

**STUDENT RESOURCES**

# WOMEN AND GENDER EQUITY AT 100

## THE BIG QUESTION

What barriers continue to exist for women's equity in 2021 and beyond?

## BACKGROUND

There have been significant strides made in the fight for women's equity since the ratification of the Nineteenth Amendment in 1920, which granted women the right to vote. However, there remain many obstacles to women's equity. This matters for everyone because we are all affected by a lack of equity in society. After analyzing data that focuses on women in the workforce, professional sports, and entertainment, you are now going to ask "What barriers continue to exist for women's equity in 2021 and beyond?" and collect your own data to help answer the question.

## THE STEPS

Review the information and data starting on page 5 of this document. Now that you have some background information on a few of the issues that are impacting women in the U.S., you are now going to collect your own data to help answer the question "What barriers continue to exist for women's equity in 2021 and beyond?"

### STEP 1

After considering some of the important issues related to women's equity, you will work independently or with a small group to create a short survey to capture your own data. The goal here is to gather useful information that will help you better understand diverse experiences and recognize trends or shared experiences. To help create, administer, and collect useful data from your survey, you may choose to refer to the "Collecting Data: Tips and Tricks" handout in this document.

## STEP 2

After you have created your survey, consider how you will administer your survey and who might take your survey. To get the most useful information and results that will help answer your big question, ensure that your survey has diverse representation in responses and that your survey is easy to complete.

## STEP 3

After you administer the survey, consider how you will analyze your data. As you review the results, consider a few of the questions below:

- What did you learn?
- How could it be visualized for others to understand? Would displaying the data in charts and graphs help you to analyze the data and see trends?
- Does your data reflect a wide range of people? Does your sample represent the overall group of people (the population) you wanted to study?
- What other questions come to mind?

## STEP 4

So now that you have seen the results, consider how you can use this information to make a positive impact or take informed action to solve a problem. To do this, take some time to consider questions from the “Data Reflection: Problem Solving For The Future” handout in this document.

**STUDENT HANDOUT I**

# COLLECTING DATA TIPS AND TRICKS

## CREATING YOUR SURVEY

### Keep the survey focused

- Keep in mind that it may be difficult to get respondents to complete a lengthy survey. Work to keep your survey focused on your research question.

### Response scales can be helpful to determine the intensity of feeling

- While it is fine to use *yes/no* or binary questions, consider including questions that provide a range of structured responses based on how strongly you feel about a topic. Responses may range from “*never*” or “*not at all*,” all the way to “*always*” or “*extremely*.”

### Try not to ask biased or leading questions

- When framing questions, avoid value statements or language that leads a respondent to a particular answer or desired response.

### Create opportunities to clarify Yes/No Questions

- Create opportunities for respondents to clarify as to why they said yes or no by including qualifiers like “*to what degree*” or “*how often*.”

*For more information on creating your survey, consider visiting an online resource such as:*

[11 Tips for building effective surveys | Qualtrics](#)

## ADMINISTERING YOUR SURVEY

### Survey platform

- As you create your survey, consider how you will administer the survey to yield the best results. You may choose to simply administer the survey in a paper form and calculate the data by hand, or you may choose to use one of the many digital platforms to increase efficiency. Many of these platforms are available at no cost and can calculate the results for you in a variety of ways. Check with your teacher or the adult in charge about which sites are best for you to access.

### Sample size and population

- It’s important to capture responses from individuals with diverse backgrounds because their experiences may lead them to have different answers and perspectives. Gathering perspectives from diverse groups can help provide a more holistic understanding of an issue like women’s equity.

*For more information on sample size, consider visiting an online resource such as:*

[How many survey responses do I need to be statistically valid? | SurveyMonkey](#)

**STUDENT HANDOUT 2**

# DATA REFLECTION: PROBLEM SOLVING FOR THE FUTURE

1. What does the data tell me?
  - a. *What surprised you?*
  - b. *What did you expect?*
  - c. *Did you notice any patterns?*
  
2. What could I have done differently to collect more **accurate** data?
  - a. *How many responses do I have?*
  - b. *Did responses represent a valuable sample size?*
  - c. *Was there confusion from the respondents on any of my questions?*
  
3. How can this data help me answer the question: *"What barriers continue to exist for women's equity in 2021 and beyond?"*
  
4. What might be the best way to display or visualize this data for others?
  
5. Who might need to see this data?
  
6. How might I or someone else use this data to make a positive impact or take informed action?
  
7. What additional questions or information might you like to ask in a follow-up survey?

## STUDENT HANDOUT 3

1945

The Andrews Sisters' hit "Rum and Coca-Cola" was one of the year's biggest songs, dominating the Best Sellers in Stores chart for eight weeks, putting the all-female group at the top of the music world.



1961

The Shirelles became the first all-female group to reach #1 on the Billboard Hot 100 chart with "Will You Love Me Tomorrow" and Patsy Cline's "Crazy" spent 21 weeks on the Hot Country Songs chart.



1975

Olivia Newton-John won two GRAMMYs® for Record of the Year and Best Female Pop Vocal Performance. She had five #1 hits on the Hot 100 chart in the 70s and early 80s.



