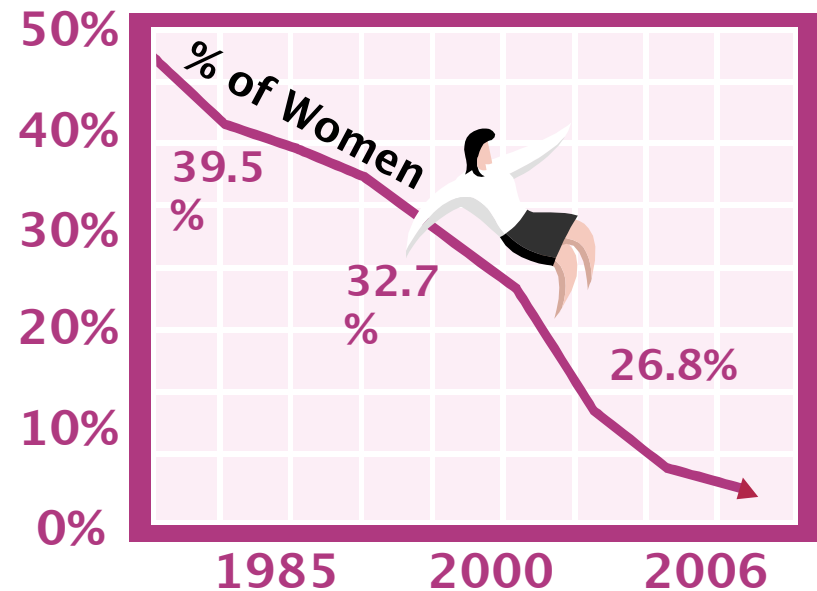


# dot : diva

Talking to Young  
Women about  
Computing

- How can we reverse the trend?
- Lots of projects reach out to girls
- Where's the disconnect?

Women as % of CS Bachelors Recipients

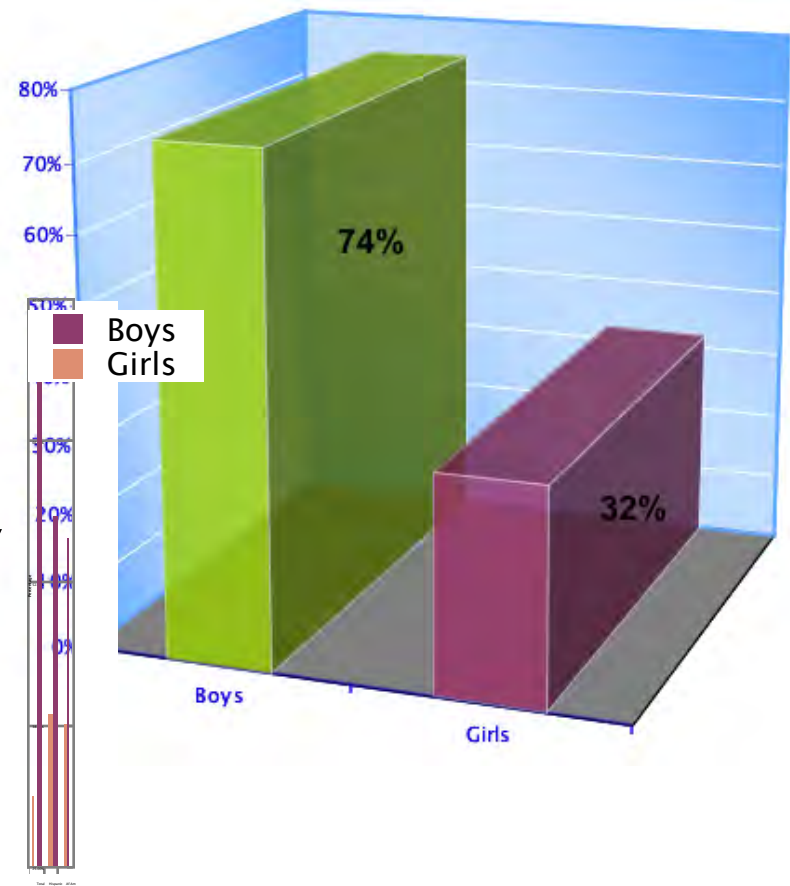


- **The Dot Diva / New Image for Computing (NIC) initiative is sponsored by WGBH, one of the oldest and most accomplished producers of public media, and the Association for Computing Machinery (ACM), the world's oldest and largest educational and scientific computing society.**
- **Dot Diva's mission is to create an exciting and positive image of computing for high school girls. Our ultimate goal is to transform the negative perception of computing held by teen girls.**

