

## **NUI Galway Film Fleadh Discussion Panel To Discuss the Influence of Gender Stereotyping on Female Participation in the Audio-Visual, Business and Technology Industries**

**Date:** Saturday, July 15

**Time:** 9am – 12pm

**Location:** Room MRA201 Lecture Theatre, Ryan Institute Annex, NUI Galway

Recent media reports have highlighted the under representation of women in the business, information technology/information systems and audio-visual sectors. The reasons for their absence are largely unknown. However, research is emerging which suggests that the ways women are presented in movies and popular culture tell women (and their teachers and mentors) that the business, IT/IS and audio-visual industries are no places for women. This event, which is organised jointly by the business information systems department, J.E. Cairnes School of Business and Economics, NUI Galway, the Galway Film Fleadh and the Huston School of Film & Digital Media NUI Galway, invites participants to discuss how the representation of women in movies and popular culture may impact on the involvement of women in creative and leading positions in the business, IT/IS and audio-visual industries. The panel will include representatives from the audio visual industries: Dr Susana Liddy (Lecturer in Media Studies, Producer, Writer), Marian Quinn (IFB Member, Janey Pictures), Ciara Nic Chormaic (Producer, Magamedia) and representatives from the business and technology industries: Lorna Martyn (SVP and Head of Technology Fidelity Investments Ireland), Vicky Godolphin (Digital Lead Accenture Ireland) and Saima Clohessy (Senior Data Engineer, Fidelity Investments Ireland).

Event co-organiser and Business Information Systems lecturer and researcher, NUI Galway, Dr. Trevor Clohessy said: “A report conducted by Accenture Ireland entitled ‘Powering economic growth: Attracting more young women into science and technology’, highlights how career stereotypes and negative perceptions about the difficulty of STEM subjects run deep. As part of the report, 1000 female secondary school students, young women (age 18-23), secondary school teachers and parents with daughters in post-primary education were surveyed why they thought girls constituted a minority in STEM courses? As many as 44% of the survey respondents indicated that STEM subjects are more suited to males than females. Teachers cited that the promotion of ‘traditional’ female career paths (e.g. nursing, teaching) only served to exacerbate the stereotype that STEM careers are more suitable for boys than girls.”

Event Co-Organiser, Dr. Seán Crosson who is the acting director of the Huston School of Film & Digital Media, NUI Galway commented: “A recent American study of women in film and television found that women made up just 7 percent of all directors on the top 250 films, a 2 percent decline from 2015. In Ireland, one study of the twenty year period, 1993-2013, found only 13% of Irish-produced screenplays were penned by female writers with the percentage of women in directing roles in single figures. The ongoing and increasing underrepresentation of women in this

area is a serious issue that requires radical and imaginative responses from the film and audio-visual industry. We hope that this event can help foreground this important topic and contribute to a better understanding of the issues involved and potential solutions to address it in the future, including through more progressive depictions of women in film and popular culture.”

Event co-organiser and head of discipline for Business Information Systems, NUI Galway, Dr. Murray Scott, said: “We hope that this event can identify barriers which are ultimately contributing to the shortage of women taking up roles in the Business/IT industry. The major issues and insights arising from the panel discussion will be useful to inform the development of government policy in this area and signpost a future research agenda.”

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or

Tickets may also be purchased in person at the Town Hall Box Office box office, by phone (**091 569-777** / open 10a.m. – 7.30p.m.)