1983

Celine Dion became the first Canadian artist to have a gold record in France. Her song "My Heart Will Go On" won the 1998 Oscar for Best Original Song. The tune also won GRAMMYs® for Record Of The Year, Best Female Pop Vocal Performance, Song Of The Year, and Best Song Written for a Motion Picture or Television.



1984

Madonna hit the music charts with her first #1 Hot 100 hit "Like a Virgin." Madonna holds the record for the most Top 10 songs in the history of the Hot 100 chart, with 38 hits.



1985

Whitney Houston began a record-setting run of seven consecutive #1 hits from 1985 through 1988. She is the only woman to have tallied reigns of more than 10 weeks with at No. 1 with three albums on the Billboard 200 chart.



Source: Nielsen, [International Women's Day: Celebrating Women in Music](#) 2018

## STUDENT HANDOUT 3

1990

Mariah Carey landed her first #1 Hot 100 hit. She went on to chart 18 #1 singles, the most of any solo artist, and has sold over 47 million albums to date.



1997

Shania Twain released *Come On Over*, the top-selling country album and the best-selling album by a female artist in any genre, since Nielsen started tracking sales in 1991.



1999

The top seven songs on Billboard's year-end chart were female acts, or female-led, with Cher, TLC, Monica, Whitney Houston, Britney Spears, Sixpence None the Richer and Christina Aguilera holding down the top seven spots.



2008

All five of the GRAMMY® nominees for Best New Artist were female artists, or female led groups, including winner Amy Winehouse.



2015

Adele set a record by selling over 3.3 million copies of her 25 album in the U.S. in a single week in 2015. She has sold over 24.5 million albums in the U.S. since her debut.



2017

Taylor Swift is currently on an unprecedented run, with her past four albums all surpassing 1 million sales in the U.S. in their first week of release.



Source: Nielsen, [International Women's Day: Celebrating Women in Music](#) 2018

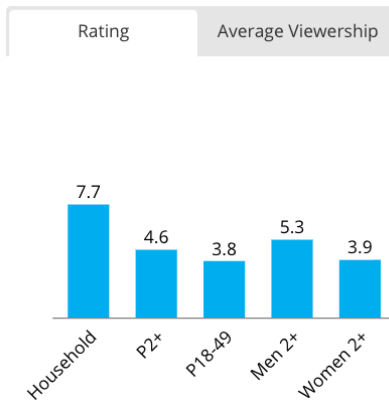
**STUDENT HANDOUT 3**

# MEDIA SNAPSHOT: 2019 FIFA WOMEN'S WORLD CUP



## U.S. TV Viewing During the 2019 FIFA Women's World Cup Final

Ratings and Viewership during U.S. vs. Netherlands Match on July 7, 2019



14M

Viewership Among P2+

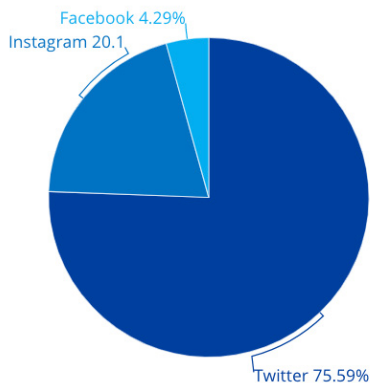
7.7

Household Rating



## Social Media Interactions During the 2019 FIFA Women's World Cup Final

4.6 million interactions across Facebook, Twitter and Instagram during U.S. vs. Netherlands Match on July 7, 2019



12:58 PM EST

The time of the most social moment of the match when fans celebrated the U.S. team's victory



43,588

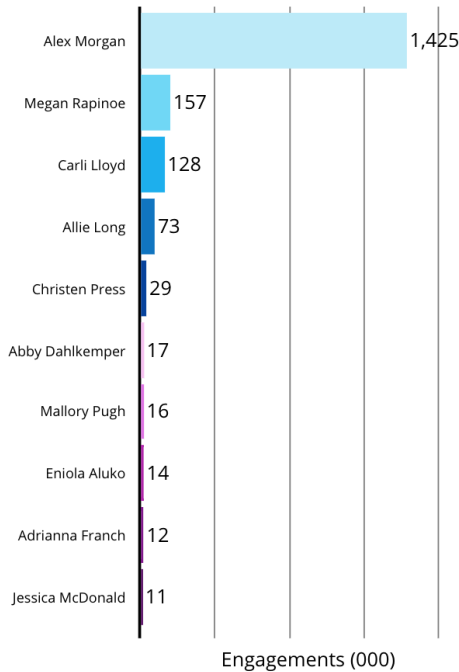
Interactions on Twitter

## STUDENT HANDOUT 3



### Top Social Accounts During the 2019 FIFA Women's World Cup

Veteran footballer and "tea sipper" Alex Morgan was the social media star of the tournament