- **Nationwide Survey  
12/08**
- **1406 college-bound  
teens ages 13-17**
- **Topics: Subject and  
Career attributes**
- **Nationwide Survey  
7/09**
- **1000 college-bound  
girls**
- **Topics: Messaging**



- **Boys (74%) think computing is a very good or good choice**
- **Only 32% of girls ranked it as a very good or good choice, with no significant difference in ethnicity**







Generally, the image of CS conveys that it is:

- **Not** a field that is helping humanity
- **Not** creative
- **Not** collaborative
- **Boring!**



## What CS Folk Say



Coding  
Algorithms  
Logic

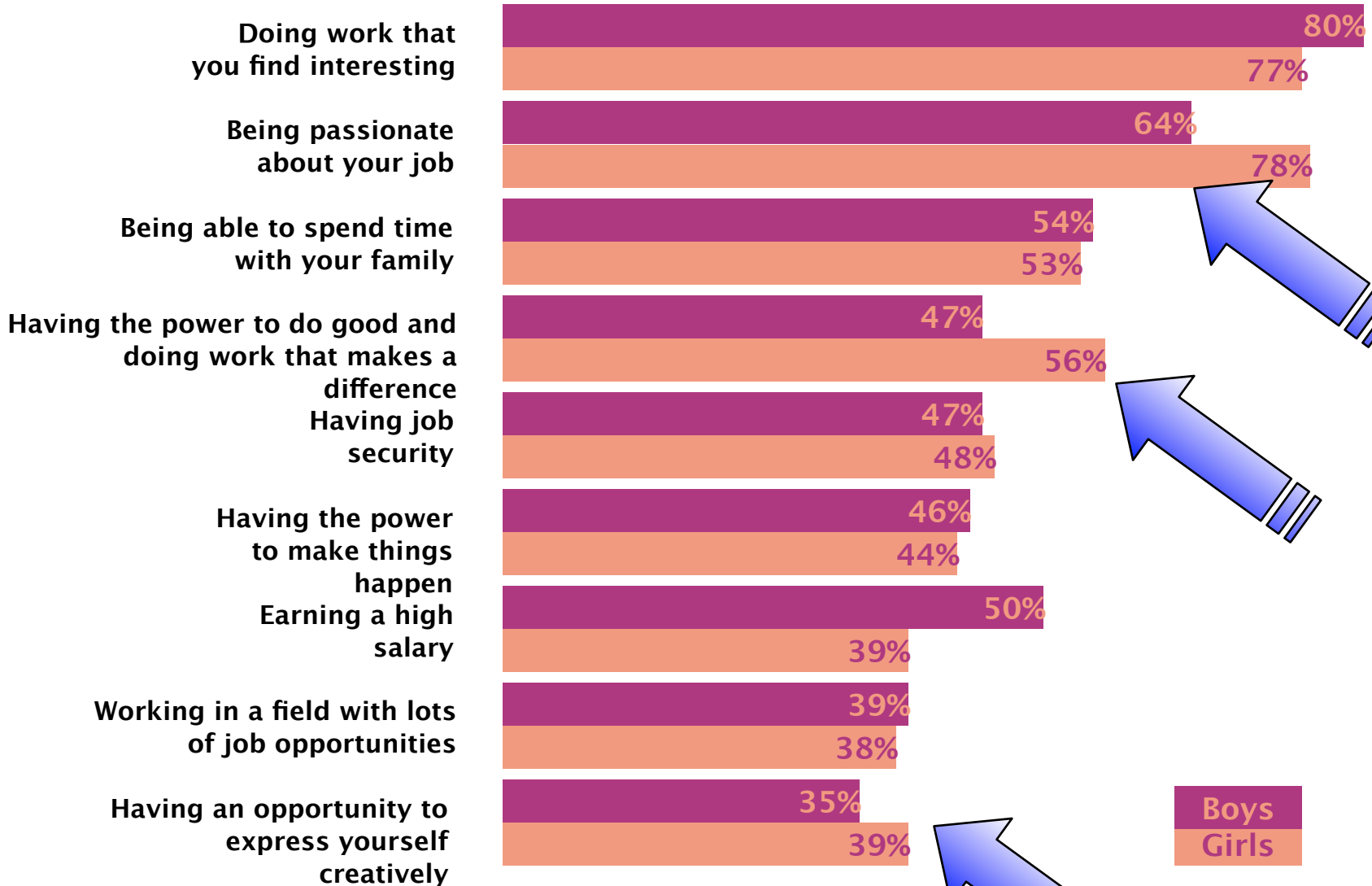
Software  
Programming

## What Girls Hear





# What Teens Want from a Career



- **Break Code** is all about getting beneath the surface and behind the scenes of everyday technologies.
