

STEM (Science, Technology, Engineering and Mathematics) and equal opportunities in TV drama formats

Surveys, conferences, science events and counselling, competition of ideas for film and TV professionals

Weblinks

[Mintiff.de](https://www.mintiff.de)



Funding body

Federal Ministry for Education and Research

Aims and objectives

Improving the knowledge base and awareness-raising on: media impact on study choices, representation of STEM and Gender in TV drama formats, the reasons for the lack of STEM role models in German TV drama formats, best practices and useful measurements for change, incentives for innovation

Results and impact

Research results prove the high impact of TV drama formats on the reproduction and change of gender-typical study choices, indicate a strong lack of STEM role models and need for measurements for intervention and change. High public and professional interest on research results and measurements, screening of some new STEM-based storylines and characters in long running shows and two new STEM TV movies

Creator/owner/responsible institution

Technical University Berlin, Foundation for STEM-Entertainment-Education-Excellence

Stakeholder, Firstname: Marion

Stakeholder, Family name: Esch

Additional information

Subtype: Campaigns to raise the awareness of media professionals (managers and staff) on the need to have women equally represented as experts, reporters in certain fields (e.g. politics, science) and opinion-makers in decision-making positions in media companies

Nuts code: DE

Metadata

ONGOING: No

TYPE: Awareness-raising campaigns/events

COVERAGE: National

TARGET GROUP: Media company managers, Media professionals

