



Grace Hopper Conference 2007 Evaluation and Impact Report

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Introduction

The Anita Borg Institute for Women and Technology has a 2 fold mission: to increase the influence of women on technology, and to increase the positive impact of technology on the world's women. A 501c3 nonprofit organization, the Anita Borg Institute meets this mission through programs and research designed to recruit, retain, and advance women in technology in industry and academia.

The Grace Hopper Celebration for Women in Computing pre-dates the institute and as is its most established program and central in meeting the Institute's mission. This year, the Anita Borg Advisory Board subcommittee on Impact Measurement worked with the Research Director and the External Evaluation in order to design a survey instrument that would measure the program's impact in terms of recruitment, retention, and advancement of technical women.

Also of note is that for the first time, the survey included questions on past attendance in order to get some quantifiable results on the long term career impact of the program. While these data are limited to those who chose to repeat their participation in the Grace Hopper Conference and as such not representative of the population of past attendees, they provide the Institute with crucial information on the long term impact of its programs. The Impact subcommittee and the Research Director have developed a 6 month follow up survey in order to start tracking longitudinal impact data.

A separate survey instrument was developed in order to collect data specific to sponsor impact and satisfaction.

The survey also included original questions on student opinions on the desirable characteristics of academic programs at the undergraduate and graduate levels recruit women. This information will be explored further by the Anita Borg Institute in future publications, and will be the basis of future knowledge dissemination efforts geared toward academic institutions.

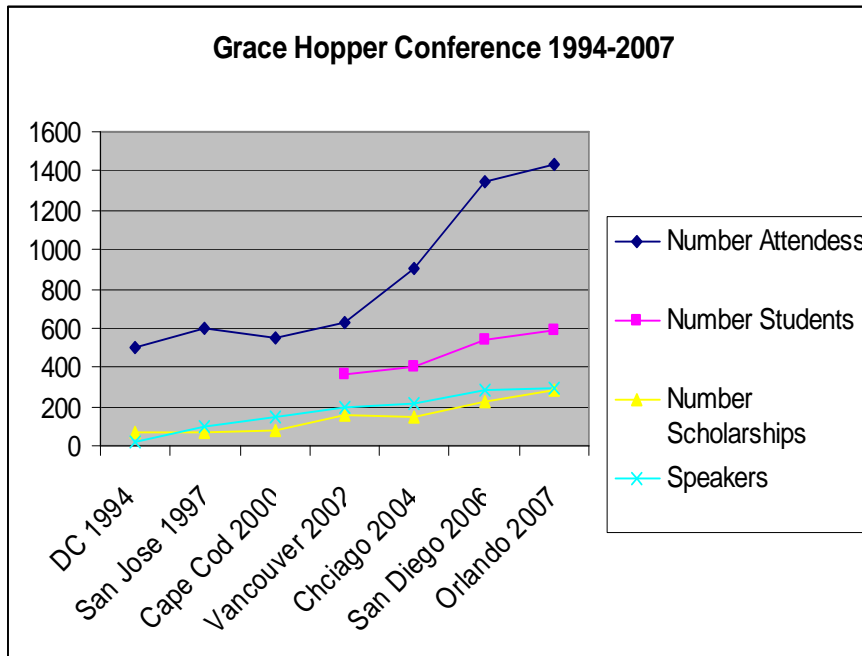
The Advisory Board subcommittee on Online Communities is comprised of: Robin Jeffries, User Experience Tech Lead, Google; Rebecca Norlander, Technical Assistant to the Chief Software Architect, Microsoft Corporation; Carol Mueller, CEO and founder of MentorNet; Kathy Richardson, Consultant. The committee worked with the Research Director and the External Evaluator to develop survey questions on the use, effectiveness, and impact of online community tools in the context of the 2007 Grace Hopper Conference. As the Institute develops its infrastructure for online communities across programs, such data informs the strategy of the institute in increasing its reach and impact through technology.

Conference Reach and Demographics

The Grace Hopper Conference has experienced a growth of 350% in participation since its founding in 1994 by Drs Telle Whitney and Anita Borg.

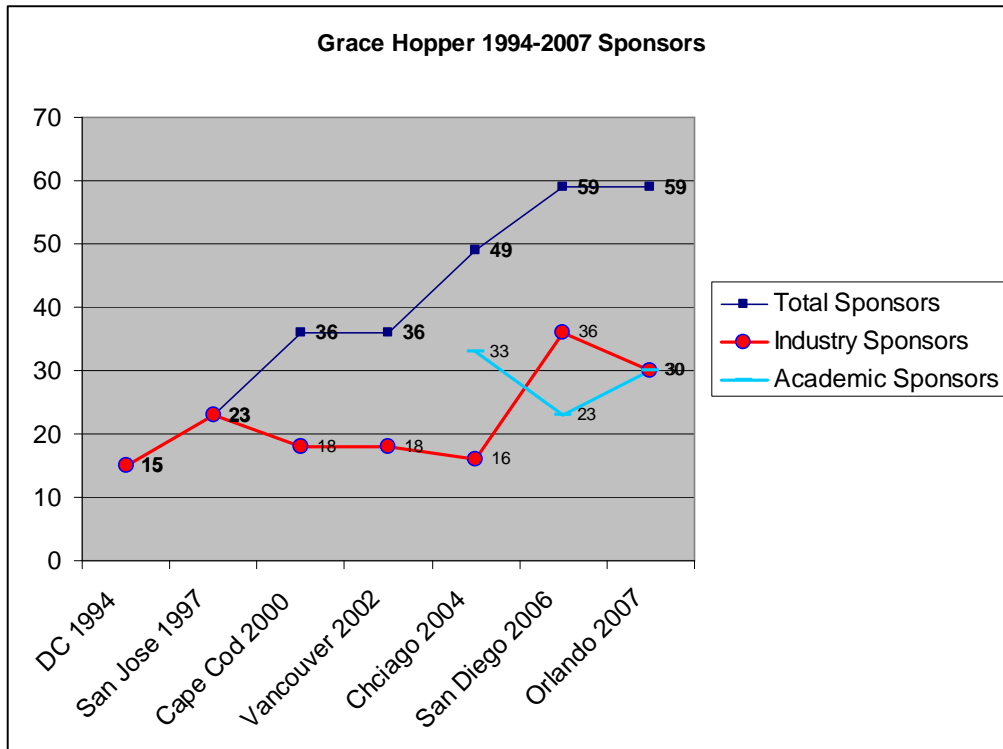
Total number of participants: 1430

<i>Participant type</i>	<i>#</i>	<i>%</i>	<i>% change 2006</i>
Students	590	41%	+8%
Faculty, Government, Other	218	15%	n/a
Industry	622	44%	n/a
Total	1430		+6%
Number of Scholarships	284		+15%



2007 Reach:

- Total number of universities represented: 212
- Total number of companies represented: 93
- Total number of countries represented: 23



In 2007, the sponsor representation has reached a balance between academic institutions and corporations.

Overview: All Survey Respondents

Respondents:

N= 658, representing a response rate of 47% - this is considered a high response rate.

Professional affiliation:

Academia – Workforce	15%
Academia – Student	54%
Industry	26%
Nonprofit, Gov, and other	5%

There is an over representation of students in the survey responses, whereas industry participants are under-represented. Faculty responses accurately reflect the participation mix.

Gender: 96% Female

Nationality:

- Respondents represent 23 countries with 12% from outside the US.

International participation is still widely Anglo-Saxon: most common country outside the US is Canada (5.5% of total conference participants), followed by the UK (1.5%) and Australia.

Countries Represented:

Australia	Saudi Arabia
Austria	Scotland
Canada	Singapore
China	Spain
Czech Republic	Sudan
Germany	Switzerland
India	USA

- 44% of respondents were NOT born in the US – reflecting a globalized population of technical women. No countries of birth stand out except for the following:
 - 8.5% of respondents were born in India
 - 4.5% of respondents were born in China
 - 3.3% were born in Canada

Race and Ethnicity (respondents could select more than one):

60% White
16% East Asian/Southeast Asian/Other Asian
12% South Asian (Indian Subcontinent)
7% Latino/Puerto Rican/Central and South American
7% African American
1% Native American/ Native Hawaiian/Pacific Islander

Grace Hopper 2007 improved its reach to under-represented minorities. In the 2006 Grace Hopper evaluation, under-represented minorities were at 13%. In 2007, Grace Hopper participants report in at 15% under-represented minorities, which is an accurate representation of the broader population of under-represented minorities in Computer Science.

Race and Ethnicity by Country of Birth

For those participants born in the US, the representation of African Americans is higher, while Latino and Asians are in lower proportion.

Race and Ethnicity for those born in the US:

77% White
8% East Asian/Southeast Asian/Other Asian
3% South Asian (Indian Subcontinent)
5% Latino/Puerto Rican/Central and South American
11% African American
2% Native American/ Native Hawaiian/Pacific Islander

Race and Ethnicity by professional affiliation:

The highest reach to underrepresented minorities is found among scholarship participants, followed by the whole student category. These data confirm the role of the scholarship program in increasing ethnic diversity at the conference.

Students

White: 51.3%
Asian: 34%
African Amer.: 8.6%
Latino: 7.5%
Native Amer. 1.4%

Faculty

White: 77%
Asian: 10.7%
African Amer.: 7.6%
Latino: 5.3%
Native Amer. 0%

Industry

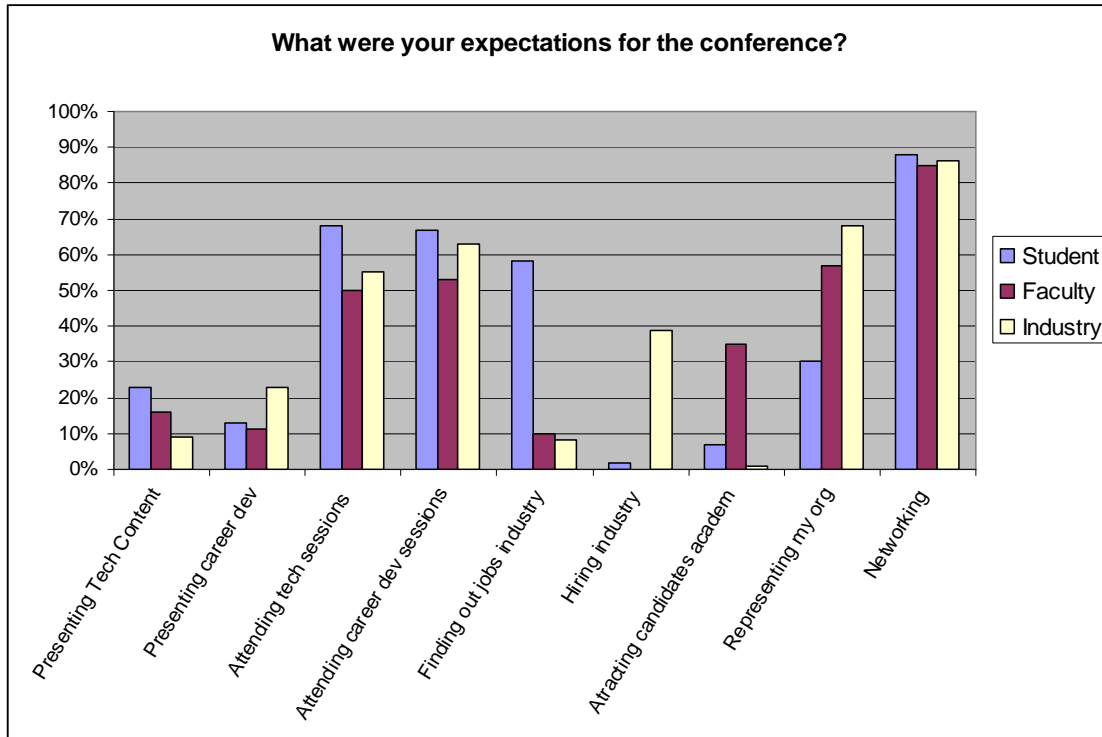
White: 66.1%
Asian: 24%
African. Am. 4.7%
Latino: 7%
Native Amer. 0.5%

