

Closing the STEM gap

5 insights that can make a difference for girls and young women

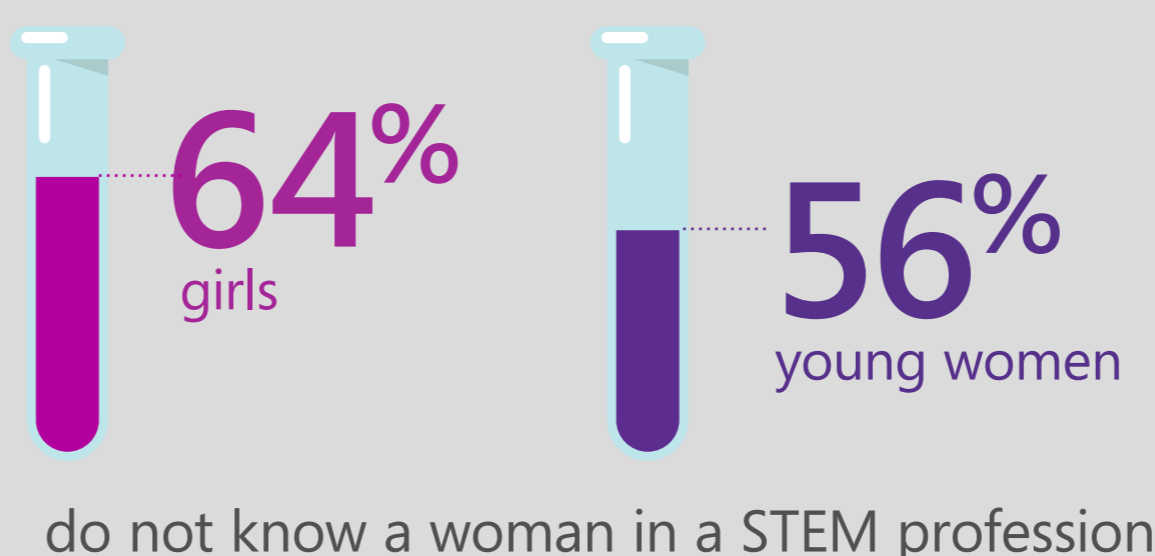


Girls and young women are still less likely to pursue education and careers in science, technology, engineering and math (STEM) compared to their male counterparts. Our latest research indicates that we can close this gender gap by connecting STEM to real-world people and problems, tapping into their desire to be creative, and providing encouragement—at home and in the classroom.

Learn more about closing the STEM gap at aka.ms/girls-in-stem

How can we engage more girls in STEM?

Insight 1: Provide role models



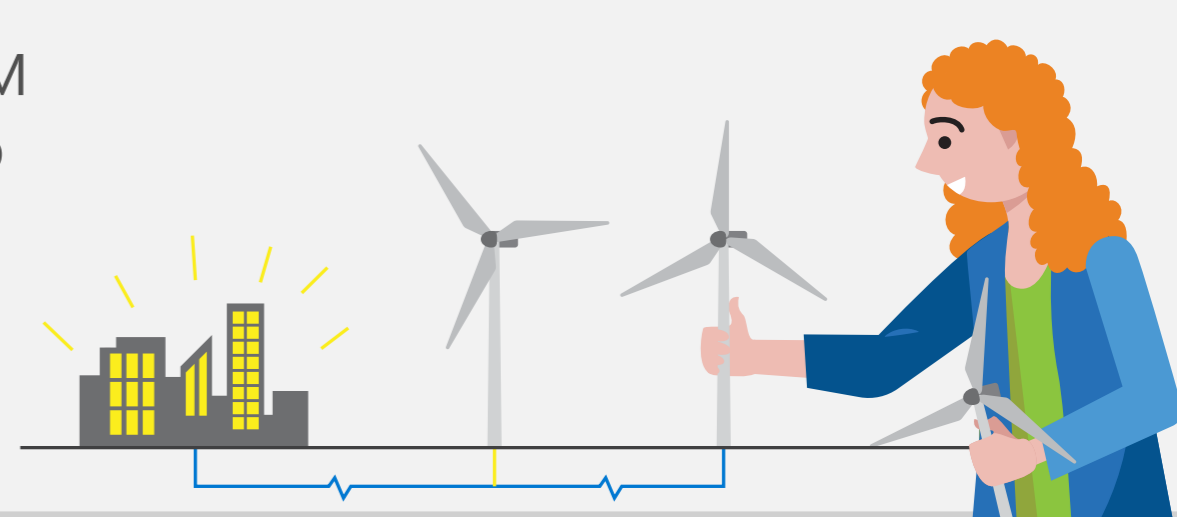
Girls and young women need more exposure to STEM jobs, female role models and career planning.



