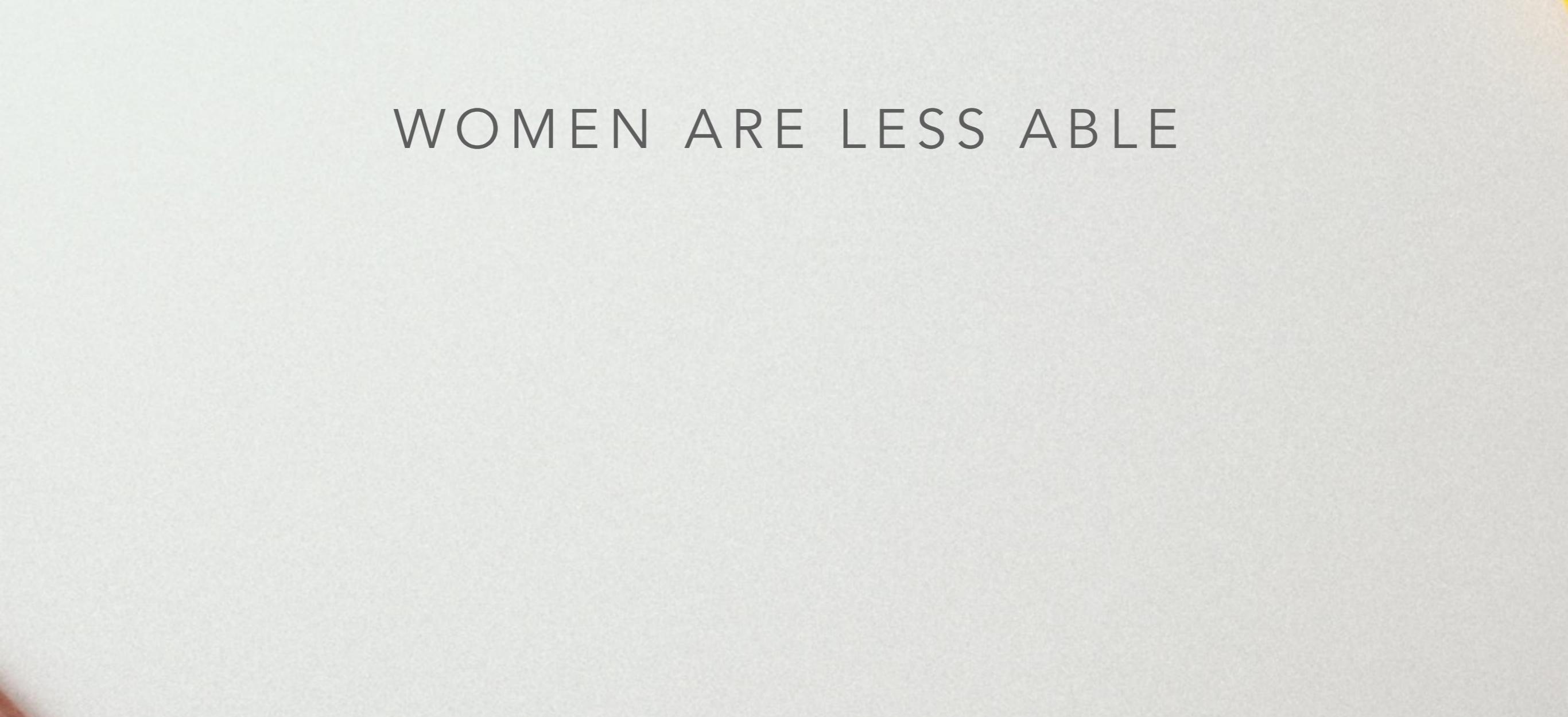
TRAINING

**TO BE
BATMAN'S
*Wife***





WOMEN ARE LESS ABLE





WOMEN ARE UNSTOPPABLE

MYTH!



< HUMAN BRAIN >



“There is no sense in talking about male nature and female nature...
There is no one person that has all the male characteristics and
another person that has all the female characteristics.

Or if they exist they are really, really rare to find.”

~ Daphna Joel, Behavioural Neuroscientist



"This is not a matter of biology: none of our findings suggest that an innate biological difference between the sexes is the primary reason for a gender gap in math performance..."

