The Digital Gender Gap:

Discussing the Lack of Female Content Creators on Social Media

Mehera Salah | WISEST

Purpose

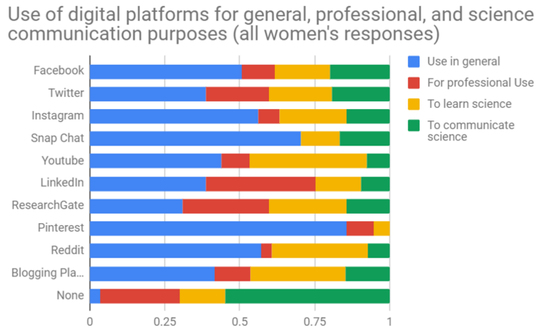
To facilitate an understanding of gender discrepancy in Digital Science Social Media and promote female participation on these platforms.

Background

- The definition of Digital Science Communication (DSC) is contemporary pursuits facilitating scientific "Expert to Public" dialogue sharing discovery and innovation in a relevant and comprehensive manner.
- DSC is made possible through social media platforms.
- Making global connections is possible with the use of DSC as it is a modern communication tool.
- Information for this study was collected using a Google Form.

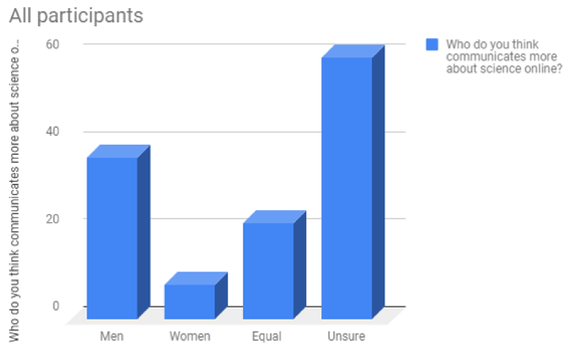
Methods and Results

- A survey was sent to the WISEST community, it was completed by 128 participants. This survey held questions of demographics, Digital Science consumption, perception on DSC's personal value and understanding of current gender dominance in used medias.
- Analysis of the participants' demographic and perception data aided in understanding the root of the digital gender gap.



F1: Diagram depicting prevalent digital platforms. Results taken from: WISEST Community Survey Results Report.

- The most popular platforms established through this data were YouTube, Twitter, Facebook and LinkedIn.
- The number of those who had personally created digital media content about science was limited.
- Results showed that the majority of participants were not aware of any gender inequality.



F2: Diagram depicting participant perception on gender discrepancy. Results taken from: WISEST Community Survey Results Report.

F3: Diagram depicting amount of female content creation. Results taken from: WISEST Community Survey Results Report.

Discussion

- Surveys displayed a wide DS consumption, limited knowledge of the gender landscape in DSC, and limited motivation to pursue DSC.

Intervention:

- Recognizing "**following biases" and "gender accreditation"**
- Assessing content creators by what 80% of participants thought was valuable in a creator:

1. Communication Style
2. Knowledge Credibility
3. Ability to translate scientific knowledge

- Look at the long standing problem females have entering STEM as a contributor:

"There are just more men in science than women. "

- A participant comment.

Acknowledgments I Literature Cited

• Women In Stem Understanding the current Landscape Kristy Burke
• Diekman, Amanda B., et al. "A Goal Congruity Model of Role Entry, Engagement, and Exit: Understanding Communal Goal Processes in STEM Gender Gaps." Personality and Social Psychology Review, vol. 21, no.2, June 2016, pp. 142–175., doi 10.1177/1088868316642141.
• "GSA Today Archive." GSA Today Online Display Figures, www.geosociety.org/gsatoday/groundwork/G333GW/article.htm.
•A thanks to the incredible women of WISEST who create opportunity.