Girls and young women are still less likely to pursue education and careers in science, technology, engineering and math (STEM) compared to their male counterparts. Our latest research indicates that we can close this gender gap by connecting STEM to real-world people and problems, tapping into their desire to be creative, and providing encouragement—at home and in the classroom.

Learn more about closing the STEM gap at aka.ms/girls-in-stem

Insight 1: Provide role models

64% of girls do not know a woman in a STEM profession

Girls and young women need more exposure to STEM jobs, female role models and career planning.

Learn more about closing the STEM gap

Insight 2: Generate excitement

91% of girls say they are interested in STEM, but they don’t know how to get there.

When girls learn about real-world STEM jobs and how they can be used to help the world, their perceptions of the credibility and impact of a STEM career can more than double.

Learn more about closing the STEM gap

Insight 3: Provide hands-on experience

31% of girls who participate in extracurricular STEM clubs and activities are more likely to say they will study STEM subjects in high school.

Middle school girls who participate in STEM clubs/activities are more likely to say they will study STEM subjects in high school.

Learn more about closing the STEM gap

Insight 4: Provide encouragement

81% of girls who are encouraged in STEM by a parent are 81% more likely to say they will study computer science in high school than girls who haven’t been encouraged.

Girls are more than twice as likely to say they will study computer science in high school when both a teacher and parent encourage them.

Learn more about closing the STEM gap

Insight 5: Encourage a growth mindset

46% of middle and high school girls have been encouraged in STEM by both parents and teachers.

Girls are more than twice as likely to say they will study computer science in high school when both a teacher and parent support them.

Learn more about closing the STEM gap

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