~ Study from University of Wisconsin-Madison



"This is not a matter of biology: none of our findings suggest that an innate biological difference between the sexes is the primary reason for a gender gap in math performance..."

The math-gender gap, where it occurs, is due to sociocultural factors that differ among countries, and that these factors can be changed."

~ Study from University of Wisconsin-Madison



TECH IS A MERITOCRACY





TECH + AMERICAN
MYTII!



WHEN MEN AND WOMEN MADE *IDENTICAL*
START-UP PITCHES FOR MORE THAN 500
PARTICIPANTS, THE MEN WERE CHOSEN
NEARLY 70 PERCENT OF THE TIME.

~ MIT Study 2014

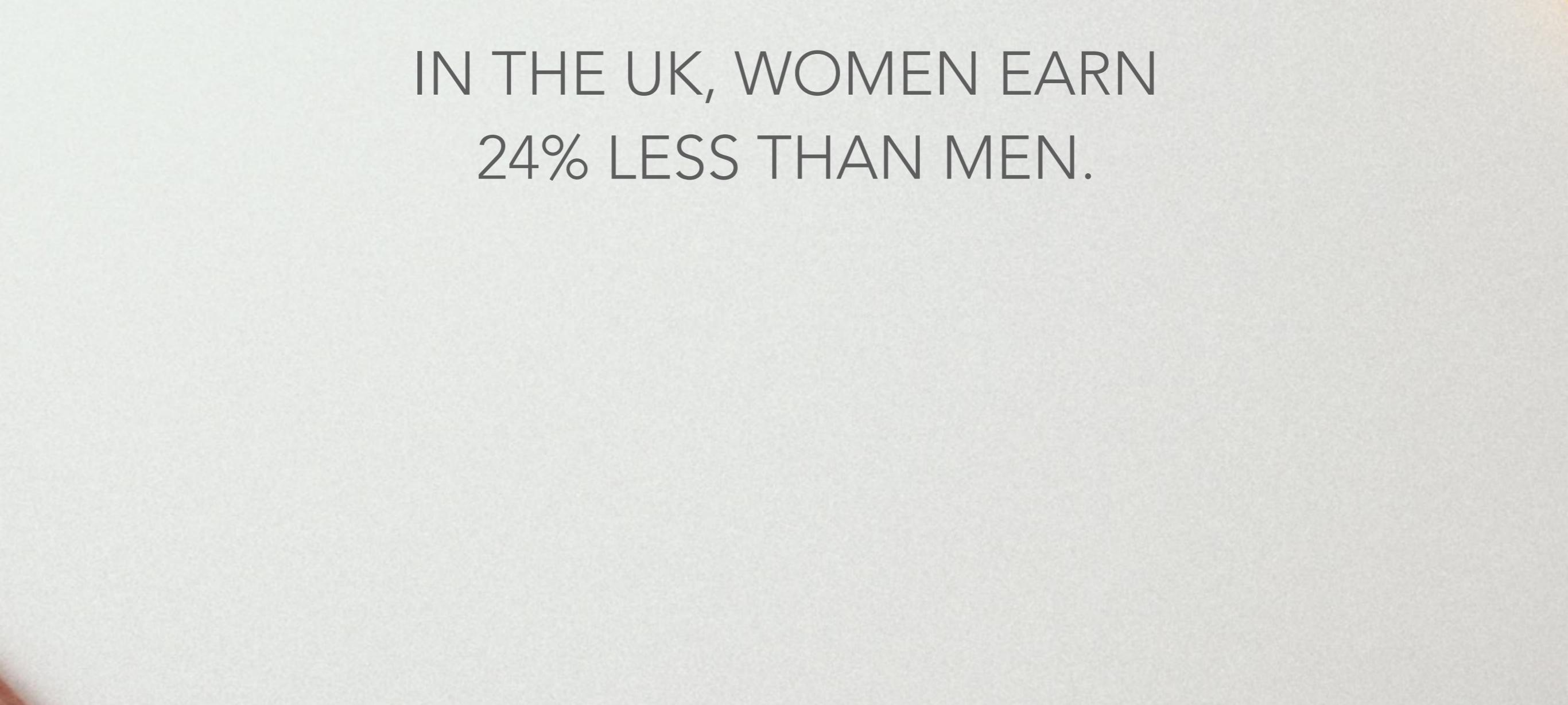


"BLIND" AUDITIONS INCREASED THE
LIKELIHOOD OF FEMALE MUSICIANS BEING
SELECTED FOR AN ORCHESTRA BY 30%

~ American Economic Review



IN THE UK, WOMEN EARN
24% LESS THAN MEN.





