



Innovative Teaching Methodologies how to Change Gender Stereotypical Images of SET

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Abstract

“Promoting positive images of SET in young people under gender perspective” was a coordination action focussed on necessity and ways of new teaching contents in sciences and technique, pedagogy and methodologies for young people to take more in account gender imbalance and segregation in science, engineering and technology (SET). MOTIVATION used a mixed methodology: Youth media (youth magazines and popular daily soaps on TV) were analysed regarding their contribution towards a stereotyped image of SET. In diverse school types biographical interviews with female and male pupils on existing stereotypes about people working in SET has been applied, besides focus group discussions with young people about influencing factors for their educational and occupational choices and interviews with female and male teachers for science and non-science about their perceived influence on the attitudes of teenagers towards SET related jobs. Qualitative case studies about examples of good practice for changing attitudes of young people on SET were identified through exchange between different stakeholders (organizers of national ‘good practice’ initiatives), complementary interviews with organizers of inclusion initiatives and detailed descriptions of measures. A website summarizes the results of case studies and evaluations (www.motivation-project.com).

The paper will focus on some results and recommendations, showing a great need for changing youth media to draw more attention to SET presentation as relevant topics and to female SET related role models. In school a more attractive curriculum can contribute in stimulating the interest in SET. Teachers’ training is necessary especially for rising gender awareness and further their pedagogy as role models. Initiatives for appealing young people to SET should focus on their age and interests, being planned for long time and continuously evaluated and they should network with each other including academic and non-academic institutions in politics, university and industry.