Schema (Jean Piaget, 1923; Sandra Bem, 1981)

- stored concepts or mental frameworks about attributes
- cognitive theory to explain how individuals become gendered in society, and how sex-linked characteristics are maintained and transmitted to other members of a culture
- the degree to which children strongly associate with stereotypic traits influences how much they will use gender as a lens through which to interpret the world
- media images shape these self-perceptions







Steinke Framework (1999)

- 1) early encouragement in science 🗑
- 2) professional status $\sqrt{}$
- 3) professional reputation \overline{V}
- 4) professional relationships $\sqrt{}$
- 5) impact of personal relationships on professional goals $\sqrt{}$



Science Stereotype Stompers

Student Identification Framework (Thomley & -, 2007)

- 1) identify with the mathematician 🗑

Popular Culture Consulting

- published articles → Futurama
- Hollywood Math and Science Film Consulting → MathMovesU and Flatland: The Movie
- editor of media column → women from the history of mathematics cartoon videos
- Futurama → Erdős-Bacon documentary







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mission statement staff projects publicity advertising/visuals your film reviews

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Hollywood Math and Science Film Consulting will ensure that the technical details and jargon in your script sound believable, whether they be mathematical, scientific, or medical.

We will ensure that the backdrops in your scenes—the writing on the blackboards, the equipment in the labs—look realistic; that your universities look like universities and your academics act like academics.

We have mathematicians, scientists, and physicians to serve you, and we have contacts in academia all over the world to assist us.

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