The *intent* to be meritocratic is not a myth, but we know what road is paved with good intentions.

It's time to apply our heartfelt belief that as engineers we are rational, and rationally accept what the data is telling us:
it isn't a meritocracy. We are all biased.

~ Jocelyn Goldfein



The primary selection mechanism used by the industry selected for antisocial, mathematically inclined males, and therefore antisocial, mathematically inclined males were overrepresented in the programmer population; this in turn reinforced the popular perception that programmers ought to be male, antisocial and mathematically inclined, and so on.

~ The Computer Boys Take Over

SO WHY IS THIS SUCH A PROBLEM?





**"CODE LITERACY IS A REQUIREMENT FOR
PARTICIPATION IN A DIGITAL WORLD. "**

~ Doug Rushkoff



The quality, relevance, and impact of the products and services output by the technology sector can only be improved by having the people who are building them be demographically representative of the people who are using them.

I care about this both as a consumer and a producer of technology.

~ Tracy Chou, Engineer



When YouTube first rolled out its iOS app for uploading video,
5 to 10 percent of videos were uploaded upside-down.

The company's almost exclusively right-handed developer team didn't consider the needs of the left-handed.



HealthKit - the Apple software for tracking 'key health metrics' went for a whole year before including the ability to track the menstrual cycle.



Many US air conditioning systems use algorithms that were designed in the 1960s for a 154lbs male, to dictate temperature regulation



FEMALE CRASH TEST DUMMIES WEREN'T
REQUIRED IN SAFETY TESTING
UNTIL 2011



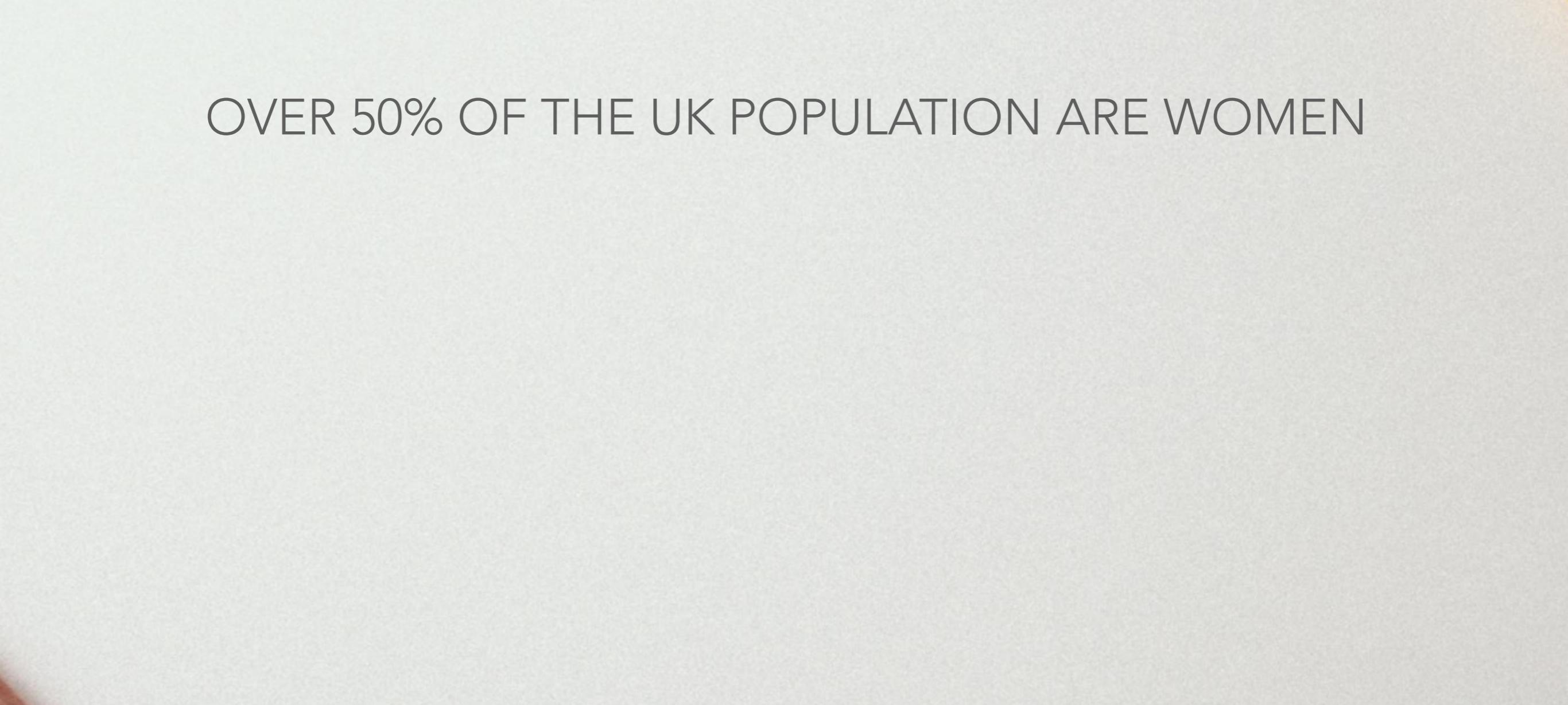
FEMALE DRIVERS ARE 47% MORE LIKELY TO BE
SERIOUSLY INJURED IN A CAR CRASH.

