

# Tips for Engaging Girls

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## Tip 1: Make it Personal

Find common connections between your research and the everyday lives of girls. Ask girls where they have seen something similar before. Encourage them to tell you a story of when they saw something similar, or where they could imagine using a related technology.

## Tip 2: Highlight altruism

Feature ways your research has been used (or may one day be used) to help people, save lives, improve the environment, etc.

## Tip 3: Engage the senses

Promote a multisensory experience with a variety of colors, sounds, smells, and textures. If your activity uses water, could you dye it? If your activity uses paper could it be colored? Make sure the activity table remains neat and aesthetically pleasing.

## Tip 4: Make it social

- Encourage discussion of the activity between friends or family.
- Set up your activity so that more than one person can participate at a time.
- Consider assigning roles so that every visitor has an active role to play.
- Highlight the social or collaborative aspects of your work. Help girls visualize scientists interacting with others, not just sitting alone in a lab.

## Tip 5: Feature female role models

For male scientists, mention females in your field doing the same type of work as you, or consider including pictures of them as part of your demo. It's important for not just the girls to see female role models, but also for boys and parents to see female scientists.

## Tip 6: Tell a story

Engage participants by telling a story they can relate to. It could be the story of how you got interested in your field of study, or a story of something surprising that's happened while researching. It could even be a fictional story to grab their interest.

## Tip 7: Use inclusive language

Watch the pronouns you use. When speaking about scientists, do you automatically say "he" or "his"? Make pronouns gender neutral whenever possible.

## Tip 8: Encourage creativity

Find ways to allow for creative self-expression in the activity. Invite visitors to draw, paint, make, or act! Highlight ways in which you are able to use your own creativity in your research or in the field.

## Tip 9: Make sure there are many "right" answers

Encourage open-ended investigations by finding ways for visitors to explore, discover, and try ideas without any one single answer.