Scholarship Recipients (N=134)

White: 37.1%
Asian: 30.1%
African-American: 14%
Latino: 14%
Native Amer. 2.2%

Conference Impact: All Survey Respondents

Goals and Expectations:



The most common expectation for the conference across professional affiliations was **networking**, followed by **attending technical and career development sessions**. A common goal for the conference for **students was finding out about jobs in industry**, with nearly 60% of student respondents selecting it. Academic and industry professionals were also more likely to attend GHC to represent their organizations.

How Well Were Your Goals and Expectations Met?

Among survey respondents, 79% of students, 67% of faculty/government, and 63% of industry respondents felt that their goals and expectations for GHC 2007 were met “very” or “extremely” well.

Impact on recruitment, retention, and advancement

The Anita Borg Institute for Women and Technology measures the success of its programs against measures of recruitment, retention, and advancement of technical women in industry and academia.

Recruitment and retention are inferred by the participants' self reported increase in commitment to their degree or career in technology as a result of the conference, the ability of the program to inspire them as well as decreasing the sense of isolation that is common among technical women as a minority.

Recruitment and Retention

- a) Career commitment:
 - 76% of respondents agree or strongly agree that the conference has increased their commitment to a technology career

- b) Breaking feelings of isolation and increasing confidence:
 - 65% of survey respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2007.
 - 77% of respondents agree or strongly agree that attending Grace Hopper 2007 has led them to feel more confident and energetic.
 - 74% of survey respondents agree or strongly agree that attending Grace Hopper 2007 has increase their passion and commitment as a technical woman.

- c) Inspiration:
 - 85% of survey respondents agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2007.
 - 87% of survey respondents agree or strongly agree that they value the celebration component of Grace Hopper 2007.

Advancement

- a) Professional development:
 - 72% of survey respondents who have attended GHC in the past feel like past attendance had a positive impact on their professional advancement.¹
 - 40% of survey respondents report that they intend to mentor others and 34% report that they intend to find a mentor as a result of attending GHC 2007.
 - 61% of survey respondents report that they intend to be proactive about evaluating their next career step as a result of attending GHC 2007.

¹ The survey included questions about the impact of past attendance to Grace Hopper Conferences on respondents' careers. Since only those who responded to the 2007 evaluation survey could respond about past attendance, the data does not adequately represent the population of all past attendees of the conference. Rather, it is a representation of those who chose to repeat their attendance over the years.

- 29% of survey respondents report that they intend to start new research or business initiatives as a result of attending GHC 2007.

b) Network ties:

- 66% of survey respondents agree or strongly agree that attending GHC 2007 has increased their network of technical women.
- 76% of survey respondents agree or strongly agree that they intend to stay in touch with people they met at GHC 2007.
- 38% of survey respondents who have attended GHC in the past agree or strongly agree that attending GHC in the past has led to new work collaborations.
- 66% of survey respondents who have attended GHC in the past have kept in touch with some of the contacts they established at GHC.

Mobilizing to Action:

The survey included questions about whether or not participants were inclined to act as change agents in their respective communities to help the cause of recruitment, retention and advancement of technical women. While there is no current measure of actual implementation, respondents' intentions were as follow:

- 36% of survey respondents report that they intend to reach out to high schools in their community to recruit more girls in technology.
- 22% of survey respondents report that they intend to start a women's network as a result of their attendance at GHC 2007.

The goal of the Grace Hopper Conference is to contribute to the recruitment, retention and advancement of technical women through professional development, showcasing women's technical work, role models, networking, and celebration. These data show that these goals are met especially well through the following mechanisms: leaving participants with a heightened sense of inspiration, commitment, and possibility toward their careers in technology, as well as an increased network and decreased feelings of isolation as a technical woman.

A smaller subset of respondents report establishing long term work collaborations through the conference, while another subset of participants became spurred to action and intended to act as agents of change in their community to support the recruitment, retention and advancement of other women in technology. We recommend following up with respondents in order to determine which of these actions were implemented.

Since the Grace Hopper Conference serves various audiences – students, industry employees, and faculty, we now turn to an examination of this impact by professional affiliation.

Impact and Evaluation - Students

(N=356)

Degree and Area:

Please indicate the degree you are working toward:

PhD	47%
Master's	18%
Bachelor's	34%
High school and other	1%

The 2007 Grace Hopper Conference counted a significant portion of female graduate students – with 65% of student participants at the graduate level.

Among Bachelors' students, the conference counted a majority of students at the senior and junior level, who have already declared their major of study.

Bachelor's Student Distribution:

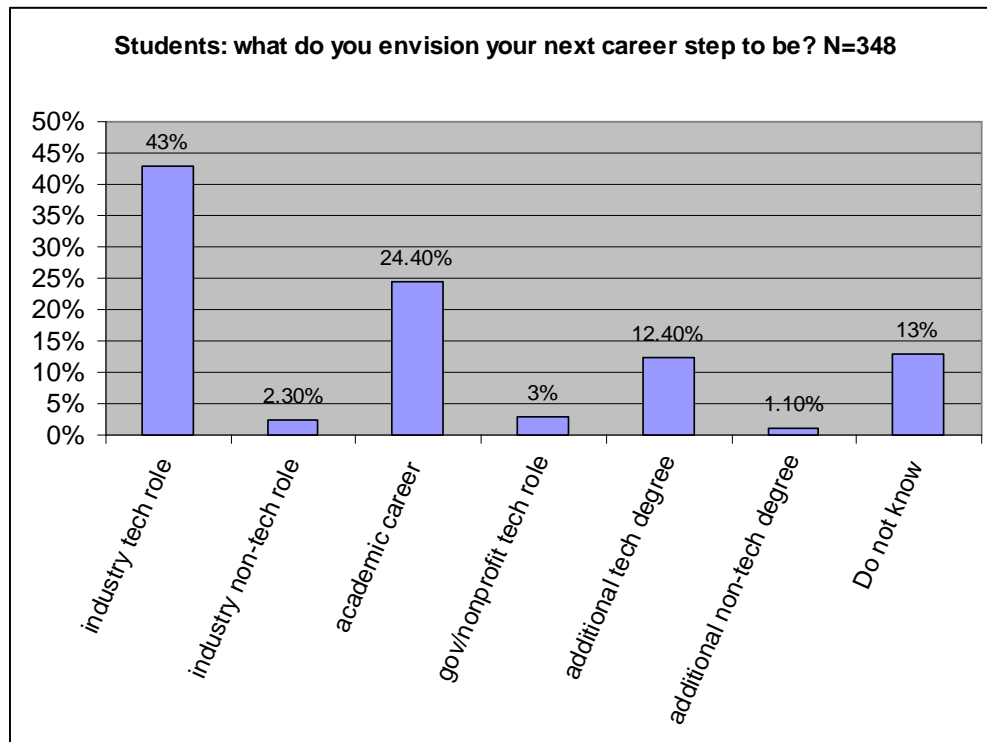
Freshman	7%
Sophomore	12%
Junior	35%
Senior	46%

Student Area of Study:

Computer Science/Informatics	73%
Computer Engineering	6%
Electrical Engineering	4%
Multidisciplinary	10%

While Computer Science represents a large majority of student attendees' area of study, engineering disciplines and multidisciplinary technology programs (such as human computer interaction, bio-informatics, computational media, or sciences and technology design), are representing an increasing number of participants with 20% of the respondents.

A significant proportion of student attendees at GHC 07 envision **their next career step to be a technical job in industry or in academia.**

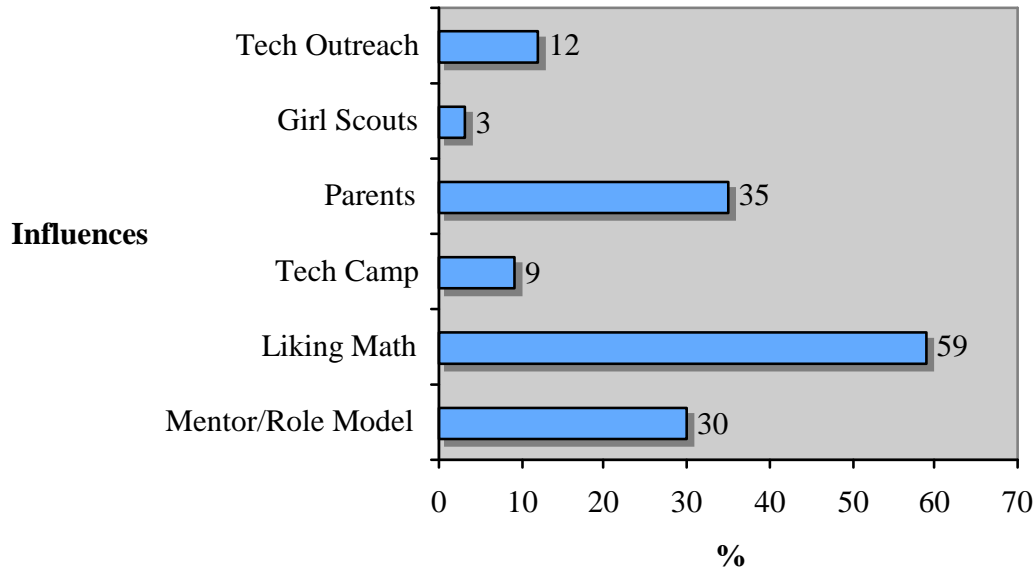


Students motivation factors in pursuing a technology degree (N=356)

The survey collected original data on key influences in the decision to pursue a technology degree. As ABI stakeholders and allies question how to increase the pipeline, such data is crucial in determining the best possible programs to increase women's participation in technology degrees.

The overwhelming majority of students mentioned an inherent liking of mathematics as an influence. Parents and mentors/role models also featured prominently in their decisions. Finally, outreach activities done by technology organizations at their school, programs such as camps and girl scouts, tended to influence the decision in 25% of the cases.

