

Gendered Representations of Sciences in the Media

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One of the explanations for the low number of women in technosciences is the way sciences are depicted in the media. I will present research on which cultural imaginary of sciences and scientists have dominated the Dutch media aimed at youth in the past 20 years and in which ways this imaginary can be considered as gendered. In general, depictions of scientists in media like cartoons, television series, books and magazines follow stereotypes like the scientist as an older man, who does not pay attention to his looks. Through this depiction of a scientist and through other means, science as a profession is presented as something which is very difficult, dedicated, lonely work of which the usefulness can be doubted. Are there differences in this representation between fiction and non-fiction? And which processes are underlying this gendered representation of the sciences? How do e.g. television makers, fiction writers or directors of sketches on television make their choices in how they present science?