WHY THIS ISSUE?





OVER 50% OF THE UK POPULATION ARE WOMEN



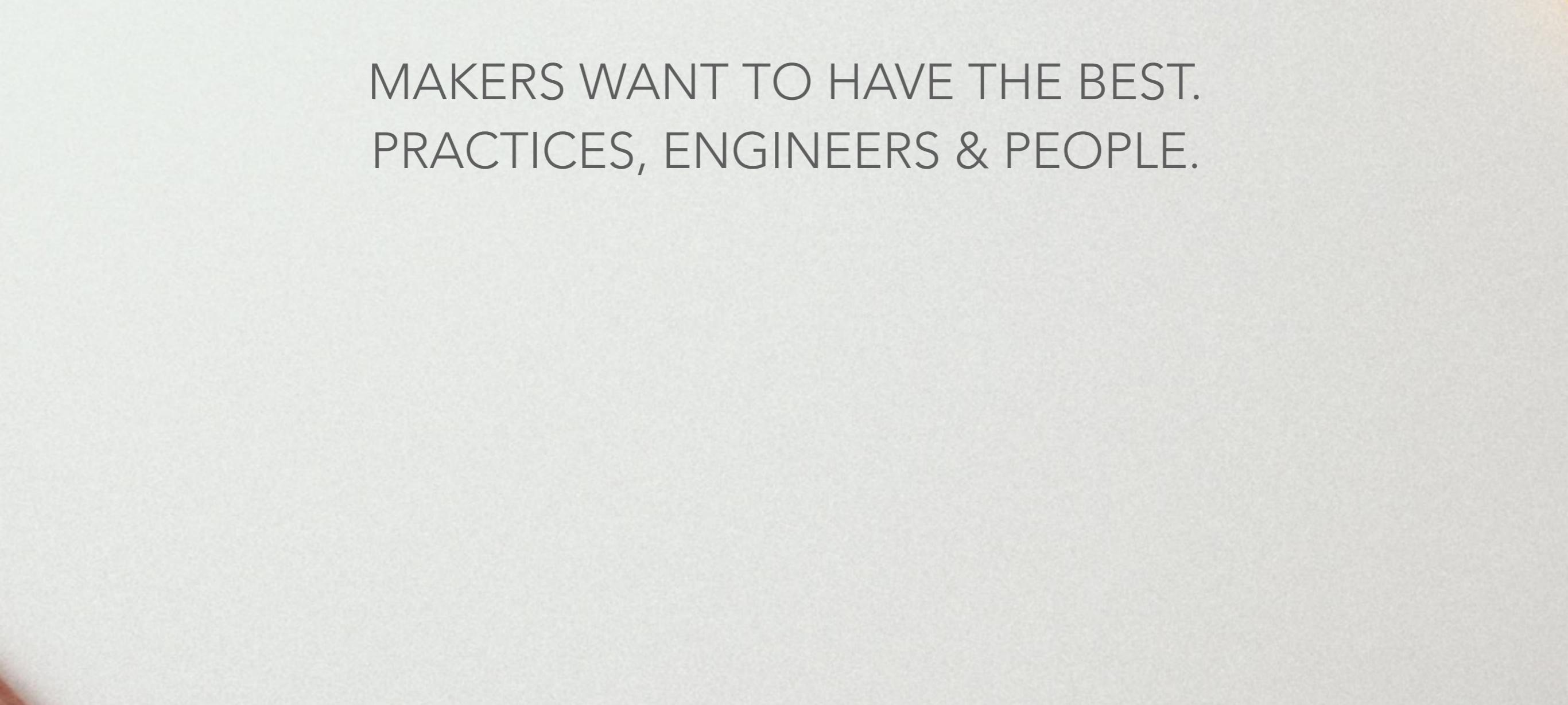


POSITIVE ACTION





MAKERS WANT TO HAVE THE BEST.
PRACTICES, ENGINEERS & PEOPLE.



