Gender Bias and New Media | Girls Getting Social

Eileen Sweeney | Motorola Mobility Foundation
Empowerment Grants

• Funds technology and the skills needed to use it in communities

• Since 2011, provided $1M in funding

• Fund programs in a horizontal rather than a vertical

• Act as an Incubator of “tech”

• In 2012, will primarily fund mobile apps

• 2011 Examples:
  • Techbridge Girls - Teaches girls how to make simple Android apps
  • NCWIT – Brings girls together from across US to create the “RecycleIT” app
  • Collaboration Finder – Connects app developers (male) to teachers (female)
Facebook

Using social media to update network on life events and emotions vs. using social media to establish your presence.
Linkedin

Bringing real-world gender stereotypes into on-line networking

Male Example

Seth has thrived by constantly seeking out opportunities for business development and forming personal connections with clients and colleagues alike.

Maintaining a focus on working strategically has led to his success as a marketer and leader of people, while at the same time, not losing sight of creative ideas that drive business forward.

He possesses valuable "customer-relied-on-experience" in the areas of sponsorship evaluation, marketing plan crafting and execution, brand activation, and research, all resulting in high Return On Objective.

Female Example

The vision of a social entrepreneur will launch an idea. The discipline of a well-organized team will ensure the longevity of that concept. My strength is as a core member of that team. I possess the skills necessary to keep developing an organization as an essential, active, and thriving part of the social sector. I am an enthusiastic, bilingual, nonprofit professional with extensive experience in donor cultivation, strategic planning, and volunteer management. I desire to utilize my program management and fundraising experience in the field of entrepreneur and leadership development to promote collaboration across sectors and inspire the growth of innovative ideas.
Pinterest and Google+

How are “beta” or invite only sites affecting membership?
Harvard: Implicit Association Test (IAT)

- It is well known that people don't always 'speak their minds', and it is suspected that people don't always 'know their minds'.

- IAT is a method that demonstrates the conscious-unconscious divergences.

- Results of the Gender IAT test:

  ![Chart showing percent of web respondents with each score](https://implicit.harvard.edu/implicit/demo/)

  - Strong automatic association of Male with Career and Female with Family: 24%
  - Moderate automatic association of Male with Career and Female with Family: 32%
  - Slight automatic association of Male with Career and Female with Family: 20%
  - Little to no automatic preference between gender and family or career: 17%
  - Slight automatic association of Male with Family and Female with Career: 4%
  - Moderate automatic association of Male with Family and Female with Career: 2%
  - Strong automatic association of Male with Family and Female with Career: 0.3%
What’s Working?

• What social media sites are women connecting on?

• What social media sites would you let your daughter, niece, mentee go on?

• What do you see next (in social) to empower girls?
Reality Check

A campaign about self-esteem, media literacy, and today’s technology to help girls understand how their own story is as important and exciting as those on reality TV.
App Boot Camp and My Badge Sash is an App

Empowering girls with the skills necessary and the power to change what their mobile environment looks like.
2012: The Year of the Girl

TOGETHERTHERE.org is a social media campaign to bring awareness to the gender bias in the American Workplace and how we teach our girls about it.