

1. Género, feminismos e estudos sobre as mulheres

OC - (23149) - FACING A DUAL CHALLENGE: WOMEN'S INVESTMENT IN VISIBILITY AND OBSTACLES TO SUCCESS

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Introduction "Seeing and being seen" has taken on new dimensions due to the explosion of mass media. Scientists have been increasingly quoted as experts in media, which became particularly evident with the covid-19 crisis. Visibility of female experts is important for creating role models, reducing gender stereotypes, and integrating a female perspective on social issues. This raises the question of how visible women are in media and academia, and whether women must invest more to become visible.

Methods A total of 139 experts of specific topics in computer and social science took part in the study, with an almost equal gender distribution (45% females). The participants completed an online questionnaire on their actions for visibility (social media activities, publications) and were analysed on their perceived visibility (followers, citations, press articles). Multiple linear regression analyses were conducted to investigate the influence of one's own investment in visibility and gender on perceived visibility.

Results Male experts were, on average, twice as visible as female experts in both media and science. This concerned posts on social media and followers, press articles, Wikipedia articles, scientific articles, books, as well as citations. In terms of social media visibility, gender had no significant impact on the outcomes of investment in visibility. Men and women achieved similar visibility results for the same investment. However, in the field of science, women were notably less visible when they invested the same amount in their visibility.

Conclusion Two main issues arise: (1) women invest less in their visibility and (2) women create less visibility than men with their investment. Therefore, it is essential to encourage women to make themselves more visible and to provide appropriate recommendations for actions to gain more visibility. Equal visibility requires a holistic approach that also includes policies, and changes within institutions.

Palavras-chave : visibility, gender, experts, inequality, social media