

# The Missing Gender: A Content Analysis of Women in Computer Science Periodicals, 1984-1998

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## I. Introduction

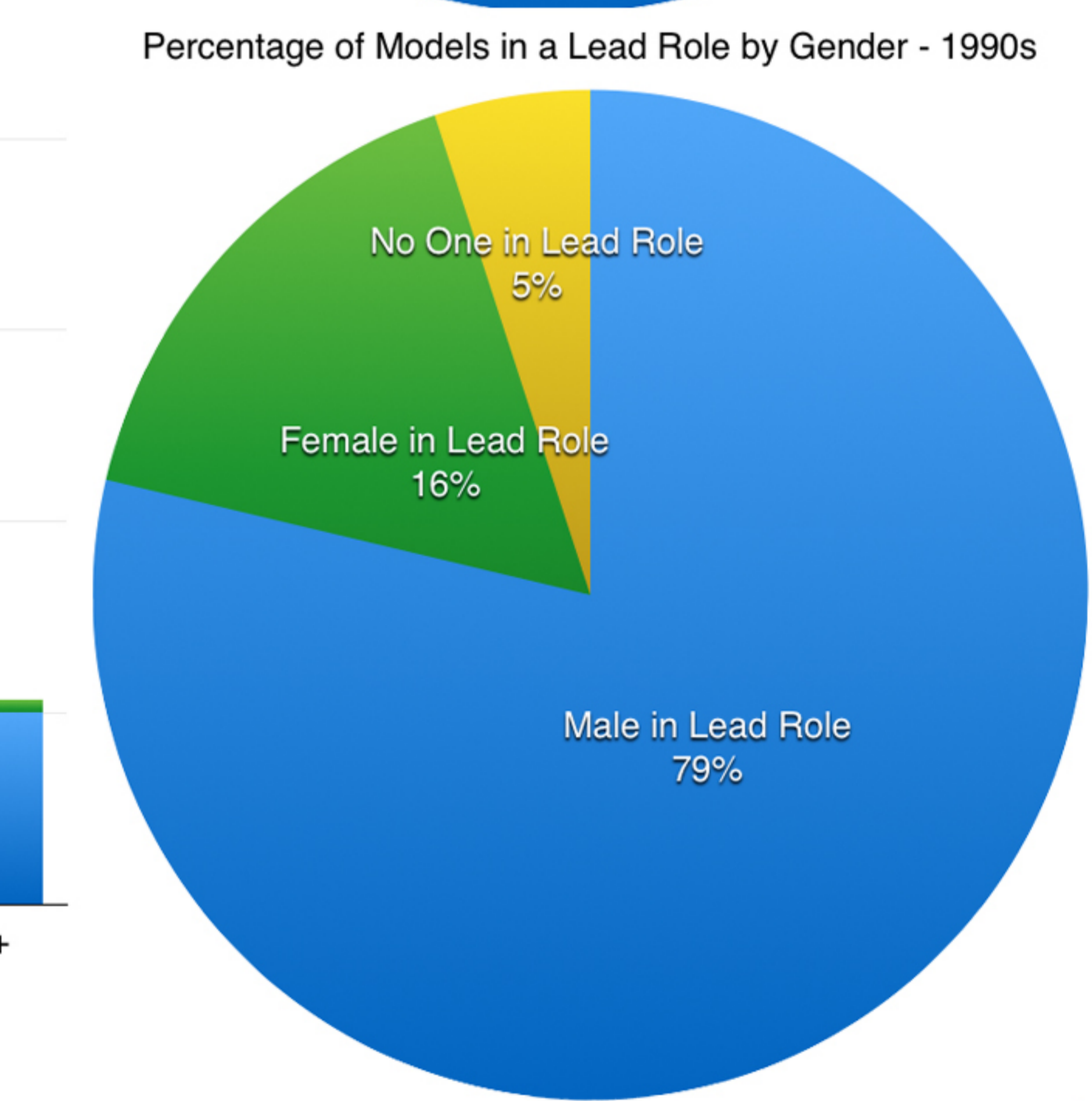