- **Hit Start** is all about creating the future you love. Hit Start to build, learn and connect with a community of professional women.
- Become a **DotDiva**. We're the next generation of women in computing, designing a better future. DotDiva is about amazing young women coming together to share groundbreaking work and inspire each other to fashion the world we want to live in.



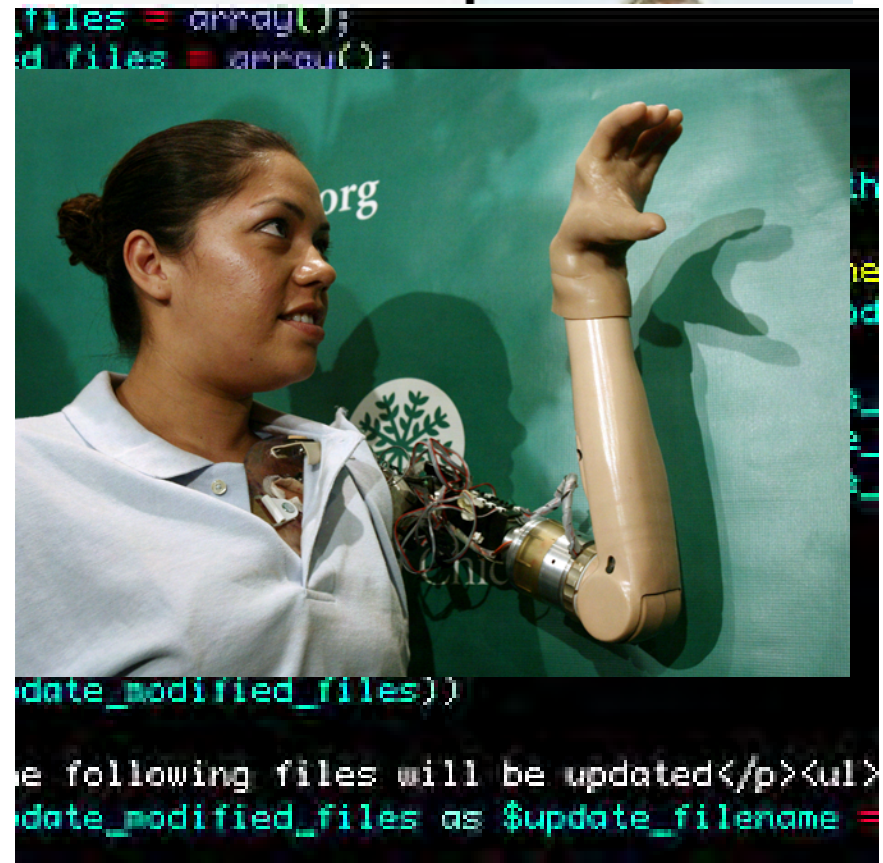
- **Young women with the power and the passion to make a difference.**
- **Women who believe in the potential of computing to build a better world.**





# What is the end goal?

- It's not about the process
- It's not about minimizing the work or effort involved
- It's about focusing on the end goal
  - Creating a new technology
  - Inventing the next great tool
  - Helping others





