Confronting the Confidence Gap
Women and Tech Skills Workshop

Beth Seltzer and Jenny Spohrer
Educational Technology Services, LITS
brynmawr.edu/digitalcompetencies

BRYN MAWR
COLLEGE

How would you rate your tech skills, on a scale of 1-5?

The "Confidence Gap"

In a UC Santa Barbara study, social psychologist Brenda Major found that:

> "Men consistently *overestimated* their abilities and subsequent performance, and... women routinely *underestimated* both. The actual performances did not differ in quality."

Katty Kay and Claire Shipman, "The Confidence Gap," *The Atlantic*, May 2014.

See also: David Dunning, Kerri Johnson, Joyce Ehrlinger, and Justin Kruger, "Why People Fail to Recognize Their Own Incompetence," *Current Directions in Psychological Science*, June 2003.

BRYN MAWR
COLLEGE

Related to "Imposter Syndrome"

Although [tech entrepreneur] Shih would... graduate with the highest GPA of any computer-science major in her class, she told us that at times she 'felt like an imposter.'"

Katty Kay and Claire Shipman, "The Confidence Gap," *The Atlantic*, May 2014.

BRYN MAWR
COLLEGE

Why it Matters: Tech Jobs

"If there are five things you need to be able to do for this job, men will apply if they can do two. Women only apply if they can do all five."

"A Confidence Gap is Keeping Women Out of Tech: Here's How to Close It,"
Fairgodboss.com, Nov. 2017.

Why It Matters: STEM Pipeline

…About as many girls as boys leave high school prepared to pursue science and engineering majors in college… Among first-year college students, women are much less likely than men to say that they intend to major in [STEM]… By graduation, men outnumber women in nearly every science and engineering field.

Catherine Hill, "Why So Few? Women in Science, Technology, Engineering, and Mathematics." Report from the *American Association of University Women*, 2010.

BRYN MAWR
COLLEGE

Critiques

…The "confidence gap" is not a personal defect as much as it is a reflection of a culture… Women's lack of confidence could actually just be a keen understanding of just how little American society values them.

Jessica Valenti, "The Female "Confidence Gap" is a Sham," *The Guardian*, 23 April 2014.

BRYN MAWR
COLLEGE

Stereotyping

…There are many groups on Facebook and Reddit dedicated to troubleshooting 3D printing projects… If the person asking the question is male, they'll receive helpful advice virtually 100% of the time. Not so if you're a woman… Women who post questions are often dismissed with comments such as: "Your learning curve is quite steep. You should find a guy in your area with electronics knowledge who can help you. LOL!"

Ann-Louise Davidson, "Gender Inequality is Alive and Kicking in Technology," *The Conversation*, 6 March 2018.

BRYN MAWR
COLLEGE

Hidden Structural Issues

Google... found that women who turned down job offers had interviewed only with men...

At Google, employees nominate themselves for promotions, but the data revealed that women were less likely to do so. *So senior women at Google now host workshops to encourage women to nominate themselves, and they are promoted proportionally to men...*

Miller, Claire Cain. "In Google's Inner Circle, a Falling Number of Women." *The New York Times*, Aug. 22, 2012.

BRYN MAWR
COLLEGE

What Can **You** Do?

At Google, employees nominate themselves for promotions, but the data revealed that women were less likely to do so. ***So senior women at Google now host workshops to encourage women to nominate themselves, and they are promoted proportionally to men...***

Miller, Claire Cain. "In Google's Inner Circle, a Falling Number of Women." *The New York Times*, Aug. 22, 2012.
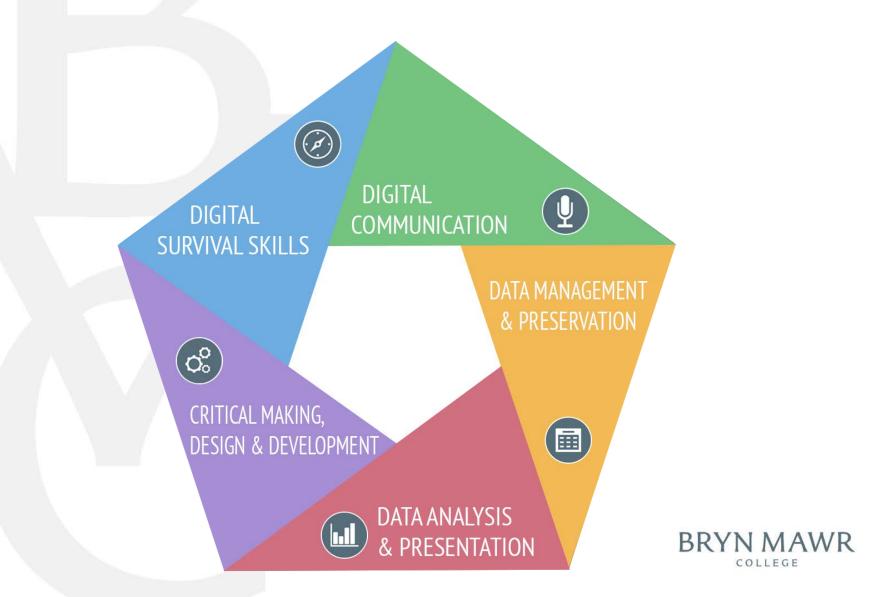
BRYN MAWR
COLLEGE

Stereotype Threat

- You are vulnerable to underconfidence when a cultural stereotype can explain perceived shortcomings, *even if you consciously reject that stereotype.*

- Awareness of this phenomenon seems to help reduce the effect.

- So does affirmation of your strengths.

See Claude M. Steele, *Whistling Vivaldi: How Stereotypes Affect Us and What We Can Do* (New York: Norton, 2011).

