

Women in Science: Reaching Equilibrium
#ScioWomen
Moderator: Katie Burke, *American Scientist*

1) Who needs to hear about how women are held back in science? Who has the power to enact change?

- Funding agencies
- Directors of research institutes
- K-12 Teachers
- People who aren't here
- Reviewers
- Editors of journals
- Women/Men/Everyone
- Grad students
- HR
- Department chairs
- Childrens
- Policymakers
- Parents

What are going to be the concerns of different audiences?

- Not want to be "unfair" by giving an advantage
- Disbelief that this is happening
-

How can we communicate to address those concerns?

- Data helps convince people!
- It's about not just bringing in more women, it's also about building awareness in everyone of subconscious bias

What platforms would be best to communicate with each audience? What storytelling styles?

2) What?

What is already being done?

- Inspire early on, and have confidence in the field at a K-12 level (goldiblocks)
- Women in Science group at an institutional level, visible role models
- Crowd source to find each other!

- Maternity -> Parental Leave and change expectations

What problems, specifically, need to be communicated?

- Pressure to be visible can be isolating
- Cultural issue of medical vs maternal leave
- Just adding more isn't enough, it's about retention

What solutions could be suggested?

- How to deal with the blatant/vitriol?
 - Reframe - expand it beyond a "women's issue"
 - Have discussions, be open
 - Don't punch them
- Need a statistics resource
- Not just writing about women scientists as "women who do everything scientists!" <http://www.doublescience.org/the-finkbeiner-test/>
- Funding bodies - state and charitable - should require accreditation from initiatives like Athena Swan, affirming they are actively seeking to address issues of gender equality at the highest levels.

3) How?

How should these problems and solutions be posed to different audiences?

- External incentive - team perspective top roadie feedback
- Communate what the possibilities and options are - expand understanding or "alternative" careers
-

4) Divide into small groups. Each group will be assigned an audience from the "Who" section. Come up with a strategy for communicating with that group. Compile stats and stories, sketch out infographics, etc.

- Prompt people to commit to an action
- Several cores: Parental leave, what you do in an academic setting (actionable)
- Projected internationally for other countries with more problems gender bias (but there are plenty of countries with this problem who don't have widespread access to internet)
- we don't value immeasurables in science (microaggressions, culture, accountability cannot be tracked easily). Frame the dialogue.
- Men lose as well as women
- Put out more of what we want to see in the media
- Content creation! Authentic content! Challenge stereotypes!
 - But you need an identifying visual (lab coat??)
- Keep going no matter what
- Men want more work/life balance. When you're trying to get someone to change their

behavior you have to tell them what they can gain from it.

- Is maternity leave a red herring? It hasn't solved the problem of gender bias
- The stigma of men in women-dominated fields is part of this same issue
- How to be an ally
- Interactive where everyone takes a test on their subconscious bias
- If you have a little bit of say (panelists for conference, search committee, whatever), put a woman on there
- Diversity issues need to be talked about, even though we'd really like to be talking about science--frustrating, especially for spokespeople of the issue.
- Try to make it about the science--e.g., pollution story that teaches biochem but also has a social story of why the pollution is there and not somewhere else
- Normalize it
- Policy has a big role to play--needs activism--lacks spectrum of advocacy

Who's doing a good job?

- Planned Parenthood's tumblr
- Smart Girls
- upworthy