



PROJECT

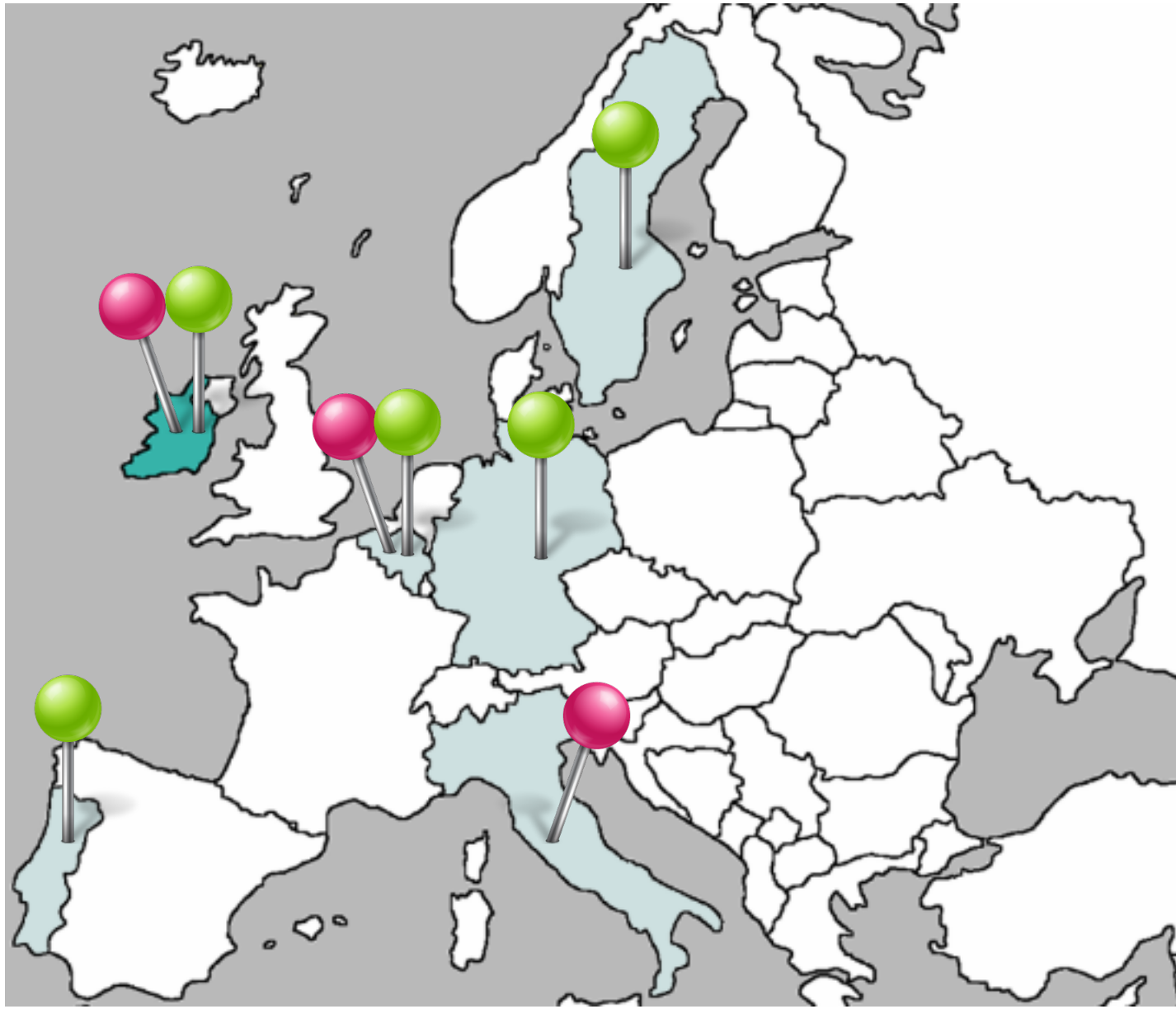
Anna

THE PROBLEM

There is a large gender imbalance in STEM & Engineering subjects.

This is not an information gap it's a **Visualisation Gap**

From previous research projects we know self-confidence and perception are issues for secondary school girls.



Universities

Schools



Erasmus

Project Anna's Goal

Allow potential students to 'connect' with current and former students



Who and what is Anna?

- Anna is a fictional character developed to represent our tool
- Anna is a search tool that will allow young girls to access a database of profiles of alumni and current university students.



What Anna isn't

It is NOT a diagnostic tool - we do not have, nor claim, any scientific validity

We are simply trying to allow potential students to 'meet' real engineers

- "Engineers are normal"
- "They're just like me"

The development cycle

- Decide what the tool does and how
 - Benchmark possible questions
 - Test and select – time to complete, usefulness, ease of understanding etc
- Develop resources
 - Prototype of website tool
 - Questionnaire to gather data
- Pilot test with small groups of high school students
 - Layout, visuals, clarity of navigation, purpose etc
- Development of final tool
- Dissemination

Where the data comes from

- Alumni and current university students (separately)
 - Voluntary
 - Short and long version questionnaires
 - Answer in 'home' language of institution (ideally!)
- Data goes to 'quarantine' for sanitisation – each university has a designated person(s)
 - Can approve (make live) sanitised data, after editing/sanitising if required
 - Can hide/soft-delete live data and request hard-delete
- Data can only be deleted by data manager (TCD)

NB – No data from Anna Tool users is stored

How the Matches are chosen

The 5 best matches are updated each time the user (of the Anna Tool) moves any of the sliders.

The user can choose which 'dimensions' to include and also to include/exclude current/former university students in the results

Matches are generated using the 'common dimensions' (between the survey respondents and the Anna user's chosen dimensions)

Each eligible response has a 'distance' calculated (from the Anna users selection)

The 5 best matches are shown

The user experience journey

Teacher-managed

- Teacher introduces context, and purpose of tool
- Students given link (perhaps in school) and encouraged to 'play'
- Post-use reflection and discussion

Student-directed

- Choose language
- See video and read intro (first time use only)
- Move sliders
- Check matches
- Take exit survey

Your Language: en

Your Local Institution:



Start Search

