

5th newsletter. MINT Project



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The role model function: Parents as influencers

Although the information possibilities via social media seem almost unlimited, a somewhat closer look at social networks provides rather alarming findings: They reinforce outdated role models among young people. This is the finding of Plan International, an association that campaigns for children's rights.

The association refers to a study conducted in 2019 together with the market research institute transpekte and in cooperation with the panel operator Norstat Deutschland GmbH. 1,000 people between the ages of 14 and 32 were surveyed in Germany on their user behaviour in social media and their views and attitudes on the topic of role models. The more the respondents used Instagram, YouTube and Facebook, the more entrenched their role models were - for both men and women, the study found. Not surprising. Because according to another study by the MaLisaStiftung from spring 2019, social media convey role images that have a large intersection with the role images of the 1950s.

It is therefore not surprising that women continue to be in the minority in technical and scientific fields - with all the resulting consequences, such as lower pay and smaller pensions. They remain the main pillar in the family when it comes to raising children and caring for relatives and thus accept losses in their professional lives, such as part-time work - here, too, the negative financial consequences for women are the consequence.



However, it is not only influencers or posts by friends on social media that have an impact on young people. Our small survey, in which over 100 female and male young people between 14 and 16 years of age took part, showed that family members play a major role as role models for the growing generation. Just under a third of the girls and just under a third of the boys named parents as their role models. Of the total number of role models named by the two groups, family members account for **XX** percent. This means: young people look closely at what is said and done in the family.

For parents and other family members, it means taking the opportunity to talk to children about important things, to take the time to talk with them about their understanding of men and women and ideas related to future life concepts, to advise children about career and study choices, and to give impulses. In this regard, references to practices or test days, such as Boys' or Girls' Day, children's universities, workshops are useful. The MINT map at <https://www.komm-mach-mint.de/schuelerinnen/mint-karte> provides an overview of what is on offer near you. The portal <https://www.komm-mach-mint.de/> offers many suggestions and information on STEM professions. You can also find what you are looking for here: www.think-ing.de/.



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