BRYN MAWR
COLLEGE

Bryn Mawr's Digital Competencies

DIGITAL SURVIVAL SKILLS

DIGITAL COMMUNICATION

DATA MANAGEMENT & PRESERVATION

CRITICAL MAKING, DESIGN & DEVELOPMENT

DATA ANALYSIS & PRESENTATION

BRYN MAWR

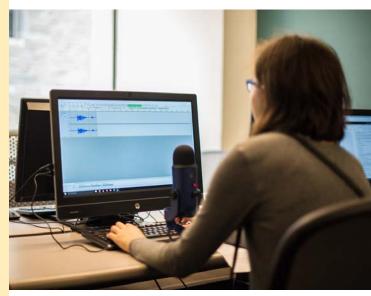# DIGITAL
COMPETENCIES

PATHWAYS

How Students Develop Digital Competencies

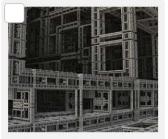How would you describe yourself?

Someone who knows how to fix things

Someone with a story to tell

Someone who knows how to find the answers

Someone who likes making things
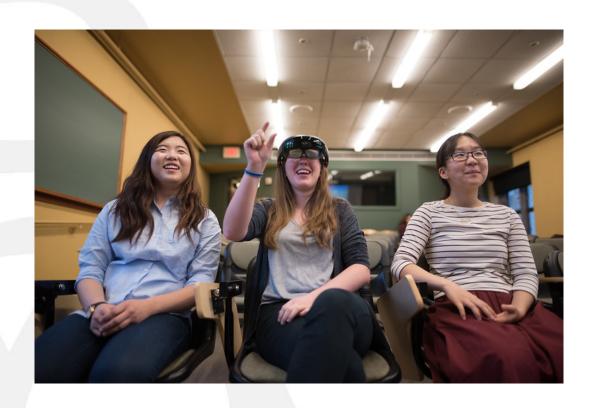
1. Reflect

BRYN MAWR
COLLEGE

"These are things you do every day, in your rooms, your dorms, your club activities. The only difference is doing it consciously."
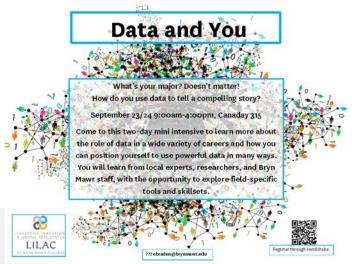--Leslie Goloh ('19)

How Students Develop Digital Competencies

2. Build

Data and You

What's your major? Doesn't matter!
How do you use data to tell a compelling story?

September 23/24 9:00am-4:00pm, Canaday 315

Come to this two-day mini intensive to learn more about the role of data in a wide variety of careers and how you can position yourself to use powerful data in many ways. You will learn from local experts, researchers, and Bryn Mawr staff, with the opportunity to explore field-specific tools and skillsets.

LILAC
LEADERSHIP, INNOVATION & LIBERAL ARTS CENTER AT BRYN MAWR COLLEGE

???ebraden@brynmawr.edu

Register through Handshake.

Upcoming Events

- Tech Talk: Photogrammetry for Teaching and Research
  4:00pm - 5:00pm October 17, 2017
- WHYY Pledge Drive Volunteering
  5:30am - 10:00am October 19, 2017
- R Community of Learning
  1:30pm - 2:30pm October 25, 2017

InfoSec

BLENDED LEARNING IN THE LIBERAL ARTS

Shine Your Class Colors
#bmcbandar
#bmc17
#bmc18
#bmc19
#bmc20
#bmcM8

New Opportunities for Women's STEAM Education

75 views

👍 1   👎 0   ➡ SHARE   ≡+   ...

BRYN MAWR
COLLEGE

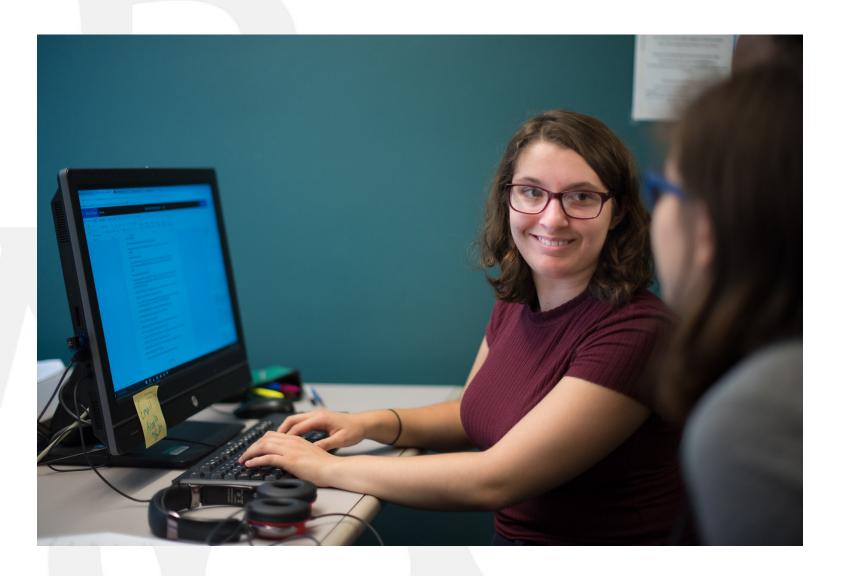# How Students Develop Digital Competencies

3. Articulate

"Learning about the Digital Competencies has greatly improved my ability to communicate my skills and ideas to others in a precise and professional manner."
--Nadine Adnane ('20)

brynmawr.edu/digitalcompetencies
digicomp@brynmawr.edu

BRYN MAWR
COLLEGE