

**TARGET** } Taking a Reflexive approach  
to Gender Equality for  
institutional Transformation



# TARGET-GEECCO CONFERENCE

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# Gender in content

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# The initial situation

- an increasing number of RFOs, including European Research Programs, ask for gender dimensions in R&I,
  - many researchers don't know what exactly to do,
  - many reviewers don't know how to review that demand.
- often confusion about this dimension: beware of stereotyping!

# Important: Do not stereotype!



“Shrink it and pink it?”

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**There is a myriad of gender literature on many STEM topics**

## Bundle and systematize already existing literature

- Make it accessible for researchers with other areas of expertise (literature reviews)
- Translate the complex literature into a few essential key messages (videos)

# Principles to highlight I

## Intersectionality

Whom do you imagine as user / consumer?

Does your design work across cultures, religions, incomes, races and geographic locations?

<http://genderindesign.com/intersectionality/>

# Principles to highlight II

## Increasing Complexity

Yes, research is complicated, and yes, research can be very stressful, that's why it's research

Implication: research does not only get more complex but also more expensive and time-consuming. RFOs need to consider that!

# Available GEECCO resources

## Reviews

- Review on Human Computer Interaction and Gender
- Review on Robots and Gender
- Review on Energy and Gender
- Review on Mobility and Gender

## Videos

- Humans & Computer
- Robots in our Society
- Energy for all (with English subtitles)
- Mobility for all (with English subtitles)
- Intersectionality (coming soon)

# Conclusion

Dimensions of discrimination by ignoring gender in STEM research range from to be

- ✓ excluded (too big, too small,...)
- ✓ inferior (you can use it, but it doesn't fit)
- ✓ ignored and thereby be at risk (e.g. medicine...)
- ✓ imposed a stereotypical role (robots)

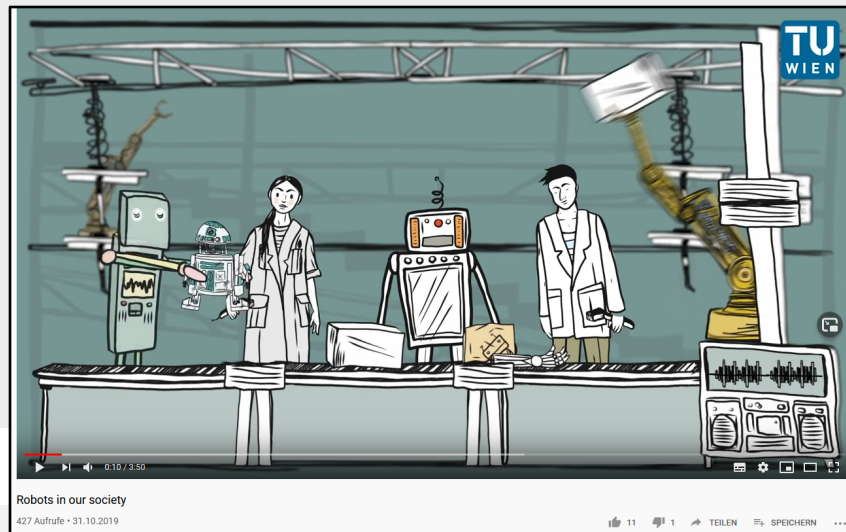
# Ressources & Results

## GEECCO material

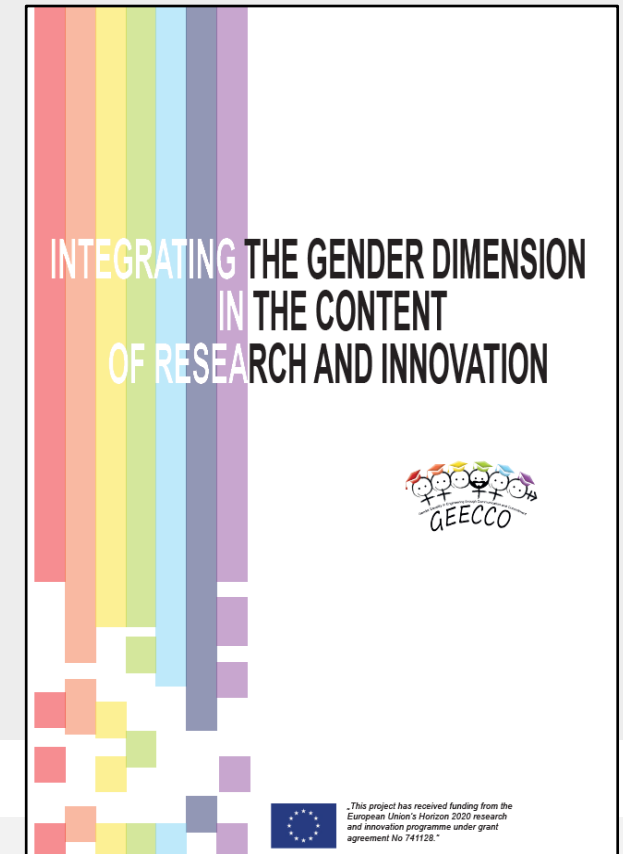
[http://www.geecco-project.eu/resources\\_results/geecco\\_material/](http://www.geecco-project.eu/resources_results/geecco_material/)

## Exhibition „Gender in Research“

[http://www.geecco-project.eu/resources\\_results/exhibition/](http://www.geecco-project.eu/resources_results/exhibition/)



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# THANK YOU!

TARGET- GEECCO Conference  
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