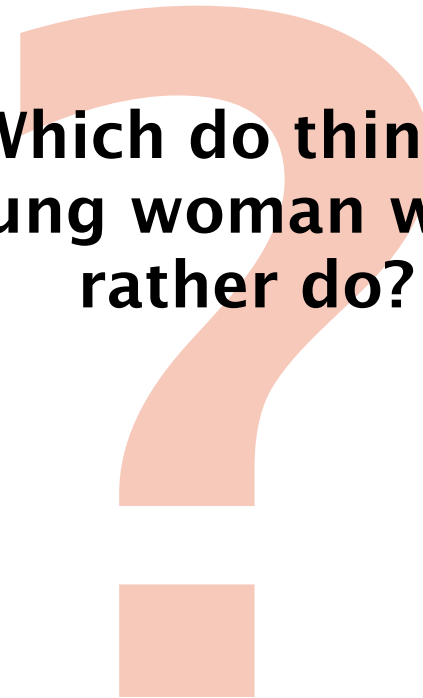
## Medicine



## Computer Science



Which do think a  
young woman would  
rather do?



## Careers that would engage girls include:

- **Developing technology to protect people and the environment**
- **Contributing to the creation of tools that help rescuers in**

### **CS 10K Principles**

**“Computing enables innovation in other fields including science, social science, humanities, arts, medicine, engineering, and business.”**

# Key Attributes

- **Dot Divas are Creative**
  - Music Apps
  - Movie Animation
- **Dot Divas Connect People**
  - Media that brings people together
- **Dot Divas Change the World**
  - Saving lives
  - Protecting the environment





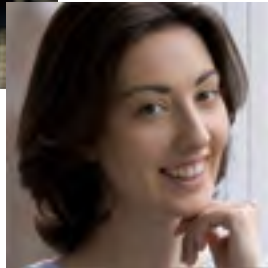
- **Emily Lovell : Interactive Crafts**



- **Maitland Lederer: Guitar Hero**



- **Amy Kukulya: Roboticist**



- **Guari Nanda: Clocky**

- **Irene Ross: Data**

**Visualization**



We're young women with the power and passion to make a difference. We believe in the potential of computing to build a better world.

[What IS a Dot Diva?](#)
[What's Your Passion?](#)
[The Webisode](#)
[Become a Dot Diva](#)

## What's Your Passion?

We take computing and apply it to what we love—whether it's art or astronomy, fashion or social justice.

My passion is...



**Computer Graphics & Media**



**Cooking**



**Disabilities**



**Education**



**Engineering**

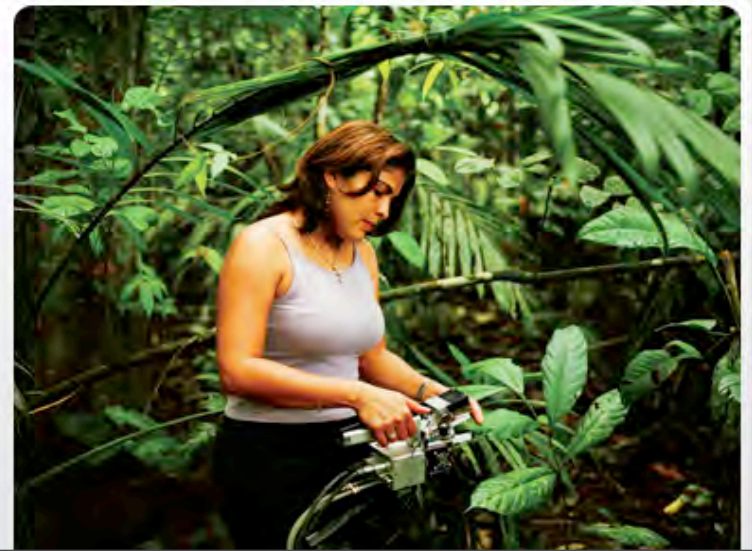


**Environment**

*"I want to help protect the planet."*

You can design:

- Software that can monitor the spread of pollution through the Great Lakes.
- Wireless sensors that can track endangered polar bears in the Arctic.
- Environmental forecasting that allows scientists to collect and analyze climate change data from every corner of the world.



# Results We Can Use

- **Market-tested messages**
- **National outreach and multimedia resources**
- **Far-reaching and diverse coalition of partners**
- **Tested and appealing image of computing**







- **Know your audience**
- **Listen**
- **Broaden the image of computing through an interdisciplinary approach**
- **Tell the real stories**