



dot : diva

# Talking to Young Women about Computing

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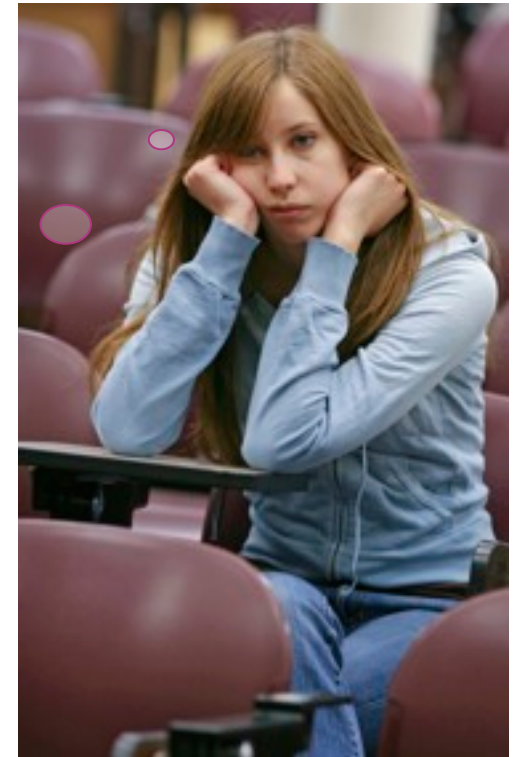
## What CS Folk Say



Coding,  
Algorithms,  
Logic...  
Hard

Software,  
Programming,  
Computers...  
So what?

## What Girls Hear



- **An identity that young women can take on as their own.**
- **Empowering (diva as an attitude of confidence and mastery) and feminine.**
- **Can incorporate socially relevant messages and other aspects that are important to this audience.**



- **Dot Divas are Creative**
  - Music Apps
  - Movie Animation
  - Fashion Design Software
- **Dot Divas Connect People**
  - Media that bring people together
- **Dot Divas Change the World**
  - Saving lives
  - Protecting the environment





We're young women with the power and passion to make a difference. We believe in the potential of computing to build a better world.



**Dot Divas change the world.** We develop medical software that saves lives and design programs that track the environment to help protect our planet.

### What IS a Dot Diva?

Find out what we're all about.

### The Webisode

Watch Dot Divas in action.

### Become a Dot Diva

Here's how to get started.

[Parents & Teachers](#) | [About Us](#) | [Credits](#)

### What's Your Passion?

My passion is...

- Advertising
- Archaeology & Anthropology
- Art & Art History
- Astronomy & Space Exploration
- Business
- Communications
- Cooking
- Disabilities
- Education
- Environment
- Fashion & Design
- Forensics & Detective Work
- Film, TV, & Theater
- Gaming
- Health & Fitness
- Human Rights
- Humanitarian & Disaster Relief
- Journalism
- Languages
- Literature
- Medicine

[Dot Diva on Facebook](#)

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## What's Your Passion?

We take computing and apply it to what we love—whether it's art or astronomy, fashion or social justice.

My passion is...



**Computer Graphics & Media**



**Cooking**



**Disabilities**



**Education**



**Engineering**



**Environment**

*"I want to help protect the planet."*

You can design:

- Software that can monitor the spread of pollution through the Great Lakes.
- Wireless sensors that can track endangered polar bears in the Arctic.
- Environmental forecasting that allows scientists to collect and analyze climate change data from every corner of the world.



# Results We Can Use

- **Market-tested messages**
- **National outreach and multimedia resources**
- **Far-reaching and diverse coalition of partners**
- **Tested and appealing image of computing**



- **Align your own outreach & diversity efforts with the tested messages**
- **Link to DotDiva.org**
- **Distribute Brochures**
- **Inform others**
- **Host a DotDiva table at Conferences and College Fairs**
- **Join the Coalition**
- **Email us at: [dotdiva@wgbh.org](mailto:dotdiva@wgbh.org)**

