

Elektrotechnik statt BibisBeautyPalace. Technik-Videos von und für Mädchen als Forschungsgegenstand und -methode

Initiative: Hochschule der Zukunft

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In our society technology is often associated with masculinity. This is also reflected in the uneven proportion of women and men in technical courses of studies such as engineering. In international comparisons, German universities even stand out due to a below-average proportion of women. In order to counteract this, this project focuses on the media, specifically web videos, and the target group of 12 to 16-year-old girls, the potential future students. Within the research question "What makes reporting on technology attractive for young women?", the girls themselves produce videos on technology which are afterwards evaluated by other girls. Additionally, the production process itself is the subject of analysis and serves to elaborate video production as a qualitative research method. The aim is to create guidelines for the production of videos on technology that are fun for girls and enable them to better identify with STEM students and professionals.

Projektbeteiligte

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Technikvideos für Mädchen? Eine Studie zur Attraktivität von Technik auf Youtube.

Technik-Öffentlichkeiten für Mädchen: inwieweit können sich Mädchen und Frauen durch digitale Medienkommunikation die Welt der Technik erschließen?

