Getting to know what ICT is and can do for Girls

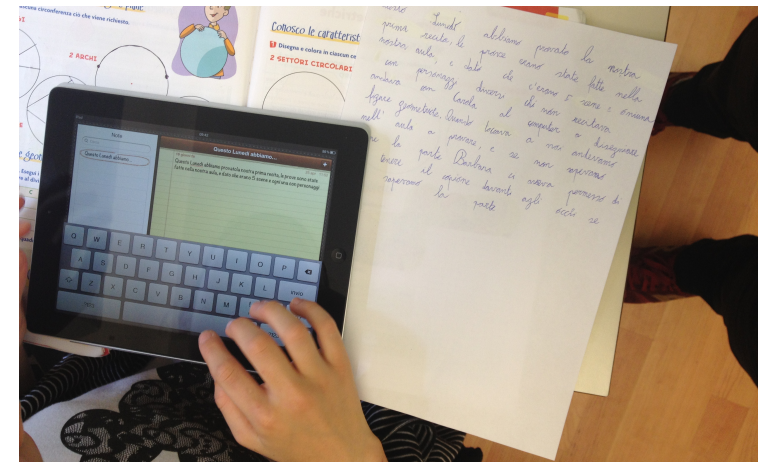## Design for raising awareness of stereotypes

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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)

Luraschi, Michela & Rezzonico, Riccardo & Pellegri, Giovanni. (2012). The Chemist, that Madman! How Children Perceive Science. Chimia. 66. 820-5. 10.2533/chimia.2012.820.

Research: Design for stereotype awareness

- Identification and analysis of gender stereotypes
- Prototype production
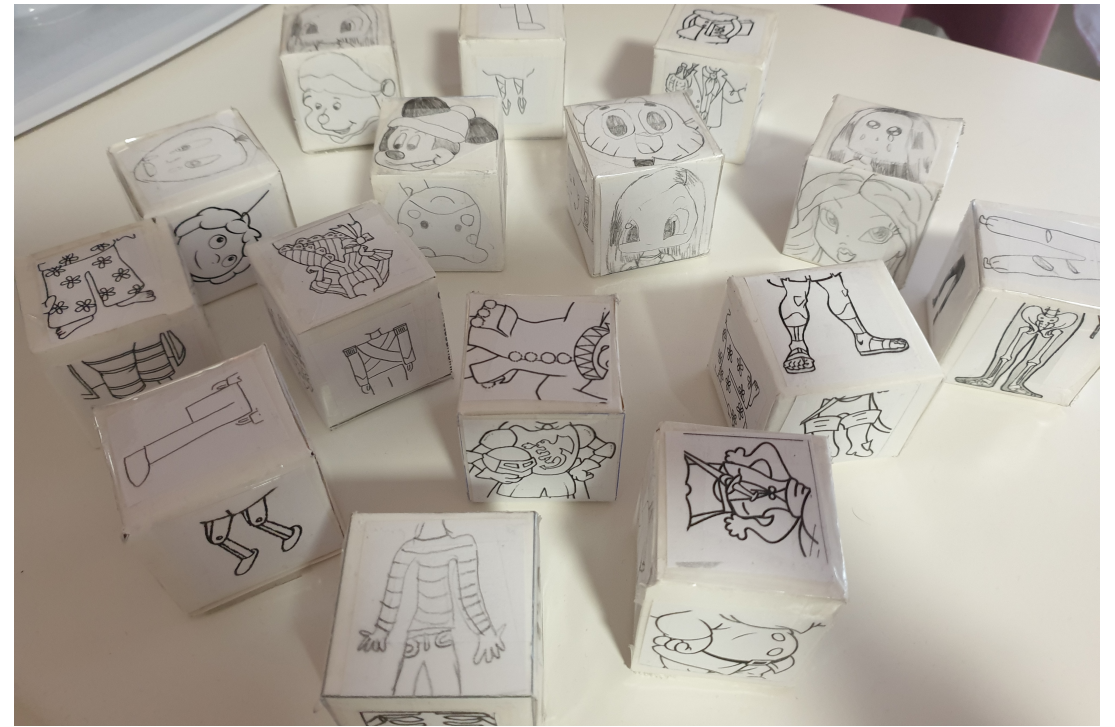- Evaluation of the impact

Elisa Rubegni, Monica Landoni, Antonella De Angeli, and Letizia Jaccheri. 2019. Detecting Gender Stereotypes in Children Digital StoryTelling. In Proceedings of the 18th ACM IDC '19. ACM, New York, NY, USA, 386–393.

Using AI to implement the Five Lenses

- **Roles** *
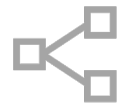- Embodiment
- Personality
- Agency
- Emotions

Paper Prototyping:

Results

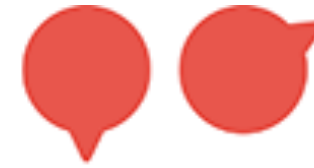- Changes in classic structure

- 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

NUOVO FUTURO
Prospettive diverse per ragazze e ragazzi

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