Insight 2: Generate excitement



When girls learn about real-world STEM jobs and how they can be used to help the world, their perception of the creativity and positive impact of STEM careers **can more than double**.

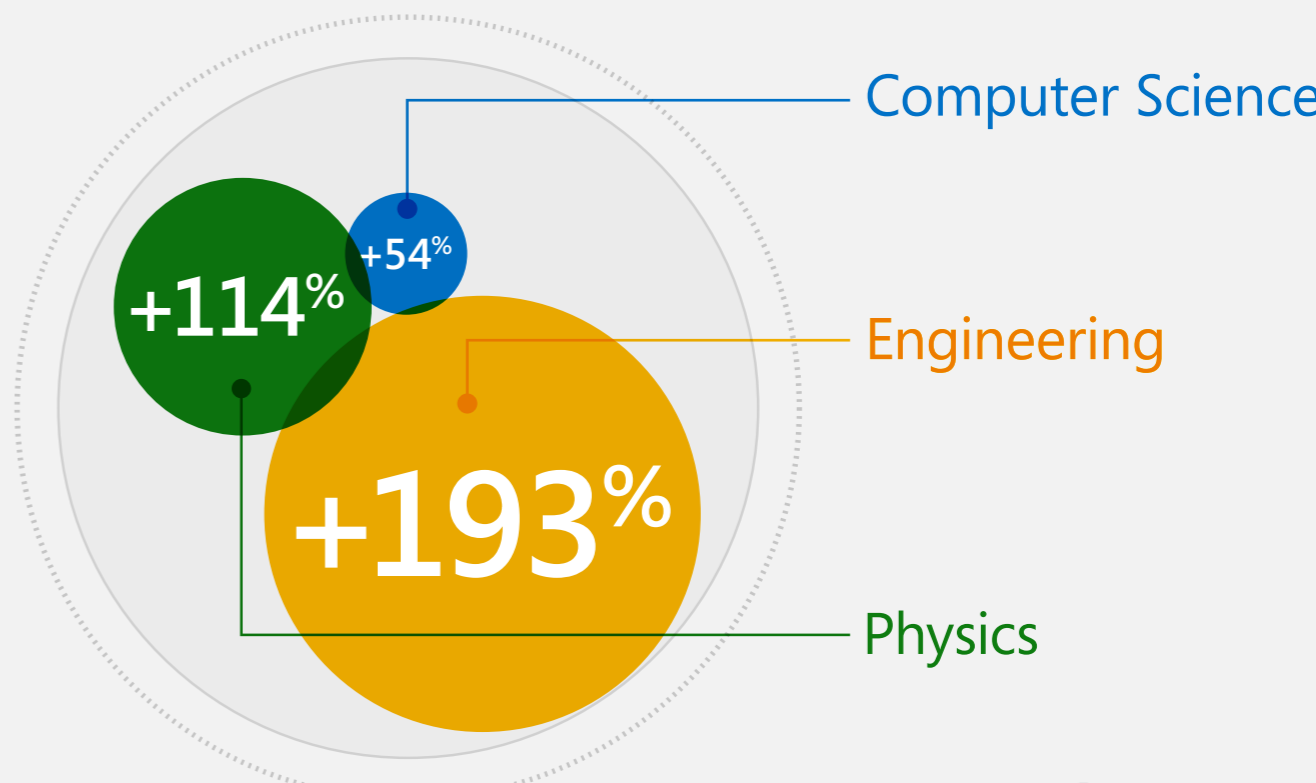


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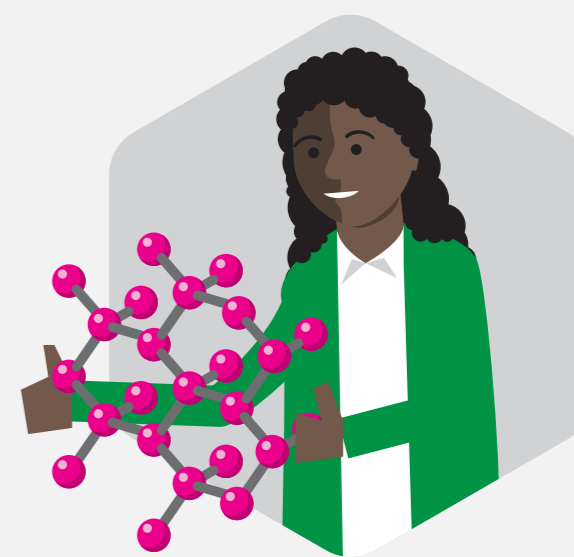
Insight 3: Provide hands-on experience