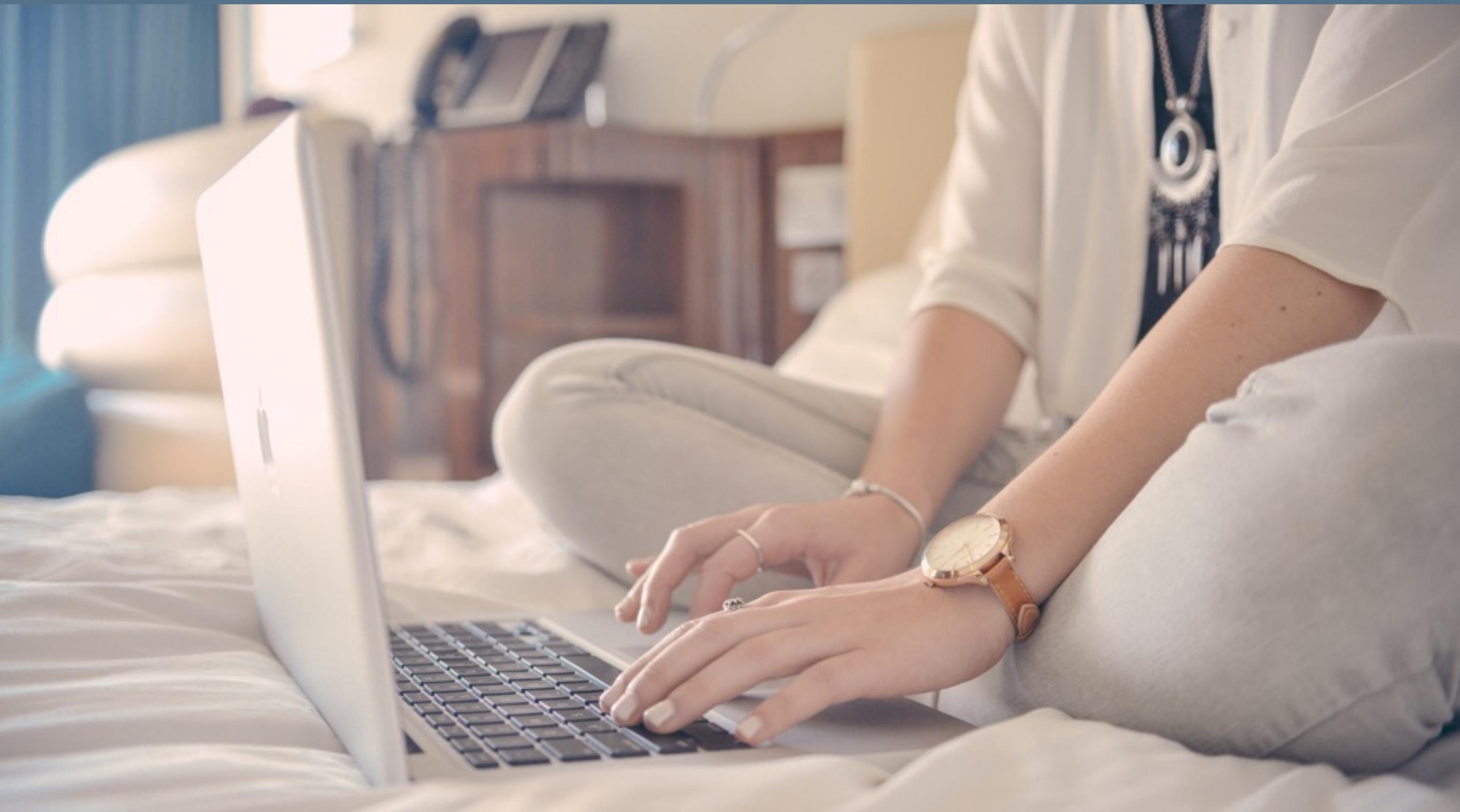


“WELL, IF YOU'RE NOT FULLY UTILIZING HALF THE TALENT IN THE COUNTRY, YOU'RE NOT GOING TO GET TOO CLOSE TO THE TOP 10.”

~ Bill Gates, when quizzed on Saudi Arabia's aspirations to be in the world's top ten for technology