What Influenced Decision to Pursue Tech Degree?



“Other influences” was selected in 26% of cases. When asked to specify, respondents mentioned the following influencers:

Specifically Mentioned Other Influences:

Took a class in high school or college	22
Liked technology/computers or gaming	21
Friend or family member encouraged or worked in area	15
Got interested through job, internship or other program	9
Job prospects/income or satisfaction	8
Encouraged by teacher	7

“I didn't know much about computers but I like math and problem solving, which led me to computer science.”

“My first computer science teacher was a woman, and she was incredibly enthusiastic about the subject (in addition to being a wonderful teacher). Her enthusiasm was contagious, and I couldn't help but fall in love with computer science myself. After taking that first computer science course as a freshman in high school, I knew that I wanted to pursue a degree in computer science.”

“I didn't think about pursuing a tech degree until I found out about HCI from a professor in my department in my junior year of college. I was excited to be able to use technology to help people.”

“My dad's encouragement was really helpful. I used girl scouting as a way to learn more about computers. For my girl scout gold award, I designed a website using Dreamweaver.”

“The CISCO networking class in my high school is probably the only reason I am here. I never even knew computer science was a field before that.”

“The summer program influenced it a lot because I got some experience in the field.”

“Having really great instructors in key CS and math courses was very important. I started off planning to major in math but had a great instructor in the one CS course I had to take for the degree - if not for him I might not have gone into CS.”

“Basically, a role model during my summer intern at Los Alamos National Laboratory encouraged me to pursue a Ph.D.”

These findings confirm the literature on gender and STEM education: the decision to pursue a technology degree happens primarily through a combination of exposure (through classes and outreach programs), inherent interest in math and computers, and influence through parents, mentors, teachers, peers or family members. The existence of job prospects and potential income are not as important as these other influences in motivating young girls to enroll in pursuing a computer science degree.

Characteristics of a good CS Academic Program for students

Interested in better informing academic programs in their ability to recruit and retain students to technical fields, the Anita Borg Institute collected original data on the characteristics of a good CS program. The students overwhelmingly pointed to a broad curriculum, the quality of teachers and availability of mentors, a solid theory focus, the availability of practical work, as well as a supportive and collaborative learning environment.

Qualitative Results: What are the characteristics of a good CS Program? (N=269 open ended responses, recoded in main categories)

<i>What are the characteristics of a good CS Program?</i>	<i># Respondents</i>
Broad range or variety of courses	53
Good teachers (in particular, mentors/advisers)	51
Solid foundation in theory or theory and practice	49
Hands-on/practical work (related to real world)	46
Supportive and collaborative environment (among students and between students and faculty), socially and/or professionally	41
Opportunities to do research	28
Focus on internships and/or career preparation (both industry and research)	24
Encourage problem-solving, asking questions, and critical thinking	23

skills	
Introductory class that are more basic and/or encouraging – open to those without a strong background and focused on getting students interested in the field	19
Rigorous and challenging	18
Interdisciplinary (across even social sciences and humanities)	18
Flexible – allow students to choose path/courses	14
Access to labs/new technology	7

Be open and diverse to various students with different ethnical and cultural backgrounds.

Collaboration and diversity. I think some departments fail to promote collaboration among students AND between students and faculty. In fact, I have experiences this myself. The faculty draws a line between them and the students and do not help them develop skills that are also important to be a good professional (e.g., collaboration, networking, marketing ideas, etc). Diversity (race and gender based) are also crucial to guarantee that once students graduate they are well prepared to face the challenges of globalization and an every day more flattened world.

Interaction with gadgets ... show that what you program solves a real problem, not just some problem made up by the prof.

-Good, solid undergraduate teaching with emphasis and encouragement for undergraduate research involvement, as well as support for finding internships

“A good Computer Science program means a lot of things. It means it allows us to fully utilize the infrastructure provided by the program to seek our goals, it brings forth our ability to respond to changes and tackle problems and situations and to be an all round engineer who can take up any problem and analyze and reach a solution. All the above can be achieved through a great set of faculty members, peers, course work and projects.”

“The good characteristics of a good CS/ENG academic program are teaching modern technologies while also teaching the underlying fundamental concepts. After I got my Bachelors degree, I understood the basic concepts but I was naive to all the new technologies and tools out there. I believe it is important to know about the past and the present. The future is left to Masters and PhD students.”

“Good CS/Engr programs need to be open minded - appreciating many different approaches to problem solving and application of technical skills. A bad CS program forces students to work alone on projects that have no real-world relevance.”

Conference Impact: Student Respondents

The Grace Hopper Celebration 2007 had significant impact on student attendees, especially in terms of breaking down feelings of isolation, increase in commitment to a technology career, and inspiration.

Recruitment and Retention

- a) Career and degree commitment:
 - 76% of student respondents agree or strongly agree that attending Grace Hopper 2007 has increased their commitment to a technology career.
 - 71% of student respondents agree or strongly agree that attending Grace Hopper 2007 has increased their commitment to continue their degree in technology.
 - 65% of student respondents agree or strongly agree that attending Grace Hopper 2007 has increased their commitment to pursue a graduate degree.

- b) Breaking feelings of isolation and increasing confidence:
 - 90% of student respondents agree or strongly agree that attending GHC 2007 has led them to feel like a part of a community of technical women.
 - 68% of student respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2007.
 - 83% of student respondents agree or strongly agree that attending Grace Hopper 2007 has led them to feel more confident and energetic.
 - 69% of student respondents agree or strongly agree that attending Grace Hopper 2007 has increase their passion and commitment as a technical woman.

- c) Inspiration:
 - 87% of student respondents agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2007.
 - 89% of student respondents agree or strongly agree that they value the celebration component of Grace Hopper 2007.

Advancement

- a) Professional development:
 - 85% of student respondents who have attended GHC in the past feel like attending in the past have had a positive impact on their professional advancement.
 - 69% of student respondents report that they intend to be proactive about evaluating their next career step as a result of attending GHC 2007.
 - 79% of student respondents agree or strongly agree that they have found out about job and career opportunities at GHC 2007.

- b) Network ties:

- 68% of student respondents agree or strongly agree that attending GHC 2007 has increased their network of technical women.
- 48% of student respondents agree or strongly agree that they have established new key professional relationships at GHC 2007.
- 31% of student respondents who have attended GHC agree or strongly agree that attending GHC in the past has led to new work collaborations.
- 66% of student respondents who have attended GHC in the past have kept in touch with some of the contacts they established at GHC.

Mobilizing to action:

- 37% of student respondents report that they intend to reach out to high schools in their community to recruit more girls in technology.
- 26% of student respondents report that they intend to start a women's network as a result of their attendance at GHC 2007.
- 36% of student respondents report that they intend to start new research or business initiatives as a result of attending GHC 2007.
- 40% of student respondents report that they intend to find a mentor as a result of attending GHC 2007.

Student Testimonial: "I wanted to personally thank you again for the opportunity to attend the Grace Hopper Conference. It was such a GREAT week! It was my first GHC event and plan to attend every year ... In fact – I was so inspired that I am now starting a new initiative on my campus called iWE at Pepperdine (international women empowered), along with other doctoral students, alumni, and university staff. I also was recently appointed as chair of the women and computing & engineering for ACM's SIGITE (IT education)..... I just wanted to thank you again – the week was life-changing for me, as well as empowering. Please keep up the great work at Anita Borg -- let me know if there's anything I can do to help in the future."

Conference Impact & Evaluation: Faculty (N=96)

Although fewer faculty than students and industry workers attended Grace Hopper 2007, we find that the conference has a similarly high impact on faculty participants, especially in terms of increasing their passion and commitment to their careers, their commitment to mentor the next generation of technical women, community building, and inspiration.

Recruitment and Retention

a) Career and degree commitment:

- 65% of faculty respondents agree or strongly agree that attending GHC 2007 has increased their commitment to a technology career

b) Breaking feelings of isolation and increasing confidence:

- 91% of faculty respondents agree or strongly agree that attending GHC 2007 has led them to feel like a part of a community of technical women.
- 62% of faculty respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2007.
- 66% of faculty respondents agree or strongly agree that attending Grace Hopper 2007 has led them to feel more confident and energetic.
- 77% of faculty respondents agree or strongly agree that attending Grace Hopper 2007 has increase their passion and commitment as a technical woman.

c) Inspiration:

- 80% of faculty respondents agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2007.
- 89% of faculty respondents agree or strongly agree that they value the celebration component of Grace Hopper 2007.

Advancement

a) Professional development:

- 76% of faculty respondents who have attended GHC in the past feel like attending in the past had a positive impact on their professional advancement.
- 44% of faculty respondents report that they intend to be proactive about evaluating their next career step as a result of attending GHC 2007.

b) Network ties:

- 63% of faculty respondents agree or strongly agree that attending GHC 2007 has increased their network of technical women.
- 51% of faculty respondents agree or strongly agree that they have established new key professional relationships at GHC 2007.
- 47% of faculty respondents who have attended GHC agree or strongly agree that attending GHC in the past has led to new work collaborations.

- 69% of faculty respondents who have attended GHC in the past have kept in touch with some of the contacts they established at GHC.

Mobilizing to action:

The 2007 Grace Hopper Conference is especially influential in increasing the commitment of faculty participants to mentoring others. Their professions being oriented toward research, teaching and mentoring, they are an especially influential group in the recruitment, retention and advancement of future technical women leaders.

- 80% of faculty attendees agree or strongly agree that the conference has increased their commitment to mentor other technical women.
- 52% of faculty respondents report that they intend to reach out to high schools in their community to recruit more girls in technology.
- 24% of faculty respondents report that they intend to start a women's network as a result of their attendance at GHC 2007.
- 24% of faculty respondents report that they intend to investigate issues facing technical women in their country and organizations.
- 22% of faculty respondents report that they intend to start new research or business initiatives as a result of attending GHC 2007.

Industry Respondents: Conference Impact & Evaluation

(N= 174)

Industry participants represented 44% of attendees at the 2007 Grace Hopper Conference. The conference has consistently high impact on these participants, especially in terms of commitment, inspiration, community, and confidence.

Recruitment and Retention

a) Career and degree commitment:

- 63% of industry respondents agree or strongly agree that attending the conference has increased their commitment to their technology career.
- 71% of industry respondents agree or strongly agree that attending Grace Hopper 2007 has increase their passion and commitment as a technical woman.

b) Breaking feelings of isolation and increasing confidence:

- 90% of industry respondents agree or strongly agree that attending GHC 2007 has led them to feel like a part of a community of technical women.
- 60% of industry respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2007.
- 71% of industry respondents agree of strongly agree that attending Grace Hopper 2007 has led them to feel more confident and energetic.

c) Inspiration:

- 85% of industry respondents agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2007.
- 83% of industry respondents agree or strongly agree that they value the celebration component of Grace Hopper 2007.

