Women in Data
Women in Data

Our new campaign aims to showcase the rich landscape of women working with data science, technology and innovation across a diverse range of industries, fields and sectors in the City Region.

From students to government ministers, chief executives to lab technicians, our Women in Data campaign captures the profiles of our region’s women in data, tech and related fields.

We hope this diverse picture demonstrates to women and girls that others ‘just like them’ are thriving in these areas, including from atypical and non-‘scientific’ backgrounds.

By sharing these fascinating profiles, we hope to educate and inform on women’s profound contributions to, and leadership within, innovation.

The campaign sheds light on their stories and talents, celebrates their historical and current roles, and supports long-term, critical conversations about the ongoing journey to gender equality.

Despite women comprising half the UK workforce, only around 13% of STEM jobs are held by women. Retainment is low, with 73% of young women studying STEM disciplines dropping out from a STEM career (Skills Development Scotland, 2015). Women occupy only around 10% of STEM FTSE 100 directorships compared to 15% in non-STEM companies (Royal Society of Edinburgh, 2018).

Visit our website to enjoy these powerful, eclectic and funny profiles and share them widely.

Interviews are available at ddi.ac.uk

How the Women in Data campaign came to life

The DDI team want to engage academic staff and students within the University of Edinburgh, helping to develop and promote great ideas from our academics. The idea for the campaign started with Professor Judy Robertson, School of Education and School of Informatics, who wanted to raise the profile of women in the City Region’s data sector. In January 2019, University of Edinburgh PhD sociology student and tutor, Poppy Gerrard-Abbott, joined the DDI team to deliver our Women in Data campaign. Poppy interviewed nearly 60 women and delved into the University of Edinburgh Centre for Research Collection archives with the help of expert archivists Rachel Hosker and Professor Melissa Terras, to create magazine-style profiles. We’re delighted with the breadth and diversity of the campaign and look forward to continuing to promote diversity in data.

Email ddi@ed.ac.uk
Tel +44 (0)131 651 4299
Follow @DataCapitalEd

Thanks to: all Women in Data participants for their time; Poppy Gerrard-Abbott; and photographer Lesley Martin
73% of young women studying STEM disciplines drop out

Only around 13% of STEM jobs are held by women

Women occupy only around 10% of STEM FTSE 100 directorships compared to 15% in non-STEM companies

Top-right: Gillian Docherty OBE & CEO of The Data Lab
Top-left: Undergraduate students from the University of Edinburgh’s Women in STEM Society
Bottom-right: Dr Nayha Sethi, Chancellor’s Fellow at the Usher Institute, College of Medicine and Veterinary Medicine
Bottom-left: Verena Reiser (with her son), Professor in Conversational Artificial Intelligence at Heriot-Watt University, Edinburgh
Data-Driven Innovation

For more information contact ddi@ed.ac.uk or go online at ddi.ac.uk

The Edinburgh and South East Scotland City Region Deal partners are:

Scottish Government
Riaghaltas na h-Alba
gov.scot

HM Government

© The University of Edinburgh and Heriot-Watt University 2019. No part of this publication may be reproduced without written permission of the Universities.

The University of Edinburgh is a charitable body registered in Scotland, with registration number SC005336.

Heriot-Watt University is a Scottish registered charity number: SC000278.

This publication is available in alternative formats on request. Please contact communications.office@ed.ac.uk or call +44 (0)131 650 2252.