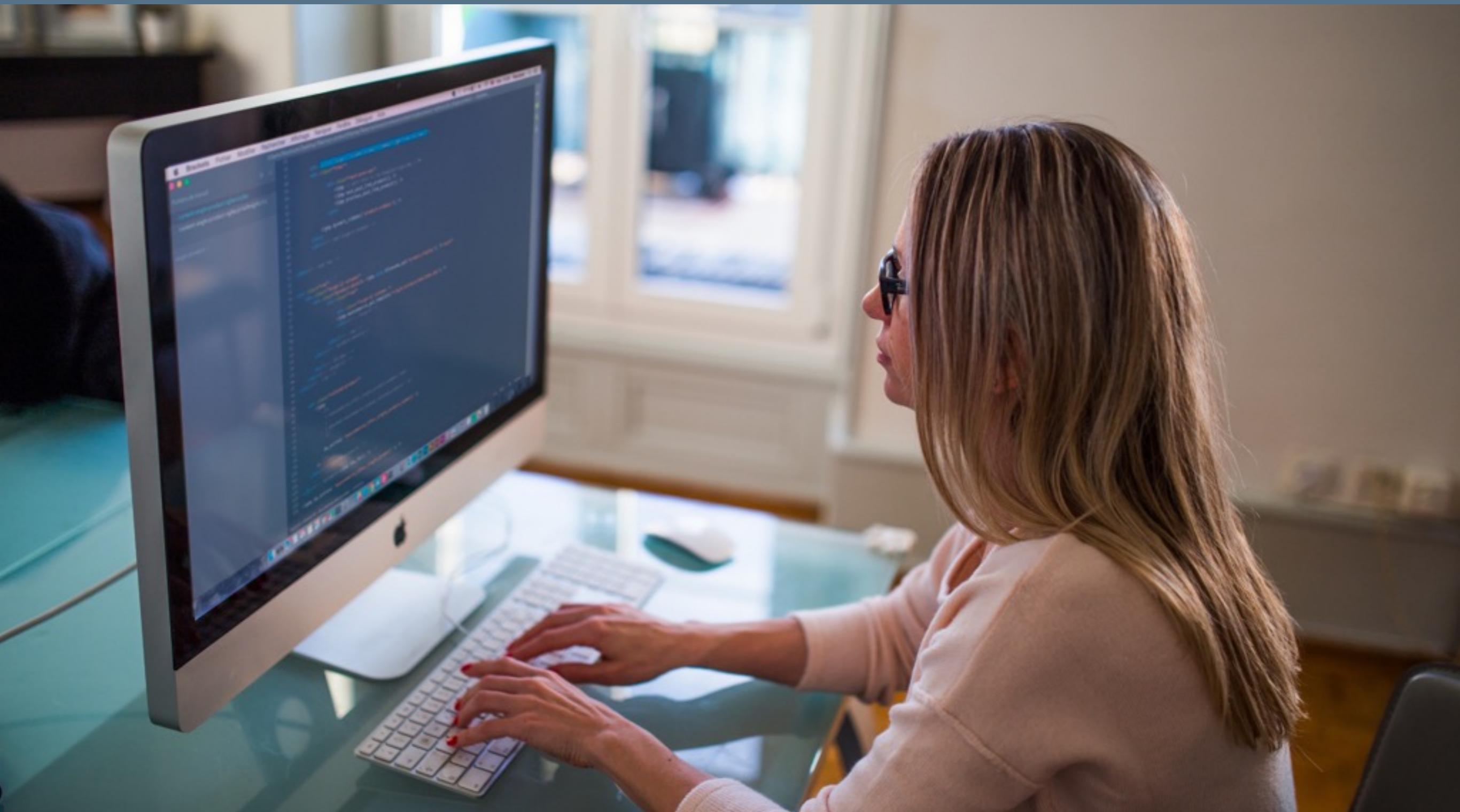
THANK YOU

USEFUL LINKS



- **The surprising neuroscience of gender inequality - Janet Crawford:** <https://www.youtube.com/watch?v=eCknUJJc3qU>
- **10 Tips for Planning a Tech Conference that Women Will Actually Want to Attend:** <https://medium.com/@womenwhotech/10-tips-for-planning-a-tech-conference-that-women-will-actually-want-to-attend-25517012839f#.8fdnrb1q7>
- **Born For It:** <http://martinfowler.com/articles/born-for-it.html>
- **8 ways you can empower girls to learn coding :** <http://mashable.com/2016/01/27/girls-coding-how-to-help/#WkBxZqVX6kqB>
- **Code Literacy - a 21st Century Requirement:** <http://www.edutopia.org/blog/code-literacy-21st-century-requirement-douglas-rushkoff>
- **We Can Do Better:** <http://do-better.studiometric.co/>

SOURCES



- **The Gender Pay Gap:** <http://www.theguardian.com/money/2016/mar/07/gender-pay-gap-uk-women-earn-300000-less-men-lifetime>
- **The World is Designed for Men:** <https://medium.com/hh-design/the-world-is-designed-for-men-d06640654491#.9x5kh0upr>
- **Belief That Some Fields Require 'Brilliance' May Keep Women Out:** <http://www.sciencemag.org/news/2015/01/belief-some-fields-require-brilliance-may-keep-women-out>
- **Why I Care About Diversity in Tech:** <https://medium.com/little-thoughts/why-i-care-about-diversity-in-tech-31bde2de8532#.siuo2e4br>
- **Where Are The Numbers?:** <https://medium.com/@triketora/where-are-the-numbers-cb997a57252#.d4nm9ia6i>
- **Where are all the female computing students?:** <http://www.theguardian.com/women-in-leadership/2014/dec/30/girls-studying-stem-subjects-women-in-computing>