Advancement

a) Professional development:

- 82% of industry respondents who have attended GHC in the past feel like attending in the past has had a positive impact on their professional advancement.
- 51% of industry respondents report that they intend to mentor others and 30% report that they intend to find a mentor as a result of attending GHC 2007.

b) Network ties:

- 64% of industry respondents agree or strongly agree that attending GHC 2007 has increased their network of technical women.
- 47% of industry respondents agree or strongly agree that they have established new key professional relationships at GHC 2007.
- 57% of industry respondents who have attended GHC in the past have kept in touch with some of the contacts they established at GHC.

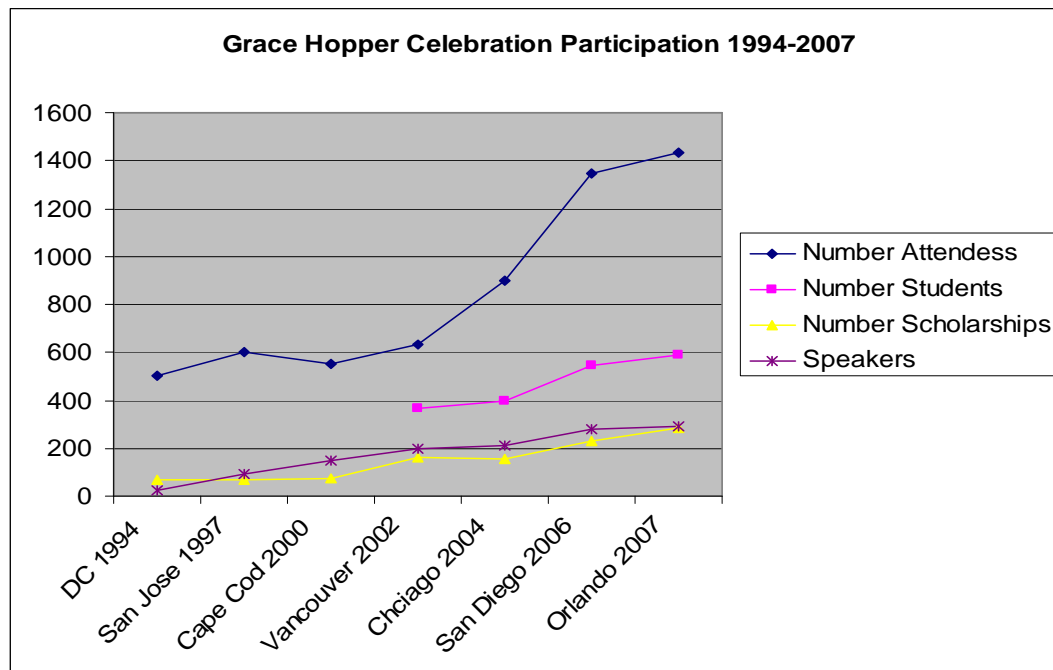
Mobilizing to action:

- 59% of industry respondents report that they intend to be proactive about evaluating their next career step as a result of attending GHC 2007.
- 18% of industry respondents report that they intend to start new research or business initiatives as a result of attending GHC 2007.
- 29% of industry respondents report that they intend to reach out to high schools in their community to recruit more girls in technology.
- 32% of industry respondents report that they intend to investigate issues facing technical women at their company as a result of their attendance at GHC 2007.

Overview and Impact: Scholarship Recipients

The number of scholarship recipients at the Grace Hopper Celebration 2007 was up 15% compared to 2006, with 284 scholarship recipients representing 20% of the attendees.

Participant type	#	%	% change 2006
Students	590	41%	
Faculty (and Gov)	218	15%	
Industry	622	44%	
Total	1430		+6%
	284	20%	+15%



There were **10 types of scholarships awarded this year**. The NSF funds funded 30% of scholarships.

Type of Scholarship	2007	2006	2004
ABI/NSF	83	79	84
Wed Workshop Scholarships (Bridge Day & FDN)	50	25	N/A
Google Women of Color	10	10	N/A

Google Global (International)	10	12	N/A
Academic Underwriters	97	88	80
Microsoft African American	10	2	N/A
Cisco Latina Scholarships	10	N/A	N/A
Goldman Sachs Latina	5	N/A	N/A
ACM	8	0	N/A
CSAA	1	N/A	N/A
Total	284	246	164

Quality of Conference: Scholarship Recipients

The survey collected data from 136 scholarship recipients, a response rate of 48%.

Qualitative results: What was the highlight of the workshop for you?

“I am about to graduate (PhD) and is crucial for me to understand what options I have in the job market, how to start building my career to achieve my goal (which I will not explain here). At the conference I connected with the women who have followed the career path I want to follow. They gave me great advice and have both followed up with me after the conference. GHC 07 is playing a major role in my career. That is a fact I knew since I started talking to these women... Not mentioning that I interviewed with more than 3 companies and I think I have assured myself a job after graduation.”

“I could network with various people from the industry. Some of the projects displayed were nice and increased my learning about other technology areas. The sessions were beneficial”

“I don't live in a highly technical city. There are not a lot of software engineers and as you'd imagine, there are fewer females. The highlight of the conference was sitting in a room with 1400 technical women ... What an inspiration!”

*“I found Saturday's sessions on entrepreneurship most interesting and inspiring. I also very much appreciated the thought given into making the conference fun, and so it was - the dancing, the platinum sponsors evening, and the interesting people I've met.”
Getting the chance to network with some amazing people I would otherwise not have had the chance to meet.*

Good session topics and excellent session organization.

Getting to meet other Latinas in Computer Science. Also the two parties :)

I could network with various people from the industry. Some of the projects displayed were nice and increased my learning about other technology areas. The sessions were beneficial

I don't live in a highly technical city. There are not a lot of software engineers and as you'd imagine, there are fewer females. The highlight of the conference was sitting in a room with 1400 technical women ... and additional ones had been turned away. What an inspiration!

The highlight was talking with women graduate students from my own university, to learn more about the challenges they are facing.

Just being able to see successful women in the same technical fields. Also, seeing how many of the women overcame the same obstacles I am currently facing.

Meeting a number of amazing achieving women in the banquet. Also meeting and talking with a number of the young generation and being inspired by the amount of commitment they show.

Meeting all those fabulous ladies who are experts in the fields and beautiful human beings

Meeting and getting to speak to so many interesting and inspiring women.

Meeting and talking with so many interesting people, having the chance to talk with recruiters from companies that don't recruit on my campus (Iowa State).

Meeting different companies - networking. Finding out more information about different job possibilities.

meeting ladies in academia

Meeting people who are in the same boat in a friendly (non-competitive) environment and getting some wonderful advice on surviving grad schools

Meeting two people big in my field; meeting a fellow poster-presenter who was graduating; she was in the same field of research as I am and we got to talk a lot about our interests

Networking of women in the technical field.

Networking with Sun Microsystems and others academics

Seeing that I was not the only Latina in a computer related major!

Seeing the line of women at City Walk. I almost cried when I saw all the women in technology. Never in my life have I had such a wonderful experience.

SO MANY WOMEN IN COMPUTING!!!

Spending time with students from other universities and discussing computer science and our research in the context of the Grace Hopper Celebration.

Sponsors Reception Friday night

Surviving graduate school and keeping up my motivation towards a successful degree.

The chance to meet lots of like minded people and to get the opportunity to talk to some very important people from the biggest companies around the world.

The highlight of the conference was Bridge Day (which was AWESOME) and the technical talks. All of the technical talks that I attended were great and inspired me even more to get my advanced degree and innovate to help invent the future :)

The Latina-related events...didn't know there was such a big community! Made me feel very happy & "at home."

The networking of ACM-W, the speeches of Telle Whitney and Maria Klawe, and seeing so many companies recruiting young women.

The talk on how technology has helped women in developing world, as well as the keynote talk by Maria Klawe on how technology such as "Digital Study Hall" can and have been used to promote education in developing world. I am inspired by the speakers' experiences and hope I too can soon apply the lesson I've learnt to use technology to help promote education in my country (small steps first, but at least it's a step!)

The Thursday sessions and the Saturday session on innovation ideas

The vast attendance of top companies!

The Women of Color Lunch and the Internships Sessions that was done on the Friday morning and afternoon.

To meet all these successful women who have made a difference.

To see so many women in Engineering at one place

Walking in the first evening and seeing a room full of women in computing. I was completely in awe. I didn't know there were so many!

Qualitative results: Suggestions for improvement

“I wish the good talks would not occur all at the same time.”

“I would like to hear what men have to say. Why not bringing the man spinning into the content of the conference?”

“I would like to see more inspiring speakers who talk about the applications of technology to real life and how technology has helped others; especially in the developing world. I believe these types of talks will not only inspire us, but also propels us (women in technology) to do more for the society (for what is the joy of creating a wonderful research if it cannot be applied to real life?). I would also like to see women in technology who are also at the frontiers of news (like women bloggers) whose opinions have become increasingly prominent in today's world”

“In panels, would be good to have better cohesiveness on the messages conveyed and to have the presenters more prepared. Some presentations were not well organized and it appeared the speakers did not coordinate prior to the talks.”

“Longer session time for the Confidential Advice Session for Junior Faculty session”

“More focus on tackling personal/academic life when working on research in grad school.”

“I enjoyed the Tech to Mgmt session, and would suggest that topic be covered again at future conferences”

“I would like more information on how women made it in a male dominated world. ... maybe that is the wrong question but it is not easy and that is obvious to the up and coming. We don't necessarily want to beat them, we want to compete and be successful in a proactive nature.”

More on hardware as well.

More on hardware engineering

More on how to start programs for women as an undergraduate student. How to spark interest and make an impact at our universities.

“Something more directed to PhD students like choosing between a career in academia and industry. Perhaps a session on cool things to do with a PhD (like working for a nonprofit, UN, WHO, etc).”

Add some interdisciplinary topics and more social development technology information.

“business informatics! i.e.- business intelligence, decision support and decision modeling, process modeling, etc.”

Biomedical engineering, bioinformatics, Computational Biology

I am very interested in bioinformatics and computational biology so more of those talks would be great.

Computing history

I would like to see more data mining topic and its applications - because data mining, although a well-researched area, its applications to real life is still, surprisingly, very limited.

In addition to only computer science, more topics regarding other engineering fields and technologies.

Intrusion Detection Computer Forensics Cyber Law Operating System Security

Conference Impact: Scholarship Recipients

The impact of the conference on scholarship recipients was especially high, especially in terms of their commitment to their careers in technology and their commitment to pursue their degrees, a sense of community, and inspiration. Furthermore, scholarship recipients are expressing interest in becoming agents of change in their communities through starting networks and reaching out to high school girls.