1,425,000

Social Engagements



Alex Morgan

Instagram Posts



### Top 5 Social Posts During the 2019 FIFA Women's World Cup

#LFG

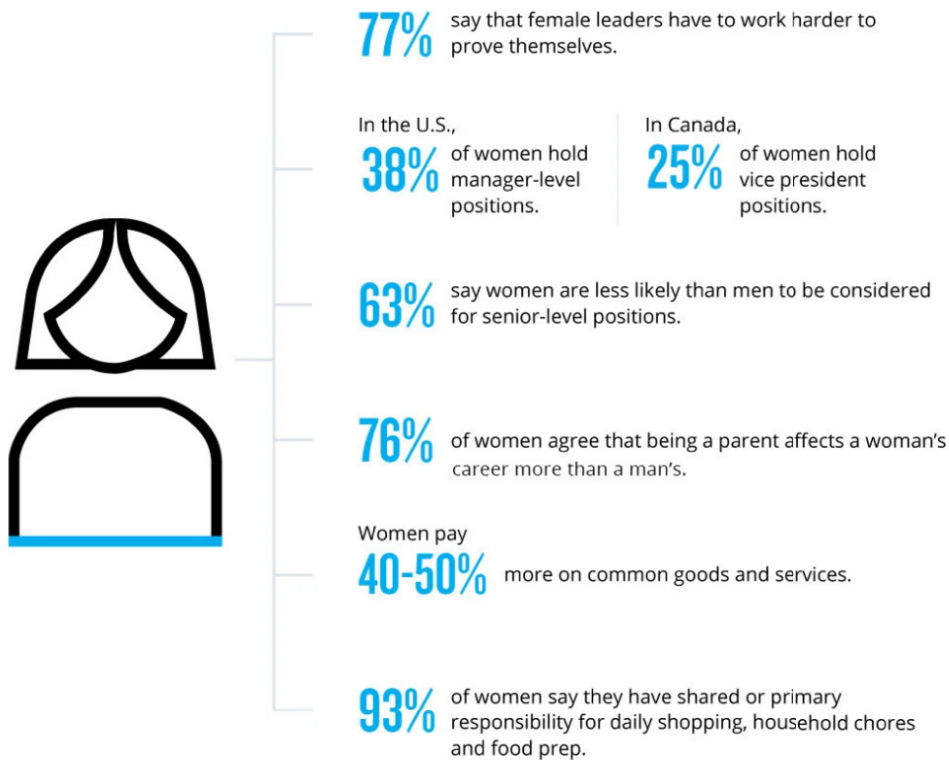
Rank	Account Name	Social Source	Original Content	Date	Url	Owned Engagement (000)
1	Alex Morgan	Instagram	A World Cup final with my 22 best friends. Living out the ultimate dream. LFG!!! #AM13	7/7/19	<a href="https://www.instagram.com/p/BznT-57F8sE/">https://www.instagram.com/p/BznT-57F8sE/</a>	736
2	Alex Morgan	Instagram	Closing out group stage TODAY #USAvSWE #AM13	6/20/19	<a href="https://www.instagram.com/p/By8Jh3vF36p/">https://www.instagram.com/p/By8Jh3vF36p/</a>	207
3	Alex Morgan	Instagram	#USAvCHI...LFG!! #AM13	6/16/19	<a href="https://www.instagram.com/p/Byxepw8FM8W/">https://www.instagram.com/p/Byxepw8FM8W/</a>	167
4	Carli Lloyd	Instagram	★★★★★ WORLD CUP CHAMPIONS 🇺🇸	7/7/19	<a href="https://www.instagram.com/p/BzoPlwijQvL/">https://www.instagram.com/p/BzoPlwijQvL/</a>	127
5	Megan Rapinoe	Instagram	❤️ alikrieger ashlynharris24	7/7/19	<a href="https://www.instagram.com/p/BzoJllvHjh0/">https://www.instagram.com/p/BzoJllvHjh0/</a>	104

**Source:** Nielsen, [2019 FIFA Women's World Cup: Media Snapshot](#), 2019



**STUDENT HANDOUT 3**

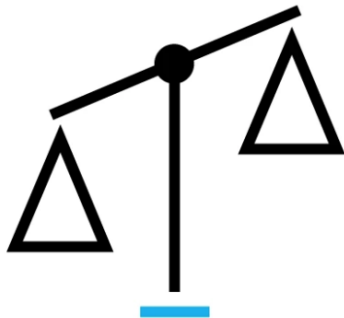
# WHAT'S WEIGHING NORTH AMERICAN WOMEN DOWN



Source: Axe the pink tax, LeanIn.org, The Canadian Women's Institute, Nielsen Global Diversity and Emerging Q3 2016

**STUDENT HANDOUT 3**

# MARKETERS ARE FIGHTING INEQUALITY



- ☒ CREATING GENDER-NEUTRAL INNOVATIONS
- ☒ LAUNCHING PINK TAX AND EDUCATION CAMPAIGNS
- ☒ WORKING WITH LEGISLATORS TO BAN THE PINK TAXES
- ☒ ADJUSTING PRICES ON UNNECESSARILY LUXURY TAXED AND PINK TAXED ITEMS
- ☒ GIVING WOMEN REBATES ON PINK TAXED ITEMS

**Source:** Nielsen, [The Million Dollar Fine](#), 2019