- **Women in the STEM Workforce:** <https://www.wisecampaign.org.uk/resources/2015/09/women-in-the-stem-workforce>
- **The Dehumanizing Myth of the Meritocracy:** <https://modelviewculture.com/pieces/the-dehumanizing-myth-of-the-meritocracy>
- **The state of women in technology: 15 data points you should know:** <http://www.techrepublic.com/article/the-state-of-women-in-technology-15-data-points-you-should-know/>
- **Study: Attractive men fare best in gaining venture capital:** <http://news.mit.edu/2014/study-says-attractive-men-fare-best-in-gaining-venture-capital>
- **The Brains Of Men And Women Aren't Really That Different, Study Finds:** <http://www.sciencemag.org/news/2015/11/brains-men-and-women-aren-t-really-different-study-finds>
- **How Diversity Makes Us Smarter:** <http://www.scientificamerican.com/article/how-diversity-makes-us-smarter/>
- **60% Of Women In Silicon Valley Have Been Sexually Harassed:** <http://www.fastcompany.com/3055395/strong-female-lead/60-of-women-in-silicon-valley-have-been-sexually-harassed>
- **When Women Stopped Coding:** <http://www.npr.org/sections/money/2014/10/21/357629765/when-women-stopped-coding>
- **I Am Alex St. John's Daughter, and He Is Wrong About Women in Tech:** <http://www.wired.com/2016/04/alex-st-johns-daughter-wrong-women-tech/>
- **Orchestrating Impartiality: The Impact of "Blind" Auditions on Female Musicians:** <http://gap.hks.harvard.edu/orchestrating-impartiality-impact-%E2%80%9Cblind%E2%80%9D-auditions-female-musicians>
- **Innovating Women - The Changing Face of Technology:** <http://innovatingwomen.org/>
- **The Other Side of Diversity:** <https://medium.com>this-is-hard/the-other-side-of-diversity-1bb3de2f053e#.ghx4aftnn>