Getting to know what ICT is and can do for Girls

Design for raising awareness of stereotypes

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Child Computer Interaction

- For Writing
- For Reading
- For Searching
Why from School?

The she-scientist as distinct from he-scientist. A woman scientist’s laboratory (left) and a man scientist’s laboratory (right), as depicted by children. (Luraschi et. al, 2012)

Research: Design for stereotype awareness

• Identification and analysis of gender stereotypes
• Prototype production
• Evaluation of the impact
Using AI to implement the Five Lenses

- Roles *
- Embodiment
- Personality
- Agency
- Emotions
Paper Prototyping:
Results

- Changes in classic structure
- Not only princess and prince
- Happy ending is not only a big wedding
- Gender stereotypes are somehow mitigated
School guidance for girls – in Ticino

- New Future - Nuovo Futuro
- TecDay
- Tea with Science and Technology - L'ora del tè con scienza e tecnica
- Teachers and parents in the loop
From School To University

• "Getting to know what ICT is and can do: design for raising awareness of stereotypes" - Monica Landoni, Università della Svizzera italiana

• "Girl-friendly ICT education design: Czechitas summer school" - Bara Buhnova, Masaryk University

• "Recruiting girls to ICT studies: the Ada project" - Line Berg, Norwegian University of Science and Technology