

Category: Social Affairs

Project: A guide about gender bias and academic careers

What was the challenge?

The gender gap in academic careers is still persistent. International studies and experiments have revealed well-established and powerful assumptions and stereotypes that influence our actions. A guide for academic appointment committees and panels shows examples, how gender bias works. We need to know, how gender bias works, in order to overcome the gender gap.

What was the solution?

To reflect the serious environment of the university and the topic, we chose to use only 2 colors. The executive summary is printed in Blue on stronger paper, 3 main stereotypes are visualised in a kind

but deliberately reduced way. They were aimed at catching the readers' attention. The main part is printed in Black and shows some scientific results about gender equality.

What was the effect?

The brochure was reprinted shortly after its first issue, due to high demand. This is the best indicator, that it succeeded in making the subject interesting and gripping.

You can take a look at the brochure at gleichbehandlung.univie.ac.at
> Broschüren > Wissenschaftskarriere und Gender Bias



Visualising Stereotypes



#1 Men are more brilliant than women



#2 Women are factors of uncertainty, men are guarantors of success

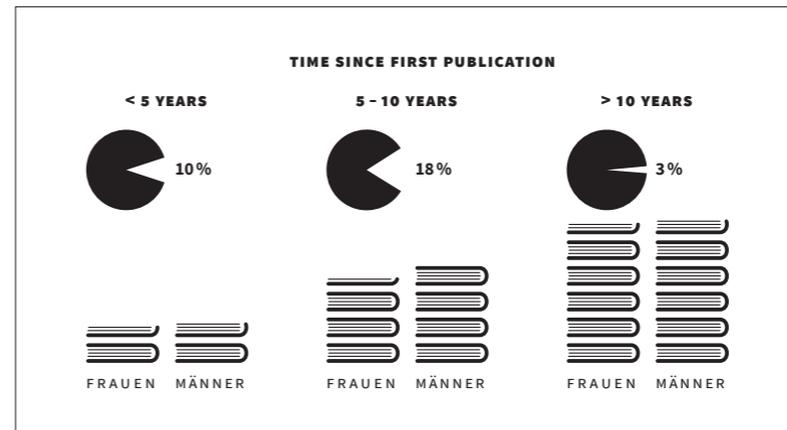
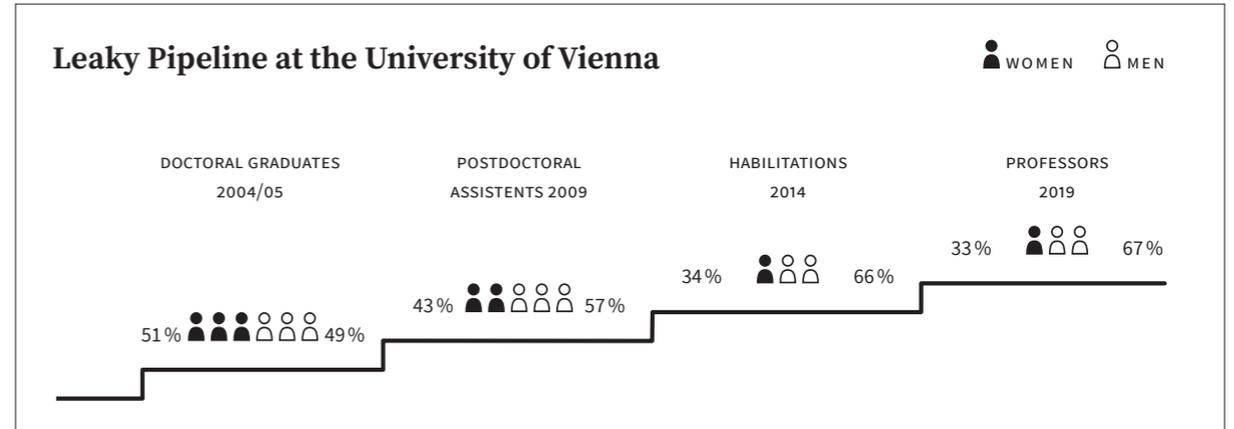
#3 The compatibility of family and work is a women's issue

STEREOTYPE

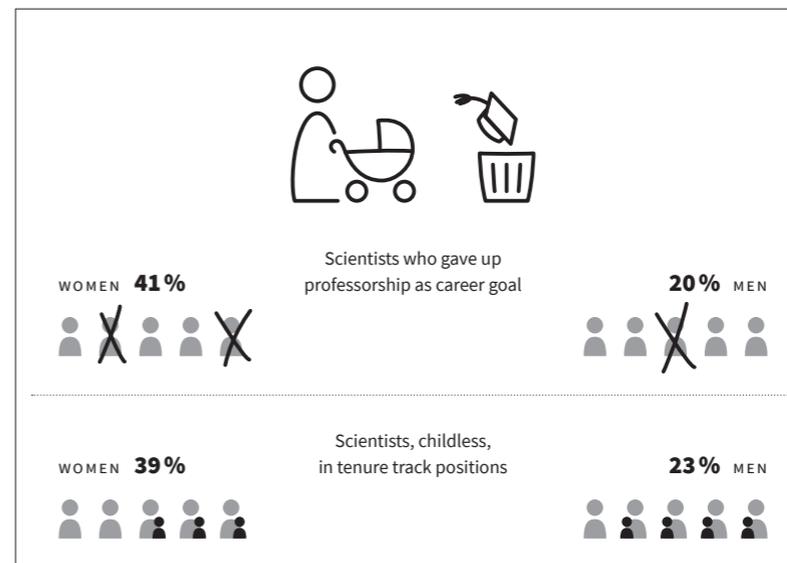
The compatibility of family and work is a women's issue
(cf. Ch. 5, Winker 2015, Beckmann 2016)

- The "round-the-clock availability" paradigm pushes more women than men out of an academic career based on the assumption, amongst other things, that

Does your committee ...
→ ask women — but not men — how they organise their private lives?



Publication Gaps
Scientific publications are the primary measure in academic careers. For several reasons there's a big gap in the mid to senior post-doc stage, but women close this gap in later stages of their career.



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