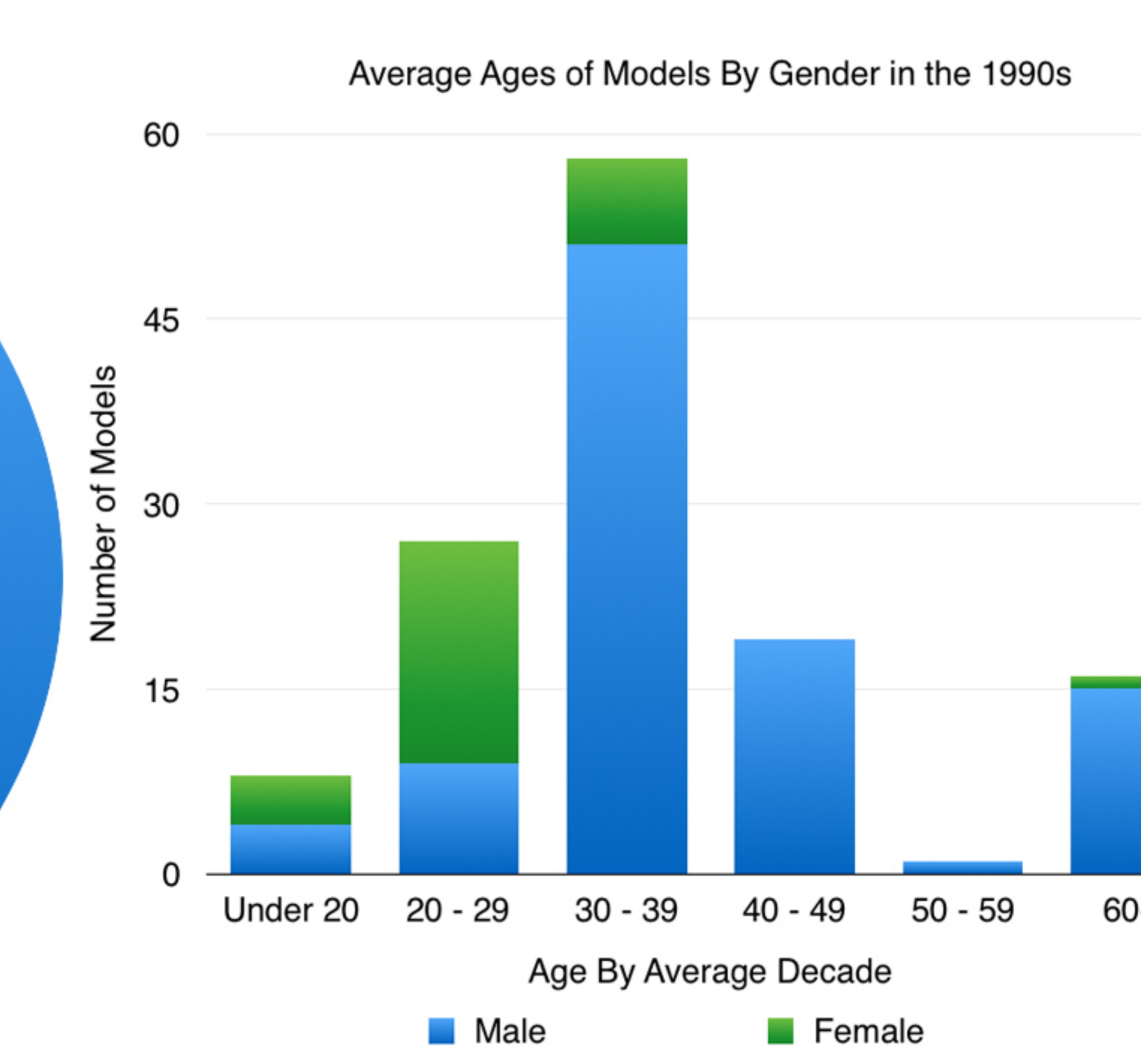
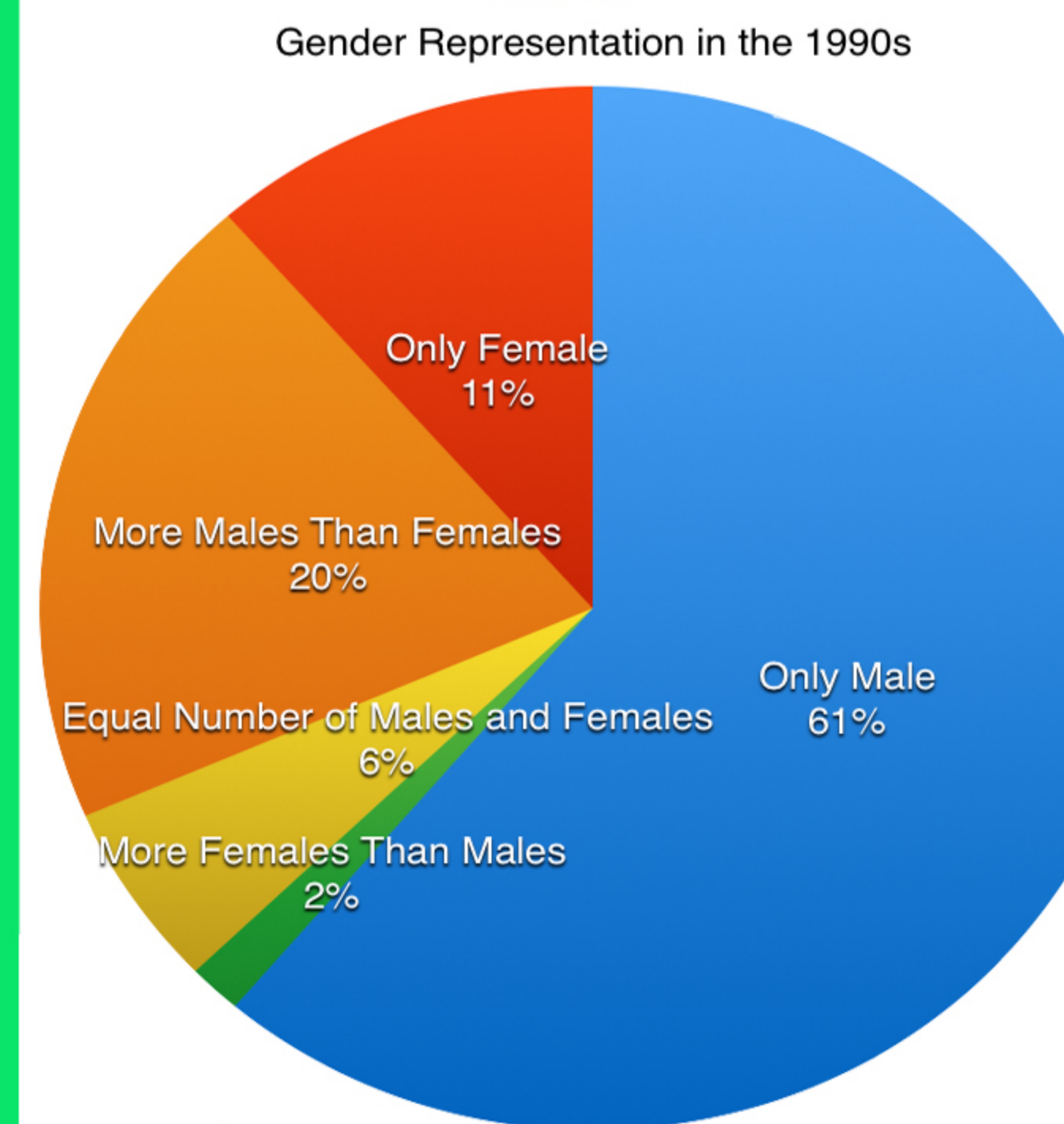
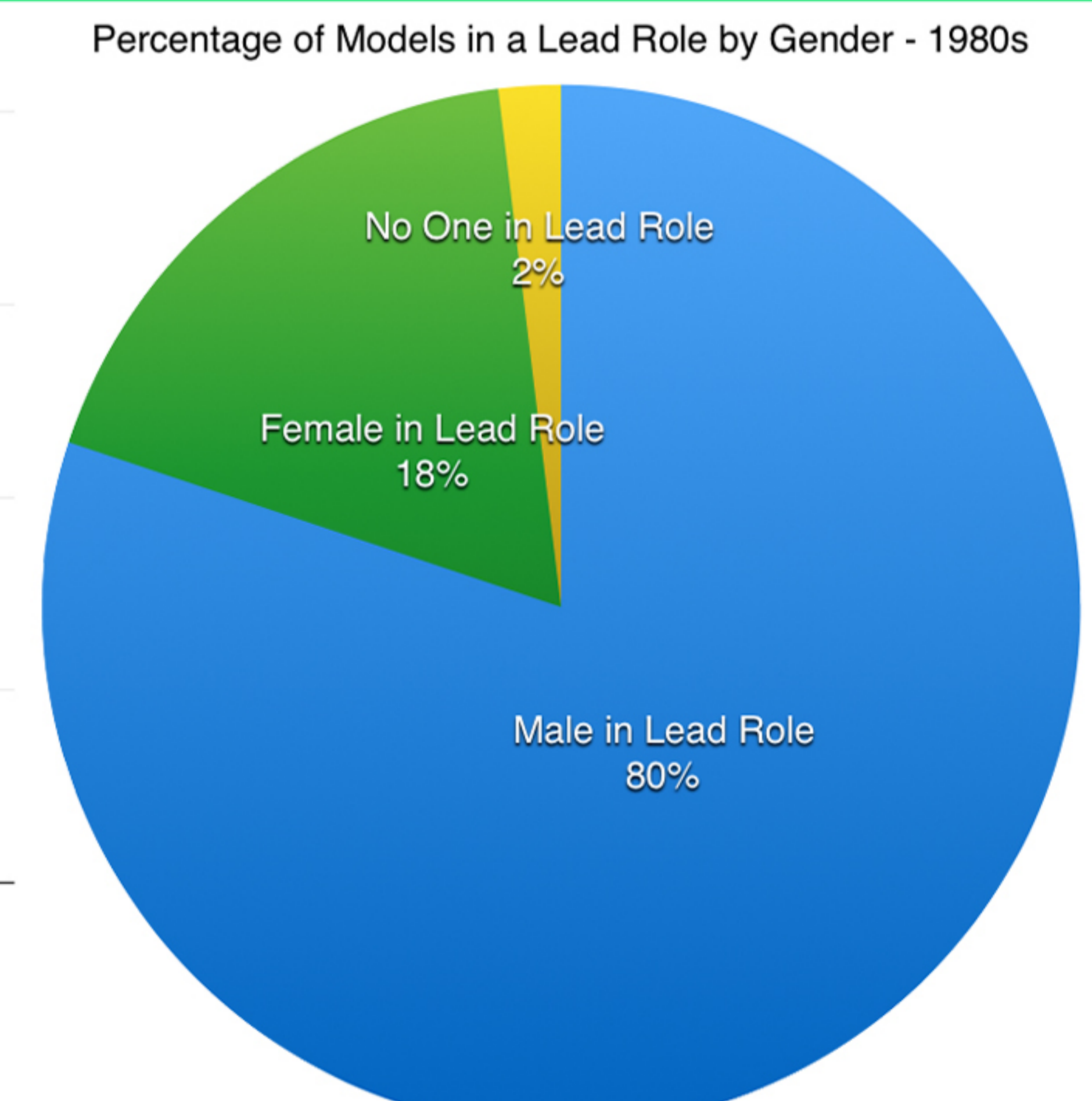
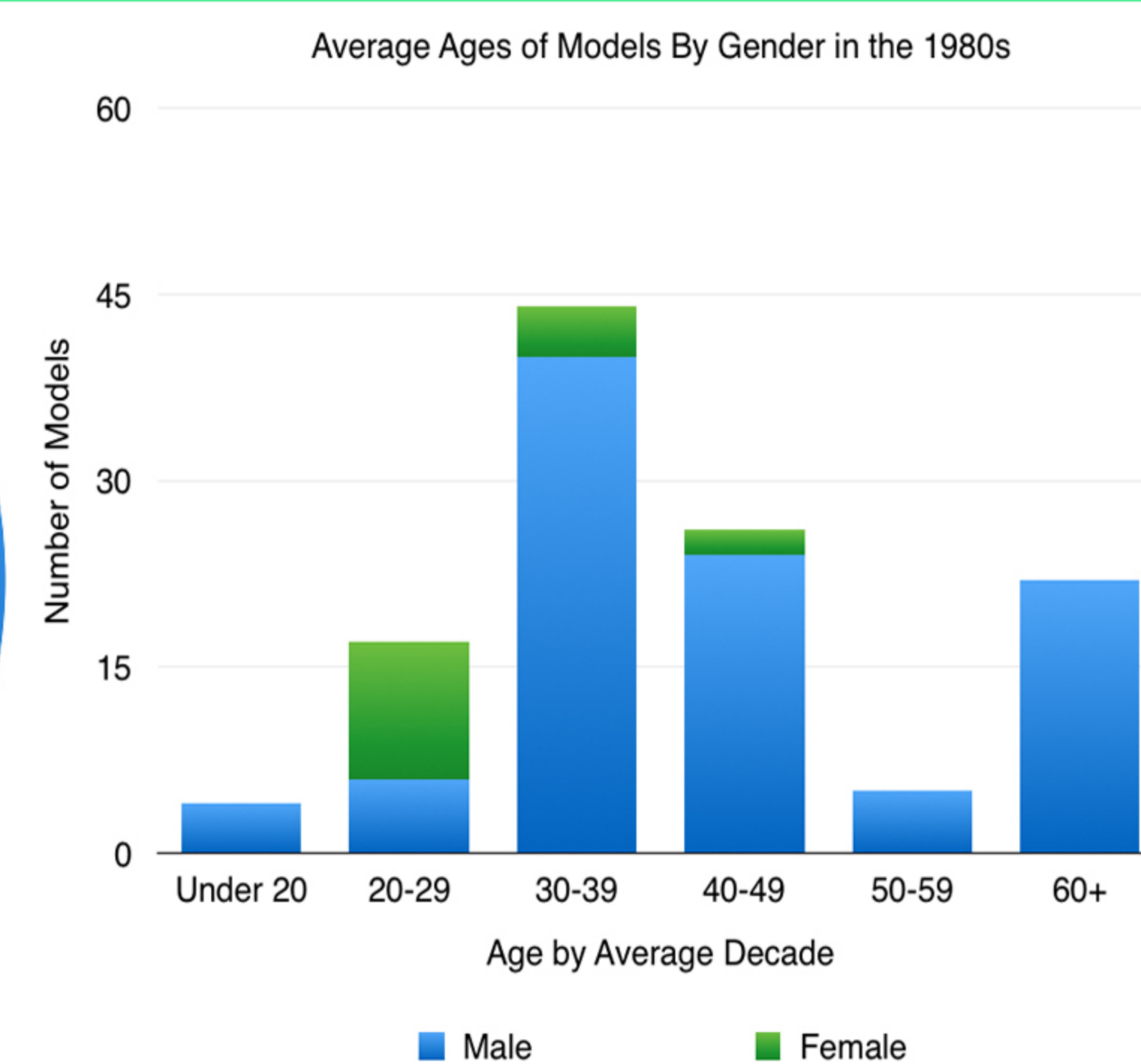
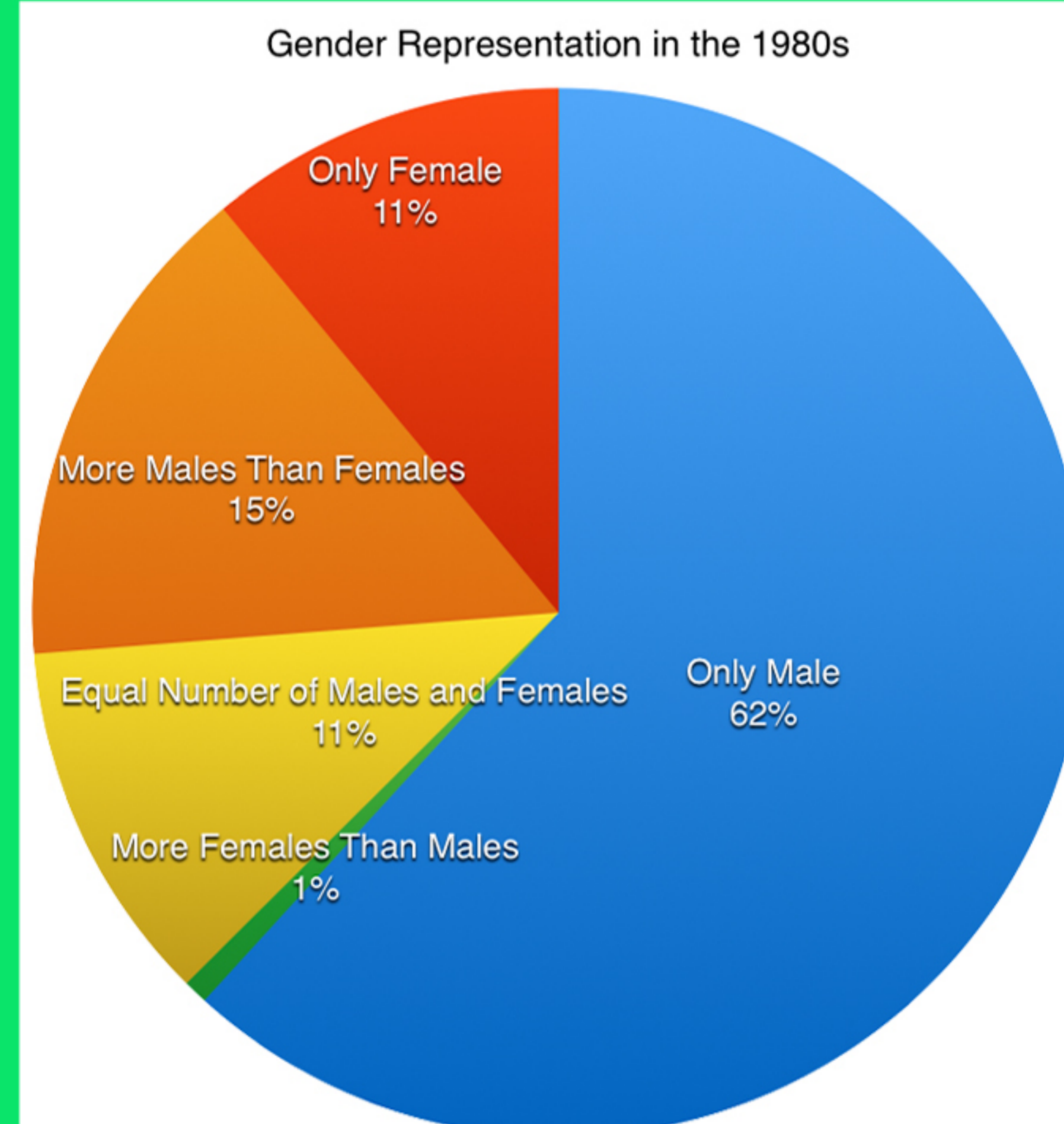
- The rate of female participation in computer science programs plunged in 1984 and has since continued to decrease.
- There is a gap in the literature concerning how women were portrayed by computer science media at the time of the participation decrease and the years following it.
- The objective of this study is to understand female representation in computer science media during this period, including how often women were depicted in lead roles in comparison to their male counterparts, as well if and how their portrayal changed over time.
- This is done through a content analysis of images in *Datamation* periodicals from 1984 to 1998.