Recruitment and Retention

a) Career and degree commitment:

- 85% of scholarship attendees agree or strongly agree that attending Grace Hopper 2007 has increased their commitment to a technology career.
- 74% of scholarship recipients attendees agree or strongly agree that attending Grace Hopper 2007 has increased their commitment to continue their degree in technology.
- 61% of scholarship recipients agree or strongly agree that attending Grace Hopper 2007 has increased their commitment to pursue a graduate degree.

b) Breaking feelings of isolation and increasing confidence:

- 88% of scholarship recipients agree or strongly agree that attending GHC 2007 has led them to feel like a part of a community of technical women.
- 65% of scholarship recipients agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2007.
- 79% of scholarship recipients agree of strongly agree that attending Grace Hopper 2007 has led them to feel more confident and energetic.

- 76% of scholarship recipients agree or strongly agree that attending Grace Hopper 2007 has increase their passion and commitment as a technical woman.

c) Inspiration:

- 85% of scholarship recipients agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2007.

Advancement

a) Professional development:

- 90% of scholarship recipients who have attended GHC in the past feel like attending in the past had a positive impact on their professional advancement.
- 70% of scholarship recipients report that they intend to be proactive about evaluating their next career step as a result of attending GHC 2007.

b) Network ties:

- 75% of scholarship recipients agree or strongly agree that attending GHC 2007 has increased their network of technical women.
- 72% of scholarship recipients agree or strongly agree that they have found out about job and career opportunities at GHC 2007.
- 55% of scholarship recipients agree or strongly agree that they have established new key professional relationships at GHC 2007.
- 40% of scholarship recipients who have attended GHC agree or strongly agree that attending GHC in the past has led to new work collaborations.
- 75% of scholarship recipients who have attended GHC in the past have kept in touch with some of the contacts they established at GHC.

Mobilizing to Action:

- 42% of scholarship recipients report that they intend to start new research or business initiatives as a result of attending GHC 2007.
- 45% of scholarship recipients report that they intend to find a mentor as a result of attending GHC 2007.
- 38% of scholarship recipients report that they intend to reach out to high schools in their community to recruit more girls in technology.
- 33% of scholarship recipients report that they intend to start a women's network as a result of their attendance at GHC 2007.

Quality of Conference: All Survey Respondents

Overall, survey respondents were very pleased with the quality of the conference, with the highest marks going to the Administration – 89% rated it good or excellent, and to the Location – 83% rated it good or excellent.

<i>Please rate the Conference in each of the following areas:</i>	<i>% Good/Excellent:</i>
Overall quality for someone in your position	78
Relevance of technical topics covered	56
Relevance of professional development topics covered	72
Administration (registration, logistics)	89
Food	57
Location	83

Mean responses, overall quality:
4.0

–students: 4.22

–Faculty: 3.95

–Industry: 3.8

According to at least 70% of survey respondents, the following components of the conference were “very” or “extremely valuable”: networking opportunities, sessions on career and professional development and the success of technical women, the sponsor night, and wireless accessibility.

<i>How valuable was each of the following components of the Conference?</i>	<i>% Very/Extremely Valuable:</i>
Networking opportunities	75
Technical sessions	47
Career and professional development sessions	70
Sessions on leadership	61
Sessions about challenges facing women in tech	61
Sessions featuring the successes of technical women	71
Sessions about mentoring	52
Accessing or finding mentors at the Conference	40
Sessions on balancing work and family	47
Banquet	57
Sponsor Night	70
Wireless accessibility	75
Childcare	35
Internet Café	52
Tours	29

Future Conferences

Nearly all (91%) survey respondents indicated that they would probably or definitely recommend the GHC to their colleagues.

A majority (69%) indicated that they probably or definitely would attend the GHC next year, including 79% of student respondents.

A small number of respondents (3%) indicated that they would “definitely not” attend GHC next year. Among the reasons they gave, three categories emerged – conference focus, feeling out of place, and logistics. The most common reason (13) for not attending next year was that the focus of the conference is on students and early career and/or too narrow. Rather than being inspired by the successful women celebrated at the conference, some respondents (7) found the conference intimidating, too big or “not for them.” Nine respondents will not attend next year’s conference because of lack of funding/cost or prior commitments (including two who mentioned that the conference conflicts with Rosh Hashanah).

Qualitative Results: What was the highlight of the Conference?

General Comments:

Everything was wonderful - I was especially pleased to see so many women with PhDs in high positions in industry.

I found Saturday's sessions on entrepreneurship most interesting and inspiring. I also very much appreciated the thought given into making the conference fun, and so it was - the dancing, the platinum sponsors evening, and the interesting people I've met.

The whole Conference was great! Great place to learn important and valuable stuff and great place to meet people!

Very good development and organization of Conference. It was the best conference experience I ever had.

If asked this question regarding another conference, I would have easily answered it highlighting only one or two events. However, the 2007 Grace Hopper Conference offered great interaction, valuable information, and great entertainment the whole time. In my mind it remains a series of exciting and inspiring events.

The entire Conference was a wonderful, inspiring, life-changing experience.

Professional Development/Career:

All of the tables, I talked to the corporations and got an idea of what they expect and look for in a student intern. Also the seminars helped for information about the interview process and gave me a chance to interact with the corporations.

As a recent graduate, the opportunity to provide my resume to my favorite technology companies was invaluable.

The career development sessions were really insightful, and meeting so many successful women in all the technology giants was a high.

Definitely being able to attend with one of my students and seeing opportunities opened to her.

Finding other females like myself to talk to and get to know as well as finding job opportunities along my career interest goals: I didn't know they existed and was about to give up.

The impact on our students. They lined up job interviews. One student decided to pursue a PHD which she had not even considered before the conference.

Working my company's booth at the career fair. I got to meet many intelligent women looking for jobs, and the other recruiters were friendly and supportive as well.

Interacting with, networking and meeting experts. Making connections with university relations reps that I would have difficulty meeting via phone or email-- face time.

REAL career advice (including advice about graduate school and MBA). A lot of times you just hear the same generic advice being said but everything at the conference was based on the personal experiences of the presenters which made it so useful.

I am about to graduate (PhD) and is crucial for me to understand what options I have in the job market, how to start building my career to achieve my goal (which I will not explain here). At the conference I connected with the women who have followed the career path I want to follow. They gave me great advice and have both followed up with me after the conference. GHC 07 is playing a major role in my career. That is a fact I knew since I started talking to these women... Not mentioning that I interviewed with more than 3 companies and I think I have assured myself a job after graduation.

Speaking with employers who are greatly interested in recruiting women, specifically from the conference.

Seeing 1400 technical women all in one place! and have a guy from Cisco say that he wanted to hire 30 women during the 2 days of the conference - it really blew my mind.

Meeting so many young women in college that are interested in the technology field and the possibility of finding some of them internships or full-time employment at my company.

The highlight of the conference was when attended the session that talked about internships, resumes, REUs and much more. I felt like those sessions were geared to me and my situations with school and it was remarkable to find one of the speakers was almost in the same situation and what she did to better her circumstances.

Talking/Community/Networking:

After the awards banquet, a group of us sat around a table near the poolside and chatted for a few hours. That experience really helped the group of us bond and provided an opportunity that we usually don't get during the normal work day.

Discussing my research w/ others who were interested and had great feedback

The intense conversations I had with fellow students and professors about our academic lives.

Finding a project for middle/high school girls and starting a mentoring program as well.

Meeting and networking with a variety of people. This conference is wonderful because it breaks down traditional barriers between education, industry and the levels of people within those categories as well.

Getting the chance to network with some amazing people I would otherwise not have had the chance to meet.

Spending time with students from other universities and discussing computer science and our research in the context of the Grace Hopper Celebration.

Meeting and being around so many talented, interesting women who were interested in many of the same things as I was, and who I could be completely myself around.

Meeting other Latinas in the business, it was overwhelming since I am the minority.

Meeting people who are in the same boat in a friendly (non-competitive) environment and getting some wonderful advice on surviving grad schools

Meeting so many fascinating women and hearing their stories -- especially at the poster session, and sitting on the lounge couches that many used to check their email. Have an environment like that at the next conference so we can continue to network and meet new people!

Talking to young women at the start of their careers, giving advice.

Meeting so many women in the field with varied background, being inspired by the younger women's drive and ambitious energy and the older women's wisdom and experience

Networking and having fun. The best moment was when they announced that Fran Allen would act as a mentor for the first recipient of the IBM Fran Allen fellowship.

The large number of amazing women, a great sense of community.

The opportunity to meet, interact and exchange thoughts and ideas with an amazing set of inspiring career women from industry. To talk to them and to relate to their hardships and triumphs was awe inspiring and a fulfilling experience for me.

Inspiration:

Being around other women in computing. Many are so supportive and it just an amazing energy to be in the mist of.

Being inspired by all the women in computing!

Meeting powerful and successful women from industry. This is the first time in many years that I've considered seriously going back to industry if my expectations for an academic career are not fulfilled. Meeting these women was extremely inspiring.

Women have all the capabilities and talent within them, you just have to find it in you and by seeing other women like you being so successful, gives you the confidence that you can be like them too.

Women in Computing rock! I have seen successful women from all over the world and they have proved that women can do it and it was really very encouraging for me to seek inspiration from all these successful women.

The infectious positive and supportive attitude.

Having a conference focused on women and computer science was something new to me. It was exciting to hear the enthusiasm and progressive work that women are completing.

Having the opportunity to see and hear from highly accomplished women in industry and academia.

Seeing the line of women at City Walk. I almost cried when I saw all the women in technology. Never in my life have I had such a wonderful experience.

I don't live in a highly technical city. There are not a lot of software engineers and as you'd imagine, there are fewer females. The highlight of the conference was sitting in a room with 1400 technical women ... and additional ones had been turned away. What an inspiration!

Realizing that I'm not alone and the difficulties that I am facing in my career have been faced and are faced by many others - this gave me a lot of strength and motivation to succeed.

I loved hearing other women in the industry's personal stories. It was motivating and inspiring.

I really enjoyed seeing both the quantity and quality of the women in technology. It was impressive to look around a crowded ballroom, filled with intelligent women.

Just being able to see successful women in the same technical fields. Also, seeing how many of the women overcame the same obstacles I am currently facing.

Meeting other women in technology who have self doubts but don't let those doubts stop them from excelling.

Overall, meeting highly intelligent, accomplished women in technology. Specifically, I was totally inspired by Cecilia Aragon's story.

Sessions:

GIRL GEEKS IN HIGH SCHOOL SESSION. ENCOURAGING TO KNOW THERE ARE YOUNG WOMEN OUT THERE GETTING THE MESSAGE THAT IT'S DESIRABLE FOR WOMEN TO BE INTO MATH AND SCIENCE.

Having about 250 women in IT interested in our session on ICT for women in developing countries; realizing these young women's interest in learning and using their knowledge to improve the lives of women in developing countries.

The talk on how technology has helped women in developing world, as well as the keynote talk by Maria Klawe on how technology such as "Digital Study Hall" can and have been used to promote education in developing world. I am inspired by the speakers' experiences and hope I too can soon apply the lesson I've learnt to use technology to help promote education in my country (small steps first, but at least it's a step!)