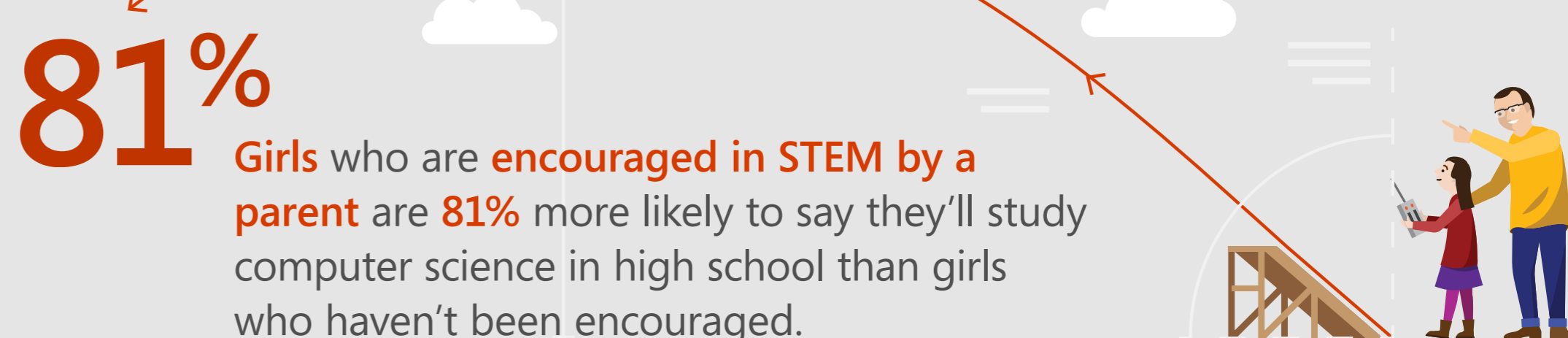
Middle school girls who participate in STEM clubs/activities are more likely to say they will study STEM subjects in high school.



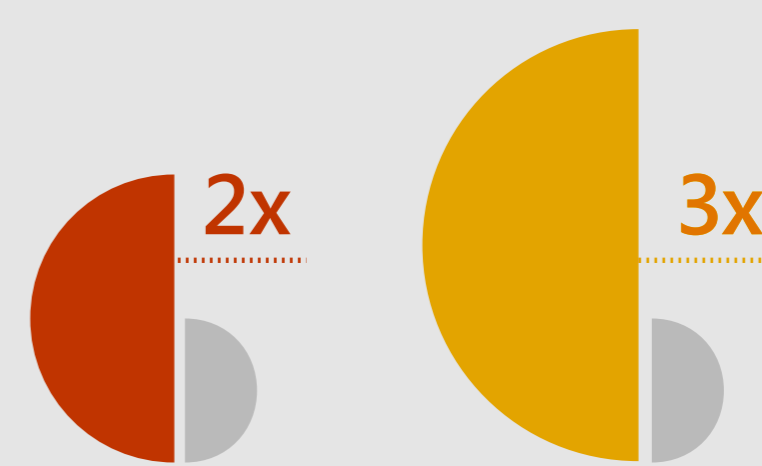
Girls who participate in STEM clubs/activities are **42%** more likely to say they understand the jobs they could have and things they could do with STEM knowledge.