## II. Methodology

Date	Only Male	Only Female	More Males than Females	Equal Number of Males and Females	More Females than Males	Male in Lead Role	Female in Lead Role	No one in lead role
# of Males	# of Females	Men's age by approximate decade	Women's age by approximate decade	Size of advertisement	Description	Tag Lines / Information	Total # of Photos from year	

Fig 1. The coding scheme.

## III. Analysis



## IV. Conclusion

- There are no significant differences in the representation of women in computer science periodicals between the 1980s and 1990s; few aspects of their portrayal changed.
- Women are represented far less often than men. When they are represented, they are more likely than men to be portrayed in a supporting role rather than a leading role. This is highlighted by how women are depicted as much younger than men.
- This study could help consider how the present has come to be and why women continue to be marginalized in the male-dominated field of computer science. This will aid universities, feminist organizations, and industry stakeholders in reevaluating how to encourage women in both computer science and perhaps other technological fields.

## V. References

- Chapman, Lee. "Girls on Film: Gender representation in STEM photographs." MA Thesis. Ryerson University, 2014. Web.
- Ensmenger, Nathan. "Conclusion: Visible Technicians." *Computer Boys Take Over: Computers, Programmers, and the Politics of Technical Expertise*. Cambridge: Massachusetts Institute of Technology, 2010. 224-244. Web.
- Forte Data Systems, Forte-PJ 327879 Emulator/Adapter Board. Advertisement. *Datamation*. March 1983. Print.
- Kodak, KODAK Optical Disk System 6800. Advertisement. *Datamation*. 15 May 1990. Print.

## VI. Acknowledgements and Contact Information

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Fig 2. A typical photo from the 1980s. *Datamation*, March 1984.



Fig 3. A typical photo from the 1990s. *Datamation*, 15 May 1990.