I enjoyed the Invent Your Future Birds of a Feather session very much...real women talking about real situations they have encountered when creating networks in their companies/areas.

It was inspiring to see the speakers so enthusiastic and passionate about their work. I was also particularly interested in the talks that were inter-disciplinary.

sessions that focused on startups--while I was thrilled to see the large companies recruiting women like mad, it also felt a little bit like the 1950s model had gone co-ed. The next generation in tech feels a lot more decentralized and I continue to see very few women in the startup world. And people like Sergey Brin and David Filo were students once--and their companies are now recruiting the women at Hopper. Let's get the women in positions to start the next Googles and Yahoos too.

The CTO panel was really good, even if it was men only - it told me that my work challenges are not just mine and that others face what I face - it can be dealt with.

Several of the sessions contained great information. I especially liked some of the panel discussions ... it was wonderful to hear other people's ideas

Maria Klawe's talk -- realizing that it's ok to be a women in computing (i.e., you don't have to live & breathe CS, you can still have other interests), and that you can use your computing skills to benefit society and help people!

Seeing technology impacts in third world countries and the section on Innovation strategies... that one section made the conference worth it.

technical presentations were AWESOME and so were PhD forum. very inspiring for an undergrad!

Awards/Celebration:

Besides many of the panel sessions, the interaction with other participants and the awards ceremony -- being able to share in the joy of seeing other women get much deserved recognition.

Just sitting at dinner in a room full of women just like me - it was a wonderful feeling

The awards banquet. It was the most amazing feeling to see so many accomplished women on stage.

Seeing three generations of women in technology on stage when the Fran Allan Scholarship was presented. Very cool.

Sponsor night, was so much fun!

The Friday night event was an absolute blast & allowed for great networking outside the limitations of conference sessions.

Talking to young women at their poster presentations, and the awards banquet was very inspiring.

The dancing after the banquet -there was such a feeling of joy in it.

Qualitative Results: Do you have suggestions for future speakers?

Specific Individuals or Organizations:

Bobby Schnabel, Bevelee Watford, Batya Friedman

Carly Fiorina (3)

Carolyn Leighton

Carol Bartz, former Auto Desk CEO

Cate Colburn-Smith and Andrea Serrette authors of the milk memos

Cindy Cohn from EFF.org

Devika Subramanian again. Maria Klawe again.

Dr Robin Murphy - robotics

Susan Gerhart (on accessibility issues) Other women prominent on Systems

Prof Maria Chudnovsky, university of Colombia

Janet Kayfetz, on how to give a good presentation.

Jen Fitzpatrick - Google

Justin Rattner (Intel CTO) mentioned that they have just selected the first female Intel fellow (name to be announced in December) - it would be great to hear from her next year.

Kathleen Fisher from AT&T

Manuela Velosa (2)

I heart Cecilia Aragon. Stories are much more interesting than platitudes.

Meg Whitman from eBay would have been interesting. Even men from the big names like Google or Yahoo would be fun to hear. Apple evangelists maybe?

Fellows from IBM, TI, HP, etc.

Space shuttle commanders - lots of women in tech in the space program!

Perhaps actual teachers from k-12 and their perspectives.

I would like to hear what men have to say. Why not bringing the man spinning into the content of the conference?

I would like to see a wider variety of speakers. Most of the industry speakers came from the same 5 companies and offered almost identical opinions.

A professor who has taught a women and computing course would be interesting to here from.

Any female leader, not necessarily tech, to be mixed in with tech female keynotes (i.e. Wendy Kopp, Sandra Day O'Connor, Oprah) -- alright, I'm reaching a little but these are examples.

Topics or Issues:

Bring in more technical experts. Talk about more real world vs. theory

Broaden to include project mgt, consulting and sales around technical products/services. Many people who start as tech move to that.

Highlight truly successful women across broad range of careers and academia.

I am male and interested in women in computing (that sounds wrong). However, if there could be a session for the guys at the conference along the lines of "How can men help women in computing" I would definitely attend.

I would like to see more inspiring speakers who talk about the applications of technology to real life and how technology has helped others; especially in the developing world. I believe these types of talks will not only inspire us, but also propels us (women in technology) to do more for the society (for what is the joy of creating a wonderful research if it cannot be applied to real life?). I would also like to see women in technology who are also at the frontiers of news (like women bloggers) whose opinions have become increasingly prominent in today's world

I'd like to see a series of talks about different career choices. For instance I work in Operations and many of the young people I talked to didn't know what that meant. Besides software engineering there are lots of different options to take your career and I think several professional women can talk about choosing (swe, ops, teaching, mgmt, architecture, databases, etc) and what you can expect going into one of these fields, what is the logical career path, and what you should do to take the most advantage of your opportunities?

On a personal level, I would like to see more speakers who could talk about how they managed grad school, research, and social lives. If we could get a foreign student's

perspective on these issues keeping in mind certain immigration aspects, it would be more beneficial.

More mid-career topics. Use mid-career speakers to also address early-career topics. Using senior women to address early-career topics today is silly; technology has changed dramatically and senior women don't appear to use tech the same way junior women do to maintain networks and keep in touch.

There's a lot of focus on individual empowerment, bring back discussion that is more broadly based in feminism, talking about how we change the larger culture, not so much about changing us!

Other topics suggested by respondents fell within the following categories:

More sessions on each stage of career – from deciding whether to go to graduate school (and which one), to moving between academe and industry, to mid-level and even executive advancement.

More sessions on work-life balance and women's issues in the workplace.

Sessions on outreach and girls, particularly successful programs.

Sessions on the job search and hiring process and negotiating offers.

A number of respondents indicated that they wanted more technical topics and a more advanced level. However, other respondents thought that was not the primary focus of GHC or even that some of the technical talks were too advanced.

Session Ratings

Survey respondents were asked to rate the quality of each of the 90 sessions they attended on a scale from very poor to excellent. The following figure presents the results, organized by the percentage of respondents who rated the session as “good” or “excellent” and, secondarily, by the number of respondents who rated/attended the session.

<i>Session Title:</i>	<i>% Good/Excellent</i>	<i># Respondents</i>
I Can Fly: Future Without Fear	93	150
Using Tech to Empower Women in the Developing World	93	86
PhD-Automatic Bayesian Learning Methods	93	44
Award Winner-Paula Goldman	92	230
Keynote-Maria Klawe	91	340
Survival Skills for Grad Students	91	96
Promising Practices in CS1	91	91
Tech Speaker-Jennifer Rexford	91	75
Keynote-Donna Dubinsky	90	390
Award Winner-Mary Jane Irwin	90	207
Get the most out of internships	89	103
Nina Bhatti-Intrapreneurship	89	73
Entrepreneurship Panel (D. Brosseau, N. Merchant, N. Bhatti)	88	100
Unique Needs-Producing long-lasting outreach prog	88	42
Developing Student Leaders to Invent Future	87	54
Change Agent panel-Wafa AlMansoori, Zeinab Safar, Irina Khomeriki	86	111
Retaining Women CS Majors	86	87
Tech Speaker-Devika Subramanian	86	71
Latinas in Computing	86	36
Advance Your Career, Advance Your Life	85	159
Tech Speaker-Valentina Salapura	85	82
Pursuing Grad School & CS Research Career	85	69
Tech Speaker-Teresa H. Meng	85	66
Banquet Emcee-Telle Whitney	84	390
Bringing Women into World of Games	84	103
Systers: 20 Years Empowering Women in Computing	84	102
CS Recruitment for 21st Century	84	38
New Investigators-Theory & Systems	84	32
Poster Session	83	290

ACM Student Research Competition	83	92
Nilofer Merchant-Innovation Strategies	83	87
Tech Speaker-Li-Shiuan Peh	83	79
Outstanding Women in Computer Security	83	64
New Investigators-AI	83	42
Business Innovation through data capture	83	29
What to look for in job offer?	82	93
We Invent Future of Interdisciplinary Research	82	88
New Investigators-Knowledge Discovery & Data Mining	82	45
Paradigm shifts, new tech requirements, solution path	82	40
Research Expertise for undergrads	81	81
Workplace Mentoring	81	73
Entrepreneurship-Live Your Ideas	81	62
Tech Speaker-Dileep George	80	109
Intro to Intrusion Detection	80	79
Challenges Faced When Forming “Women in Computing” Group	80	46
Latinas Opening Doors to Future	80	45
Newcomers Mtg	79	141
Road to Exec Leadership	79	112
Tech to Mgmt-Expect the Unexpected	79	84
Storytelling as Role Modeling	79	62
PhD-Algorithms for Parallel & Distributed Computing	79	58
Working with a Virtual Team in a Global Co.	79	53
PhD-Info Visualization in Co-located Collaborative Environs	79	47
Evaluating Tech Career Opps	78	104
Wireless Security Best Practice Guidelines	78	83
Trad & Creative Funding Models for Outreach	78	55
Making Transition to Teaching-oriented Institution	78	32
So You Want to Be a CTO	77	90
Broadening Field of Computing Through Design-Based HCI Curriculum	77	74
Exploring Careers in Tech	77	65
PhD-Supporting Data-Based Decision-Making for Caregivers	77	47
Mentoring Makes MAGIC for Girls	77	43
Where Have All the Women Gone?	76	71
Tech Solutions for Environ & Soc Issues	76	62

PhD-Natural Language Interfaces for Environment Control	76	50
Confidential Advice for Jr Faculty	76	41
Innovation Inside Corporations	75	81
Denise Brosseau-Entrepreneurship	75	71
PhD-Unified Approach to Computing & Visualizing Uncertainty in the OR	74	47
Transactional Memory-Taming concurrent prog	74	43
Managing Career 2-5 Years Out of School	73	124
Women Powering Next Wave of Web	73	97
Girl Geeks in High School	73	64
Building Sustainable Corp Ntwks for Tech Women	73	37
Inventing Future Through Art of Mentorship	72	79
PhD-Mining Regional Knowledge in Spatial Datasets	71	38
You're an Assoc Prof-What's Next?	70	50
Finding Semantically Similar Objects	70	47
New Investigators-Computing & Bio Apps	70	30
New Investigators-Mathematical Programming	70	23
PhD-Foundation for Behavioral Specification	70	20
RFID-IP Network Apps & Learning by Doing	69	87
Women's Nurturing & Providing Roles	69	49
PhD-Slicing the Three-layer Architecture	69	39
Real Teamwork in Virtual World	68	102
Modern day security	68	44
Introducing Computing Community Consortium	65	23
How to Land Dream Job in Industry	63	143
PhD-Robust & Scalable Peer-To-Peer Video Distribution	56	46
New Investigators-Simulation & Performance Eval	52	29

Respondents were asked to list their favorite sessions. Answers varied widely, but some of the most common sessions listed included: Keynote Speakers Donna Dubinsky and Maria Klawe, I Can Fly: Future Without Fear, What to Look for in a Job Offer, Survival Skills for Graduate Students and Getting the Most Out of Internships.