Insight 4: Provide encouragement

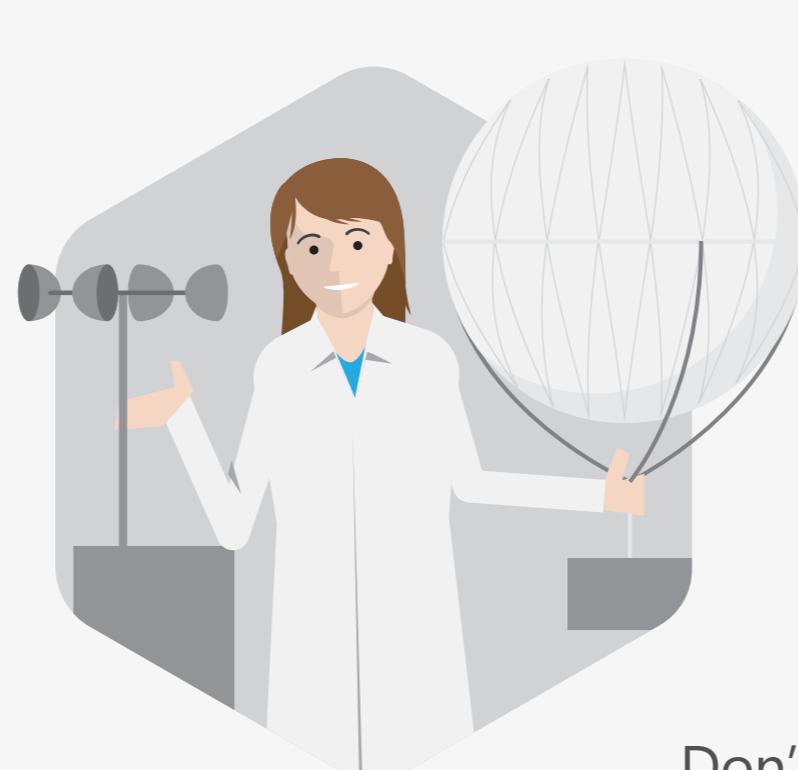


Girls are more than twice as likely to say they'll study computer science in high school and **3x** as likely to say they'll study computer science in college when both a teacher and parent support them.

