

### Setting

Information and communication technologies are always located within society and culture and they are designed within a network of interests.

Informatics needs to reflect changes in society and new technological developments.

Image, content and structure of informatics are up for discussion today.

The informatics profile at the University of Bremen is under reformulation.

The main research directions are:

- System Quality and Security
- Artificial Intelligence, Cognition and Robotics
- Digital Media and Interaction

The four female professors of informatics saw this as an opportunity to open up the discourse on “What is informatics?” for gender studies research.

They proposed a three year research project called “InformAttraktiv”.

### Motivation

Why is informatics as a field of study not as attractive as other disciplines?

Why is the number of female students still low?

How can we paint a broader picture of an exciting field that suffers from a reduced image?

In what way does informatics serve certain concepts of masculinity?



### Research Design

“InformAttraktiv” combines feminist epistemological analysis with questions of in- and exclusion of topics, fields of knowledge and people.

An interdisciplinary team analyzes gender codes of informatics on structural and symbolic levels.

The project employs a multi-sited fieldwork on the basis of interviews and discussions, discourse analysis, ethnography, close reading, metaphor analysis and science in action.

### Objectives

Reflect, reconstruct, rewrite exemplarily the three research directions in informatics from a gender studies perspective.

Find new perspectives, research questions, and ultimately a new methodology for confronting gender studies and informatics.

Transport a broader, more inclusive and interesting image to the public.

Develop technology construction workshops for young people on exciting topics.

Set an example for other STEM disciplines.