Qualitative Responses about the Program by professional affiliation

Faculty

Although GHC 2007 ranked high in its impact on faculty attendees overall, several respondents felt like the program did not address the needs of faculty attendees appropriately:

I was extremely disappointed in the lack of sessions on pursuing an academic career. Neither the academic job search process nor advice for working at research institutions were covered. It sent the message that even an organization for women and computing did not consider that women would want these positions, positions that are so crucial to inspiring and retaining younger women.

“ Nothing for junior faculty. The "confidential" session for junior faculty had senior faculty and grad students in attendance. So much for "confidential." Senior women talk down to junior women, they talk in a patronizing and condescending tone. They are in general clueless about our needs. I am overwhelmed with work as it is, mentoring a whole bunch of students is not something I want dumped on me. “

This is my third time at Grace Hopper. I keep coming back hoping that it will provide opportunity for me to network and meet academic women who can serve as mentors. I find that the potential mentors seem inaccessible and as the conference gets larger it gets harder to find the women I'd like to meet. I also find that the academic advice (for example in the confidential advice for junior faculty session) is largely not relevant for someone who is not at a research I institution.

More sessions for new/untenured faculty

More program details for academics-- program design + evaluation, etc.

Mostly the conference is for PH.D students. It will be really great if you can give more importance to the technology people. Had some technology related sessions but they were not sufficient.

Make it less glitzy, less focus on the corporate sponsors, less expensive, get rid of the Friday night party and replace it with a quiet opportunity for networking and conversation. And have serious technical tracks that are blind peer reviewed so that the conference "counts", particularly for junior faculty.

The session focused so much on students that, except for the outstanding networking, it wasn't as valuable as other conference. Still, I think that's great for the students -- just not that much for me as a faculty member.

I've heard other people also say that it is not a great place for junior faculty, particularly those from teaching institutions. I find this concerning since faculty from teaching institutions are arguably less likely to find mentors other places.

I have seen more students and industry people; but not many from academic as I would expected.

Suggestions for topics for faculty

Negotiating faculty positions, tenureship

What about writing teaching/research statements when applying for faculty jobs?

Highlight truly successful women across broad range of careers and academia.

Would like to have more academic people and sessions

"The two body problem" in industry and academia; dealing non-confrontationally with unwanted sexual attention or inappropriate behavior at school or work.

Academic career: years 2-6 (assistant professors after the initial start)

choosing between academia and industry.

helping academic women at associate and full professor levels take on leadership positions at their universities and beyond

How to handle department chairs/heads that are poor leaders and don't see the value of women faculty. How to handle discrimination in the workplace, both academia and industry.

How to get tenure?

how to REALLY survive in academia as a female faculty.

I'd love to participate in a session for women who have moved from industry to academia. I know of a few others at Temple and Lehigh Universities who have done this--and I'm sure there are others too. I think having the perspective from both sides would be interesting to those attending. I'd also enjoy sessions on innovative approaches in teaching.

Job hunting in academia.

mid-career advice for academic and industrial women (separate sessions for each)

more advice on finding academic positions

More professional development for academics already in a job at various stages.

professional speaking, becoming non-administrator leaders in academia (i.e., leaders of university centers, chairing conferences, careers leading to top awards in your field)

Something for each stage: undergrad, grad, assistant prof, assoc prof. Also, a panel discussing the pros-cons of doing industry vs. academia.

Industry

A few respondents similarly suggested having more content for industry attendees:

Determine who the main audience of the conference is supposed to be. I don't believe most people see Hopper as a technical conference so it should focus more on undergrads, grad students, folks in colleges/universities and industry is doing and what they want/need from students.

I would like to see more topics relevant to industry participants. It seemed that much of this year's conference was targeted toward academics.

I just felt that everything was directed at undergrads and graduate students and very little was relevant to those in industry. Which is sad since this is an event that got me excited about engineering when I attended a few years ago and I look to it as a way to revitalize and prepare for the next year of my career, but this conference isn't providing that. I think you need to keep in mind that people that you had attend as students are starting to come back as industry and you will be seeing more and more young industry professionals looking to you for guidance

improve the mix of industry to academia; might also want to include business players from emerging technologies/technology markets.

You seem to have completely ignored women in their mid-career who are in industry. There were plenty of things for students, for professors and for women starting out in industry and for women high up in industry but nothing for those of us in the middle.

Far too lopsided agenda towards college and very early career. Very little of interest for me with almost 25 years industry experience.

Most of the industry speakers came from the same 5 companies and offered almost identical opinions.

I think the conference was great. I would add more industry professionals to the sessions.

More sessions for women in the industry and perhaps a mentoring session
5. More employer opportunities for veterans in the industry. I sat next to a recruiter on the plane on the way home who also attended the conference and also a sponsor stated that most of the women that were there were students and they were looking to hire more experienced professionals. In the future, you may want to have a session or recruiting session for the more seasoned professionals.

Suggestions for industry topics:

How to make it to the executive level, how to deal with a boy club (which seems to be everywhere) and women stereotypes (do women have to be less feminine to be taken seriously in the technical field?)

More industry professionals.

More mid-career topics. Use mid-career speakers to also address early-career topics. Using senior women to address early-career topics today is silly; technology has changed dramatically and senior women don't appear to use tech the same way junior women do to maintain networks and keep in touch.

How to move from position to position within your company.

new graduate who enters industry just a couple of years. There are just too many possibilities, but how to find what one is good at and take advantage of that in career path development.

More sessions with executives from industry to focus on issues facing women in the work force for 10-20 years. Career/work balance, negotiation skills

Technical Woman Leadership in the Industry (not just management)

Technical Women Leaders - CEO's is nice but what about Fellows?

A wider variety of industry specific technical topics (such as Ruby Rails or Agile).

Maybe more work around software engineering practices in industry.

More topics on use industry software/hardware

Sponsor Night

In 2007, Grace Hopper experimented with a new format for Sponsor Night, with an offsite event at City Walk, which required additional coordination.

Overall, sponsor night was very well received. There are, however, significant differences in opinion among participants with different professional affiliations. Faculty participants rated sponsor night much lower than students and industry participants.

70% of participants feel sponsor night was very or extremely valuable

- 78% of students felt it was very or extremely valuable
- 54% of faculty felt it was very or extremely valuable
- 65% of industry participants felt it was very or extremely valuable

78% of sponsor respondents feel that sponsor night was good or excellent

Qualitative comments

Make the sponsor night less about prizes and more about networking.

A bit more info describing the logistics of drink tickets and sponsor night.

I liked California a lot more. Also, I really liked the 2006 sponsor night better. There was more opportunity to have fun rather than just collect stuff. I really like collecting stuff, just bring back the fun stuff too. (See 2006 GHC Google party)

It also would have helped if more people knew about how sponsor night was going to be arranged because we were given conflicting information regarding buses.

Sponsor night: I think it was too focused on getting swag and getting out, it was hard to network and hang out. I think IBM did it well, because they set up awesome demos that encouraged conversation and had the Wii in the room to get people involved beyond just getting that extra pen. I would suggest for the companies to focus on activities rather than gifts to get women to attend their station and instead just sponsor an end of the night goody-bag that everyone can take after the celebration, so we don't have to carry it around.

The 2006 Sponsor night was so much better than this year. Better venues, better traffic flow, better food and drink, better giveaways.

The sponsor night is a good chance to meet more people, but it would be more effective if the place was not so noisy. It was hard to talk to people

the sponsor night was better last year because it seemed more intimate... we kept losing our group

the sponsor night was pretty bad. from the brochure it looked like buses were running the whole time and it went until 11-something. We got kicked out at 9:45! The food was eh, there were no good socializing spaces, but also no good places to dance. The banquet the previous night was much better

The sponsored night was rather dodgy as people were waiting until after the raffle was over to get their second drinks, and then everything closed and we were not allowed to go as early as 9:45. Also, the music was either too loud or too soft and made it difficult for dancing/enjoying. The events were set up so all we did or were able to do was wait in line the entire time.

Try to make corporate sponsor night more about networking and less about the really cool swag

sponsor night was fun!

The dinner/evening events were a bit on the short side, especially the Sponsor Night party which seemed to end abruptly. Extending these social activities into the night would have allowed for more networking time in a fun atmosphere.

The 2006 Sponsor night was so much better than this year. Better venues, better traffic flow, better food and drink, better giveaways.

The highlight of the conference was platinum sponsornight (3 comments)

Suggestions for Improvement

Respondents presented a broad range of suggestions for improvement. Some of the key categories included (N= 239):

- Better food – Respondents were particularly disappointed in the quality and selection for the Banquet (fish) and for breakfast (too many sweets and carbs, not enough fruits/healthy options/protein).

“I was very disappointed in the food, and I always thought good fresh fish wasn't supposed to taste fishy. I was surprised also that the continental breakfast did not include fruit or some healthier option, especially at a women's conference. It was also frustrating that there were no chairs or tables or anywhere to go with your breakfast to eat it. (It's hard to butter a bagel while holding the bagel, the plate, and a drink.)”

- Topics covered – Responses were mixed in this area but fell within two main categories:
 - More high-quality technical topics – although some felt tech sessions were too basic and others felt they were too advanced. One person suggested a tech level rating system for sessions, similar to a 100-level class, etc.
 - More sessions on mid-career development and/or leadership

“The conference is excellent. However, I wish they would invite more outstanding professors of either gender”

“Greater number of sessions for mid-later career women; sessions dealing with careers that include tech but aren't directly tech: e.g. management of technical people, technical project management; working in an IT department in a non-tech company, supporting the business; utilizing technology to improve workflow in non-technical areas of the company; non-research careers such as system administration, network administration, database admin, tech support positions.”

- Networking – While many respondents wanted more sessions, others wanted more time to network and socialize with peers. Some respondents thought that as the conference has grown, it has become more difficult to network and to meet people. To address this issue, they suggested:
 - Fewer sessions with longer breaks between sessions to foster networking
 - More introductory/meet people sessions
 - A directory of attendees and/or a way to leave messages for each other
 - A mentorship match program

Integrate newcomers better. Sometimes it felt that there were already established groups and off hand references to email lists, websites and people that they expected everyone would know, but I didn't

Find a way to be more inclusive. One possibility would be to have (as the first session) a BOF where women can meet other women who hold similar positions.

Wonderful, great networking - would be nice to have organized roundtable peer to peer discussions

It was hard to find women who work in the same field among the many. More technical sessions or sessions devoted to "finding other women in your field" or even a blackboard where people could sign up would be very helpful. I felt a bit overwhelmed and found it hard to network. There were so many great women but I would really have loved to find some with whom I could have further research relationships.

Conference scope – While some respondents wanted broader and more sessions to cover more technical and/or professional development areas (see above); others felt that Grace Hopper should consider narrowing or redefining its focus, rather than trying to cover everything.

- Conference schedule – While wanting more topics covered, many respondents also mentioned having to miss sessions because they were concurrent with other sessions they wanted to attend. One respondent suggested reorganizing the schedule along parallel tracks rather than having blocks or categories of sessions.