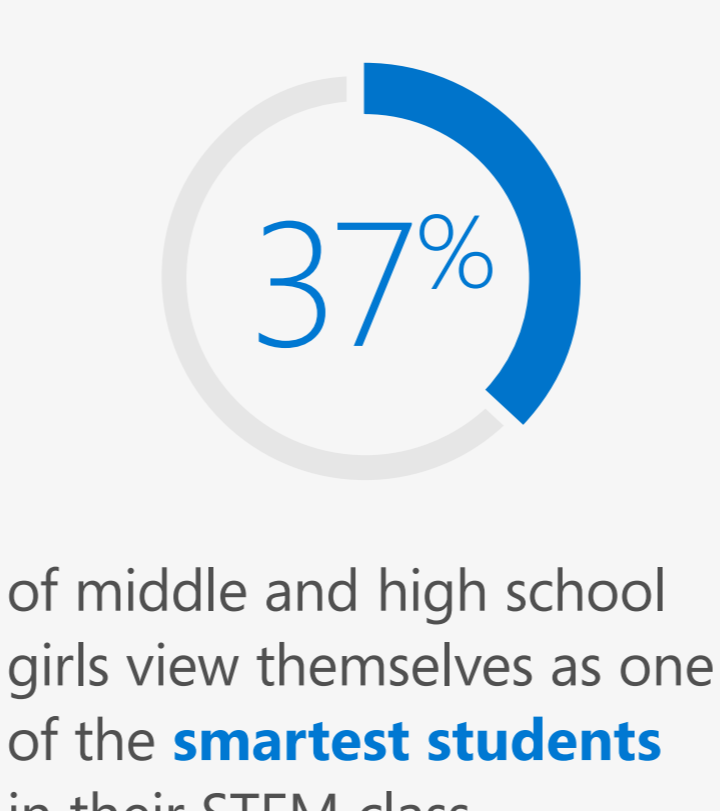
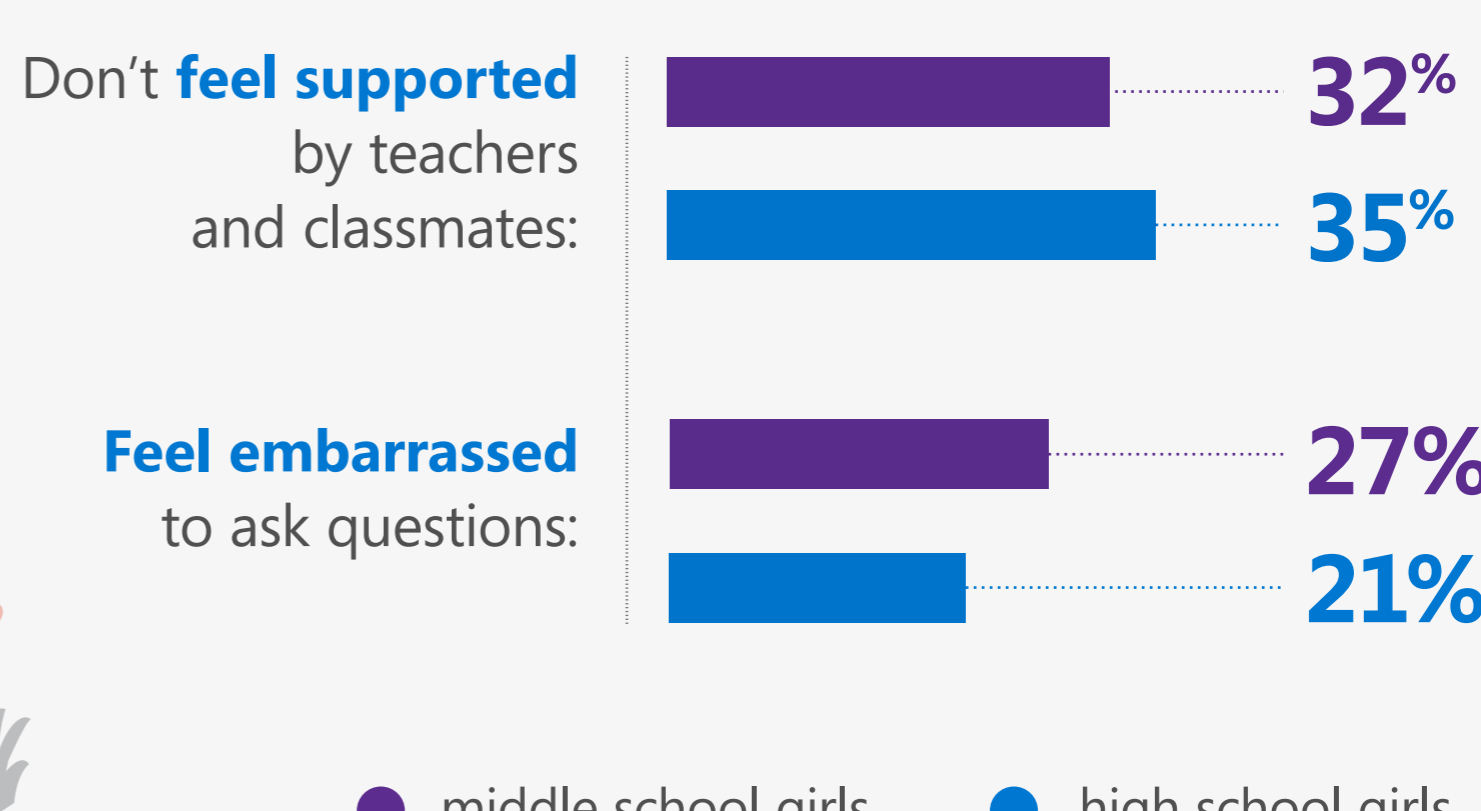


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Insight 5: Encourage a growth mindset



Students need a supportive learning environment where hard work and exploration are valued over always knowing the right answer.



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