I'm passionate about theory and about changing the world; there were sessions that I was not very interested in any specific track. On the other hand, some of the things that I really wanted to hear were in parallel (e.g. day 1 session 3, I had to miss "Environmental and Societal Issues...", which I really wanted to hear, to go to "Using technology to empower women in the developing world").

More focus on working women, less on new grads.

Sponsor Survey Results

A separate survey instrument was sent to the Conference Sponsors in order to measure impact and satisfaction from their perspective.

Industry sponsors typically report higher recruitment impact than academic sponsors, while academic sponsors report higher retention impact than industry sponsors.

1. Impact on Industry Sponsors (N= 10 sponsor reps)

Recruitment

90% of industry sponsors agree that GHC builds their passive recruitment effort

90% of industry sponsors agree that the quality of potential job candidates is high at GHC

66% of industry sponsors agree that GHC helps them meet their objectives for hiring technical women

Retention

70% of industry sponsors agree that GHC contributes to their retention objectives for technical women

2. Impact on Academic Sponsors (N= 16 sponsor reps)

Recruitment

57% of academic sponsors agree that GHC helps them identify and recruit grad students

37% of academic sponsors agree that GHC helps them recruit female faculty

Retention

100% of academic sponsors agree that GHC has a positive impact on the scholarship recipients

81% of academic sponsors agree that GHC helps retain their female students in technical fields

Sponsor and Quality of the Conference

Overall, sponsors were very positive about the quality of the conference – the exhibit space was the exception.

80% of sponsor respondents found the location good or excellent, and 90% found the venue good or excellent.

40% of sponsor respondents found the exhibit space good or excellent

70% of sponsor respondents found the administration of the conference good or excellent

78% of sponsors found sponsor night good or excellent

67% of sponsors found the resume database good or excellent

80% found communication with the organizers good or excellent

4. Please rate the 2007 Grace Hopper Conference in each of the following areas.

	Very Poor	Poor	Fair	Good	Excellent
Conference Location	0 0%	1 10%	1 10%	7 70%	1 10%
Venue	0 0%	0 0%	1 10%	8 80%	1 10%
Exhibit space	0 0%	2 20%	4 40%	2 20%	2 20%
Administration (e.g., registration, logistics)	0 0%	0 0%	3 30%	2 20%	5 50%
Sponsor night	0 0%	0 0%	2 22%	5 56%	2 22%
Food and beverages	0 0%	1 10%	2 20%	6 60%	1 10%
Resume database	1 11%	1 11%	1 11%	6 67%	0 0%
Communication with event organizers	0 0%	0 0%	2 20%	5 50%	3 30%

12. What suggestions do you have to improve the Grace Hopper Conference?

16 Responses

better feedback needed regarding handling of material for conference bag

venue should have ample space for informal get togethers

mix presenters and award winners better with regular participants

Have everything in one location, not two.

The food for the banquet was something my entire table did not eat, felt bad because I know how much the banquets cost.

Great conference overall. Exhibitors could have used a bit more space this year, but I liked being in the traffic pattern vs. in a separate ballroom like in '06.

You might want to separate the initial poster session from the opening reception so as to 1) make the opening reception more relaxing and 2) allow the posters to get more, separate attention (but it did work out just fine).

This was our first time participating. Our leaders that attended were so impressed by the number of women in the industry coming together. We wish that there had been more networking opportunities.

The conference as a whole was wonderful, as always (this was my 5th to attend) and an excellent program. I would like to see an event/lunch/reception for all students, not just scholarship winners. Many students apply for scholarships, but don't get them so I feel bad that they are left out of special events. I also attended the Tapia conference and they had a student orientation in which they must have given them pointers on how to connect with

people they met. Every time I sat next to a student, they engaged me in conversation. It was very good for the students, I thought, and something that might be copied at Hopper.

Don't know yet how to access the resume database. Please make the link easily accessible.

More opportunities for exhibiting companies to speak

The conference is a great medium for inspiring women to continue in the computing field.

My only suggestion is with regards to the food and beverages. I heard complains from students about not having soda for drinks during lunch or dinnertime. I personally don't like ice tea and would have preferred other options to choose from. I would suggest having hot breakfast in the morning (eggs) rather than only bagels and sweets.

Once a year makes the Conference too expensive to be there and attend/participate. Bi-annual feels a lot more affordable.

In the future, I believe the shared tables for the \$1500 academic sponsorships should be limited to no more than two institutions. We did not sufficient table space to exhibit our materials.

13. Any additional comments?

13 Responses

Colocating w/ Tapia was a good idea - more joint publicity and involvement would be good in 2008

Thank you, this year was fantastic for our company. We actually came back with 45 resumes that moved forward to phone screens for possible internships and full-time opportunities. Thank you!!!

the Fri nite party was great –

Venue was convenient and offered several amenities, but I find Orlando a difficult place for conference - lack of walking-distance options, but nice to at least be across the street from Downtown Disney. The sponsor night continues to raise the bar for all other conferences.

Thanks for a great conference!

Great Job and we look forward to participating at a higher level next year.

The program was very good, but the morning and afternoon breaks were too short. The continental breakfast should run longer than the start of the first session. And if possible, it should be in close proximity to the location of the morning speakers.

It was great and thanks to all of you who made it happen!

At the award banquet you had mentioned the names of all the top sponsors, but not the underwriters. I think it would be encouraging if you mention the names of all the sponsors.

It is too soon to tell how many hires/interns we will get from the conference as first round interviews are just beginning

Keep it up! This conference is amazing!!

Online Communities

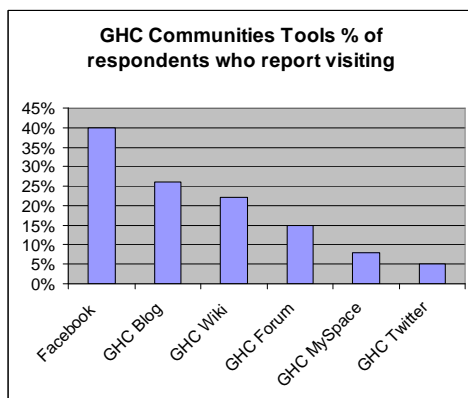
(N=656)

The Anita Borg Institute Advisory Board sub committee on online communities developed a survey section for the evaluation in order to:

- 1) assess the relative success of different online tools used for GHC 2007
- 2) understand the current tool use among its constituency
- 3) perform a needs assessment of future online community needs for the Grace Hopper Conference.

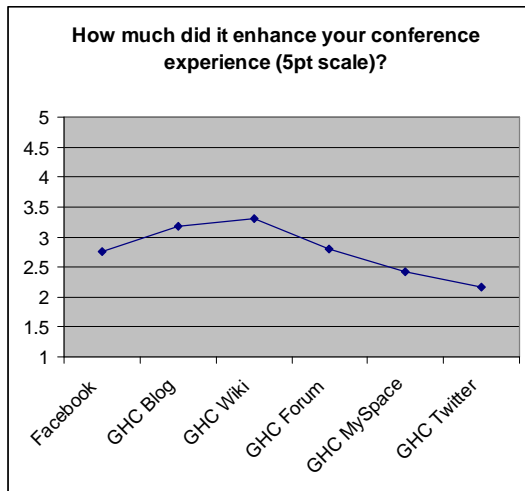
I. GHC Tool Use

- The most used community tool was the GHC Facebook group, with 40% of respondents indicated they had visited the site.
- The second most visited was the GHC Blog at 26%, followed by the Wiki at 22%, The Forum at 15%. Both MySpace and Twitter were below 10%.



- While Facebook was the most visited, the Wiki and the Blog scored higher in terms of enhancing the conference experience for the participants.

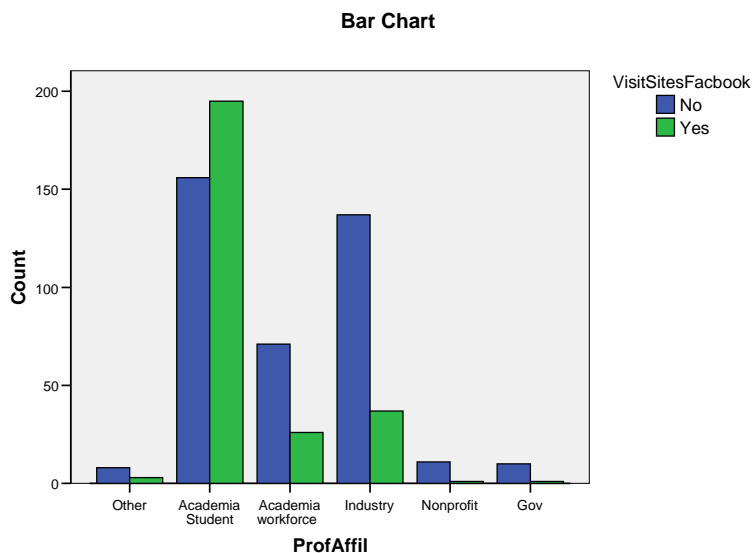
→ Mean result on a 5 point scale of how much did these tools enhance your conference experience? Wiki = 3.3; Blog = 3.17; Forum = 2.8; Facebook = 2.76; MySpace = 2.42; Twitter = 2.17.



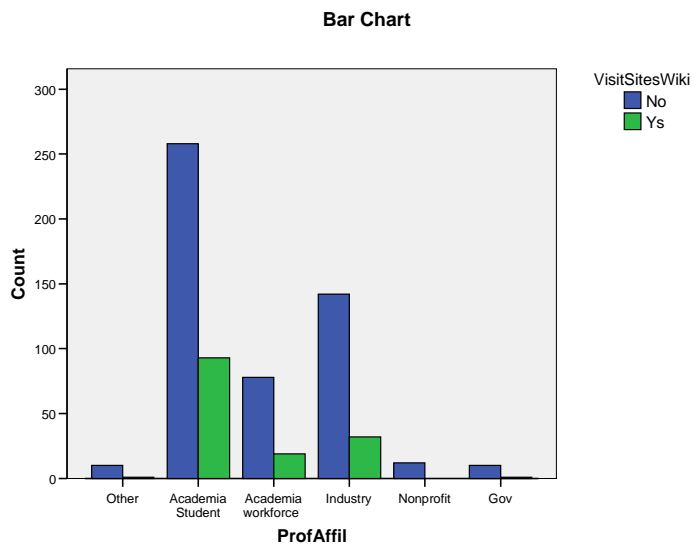
- Participants who did not live in the US were more likely to have found that **Facebook and the GHC Blog enhanced their GHC experience** than those participants who live in the US (Facebook: $F=8.05$, $p=.005$; GHC Blog $F=6.189$, $p=.014$). International participants rated all the communities' tools as more likely to enhance their conference experience.

Professional affiliation

- Students were significantly more likely to report visiting the GHC Facebook group than other respondents ($p=.000$)

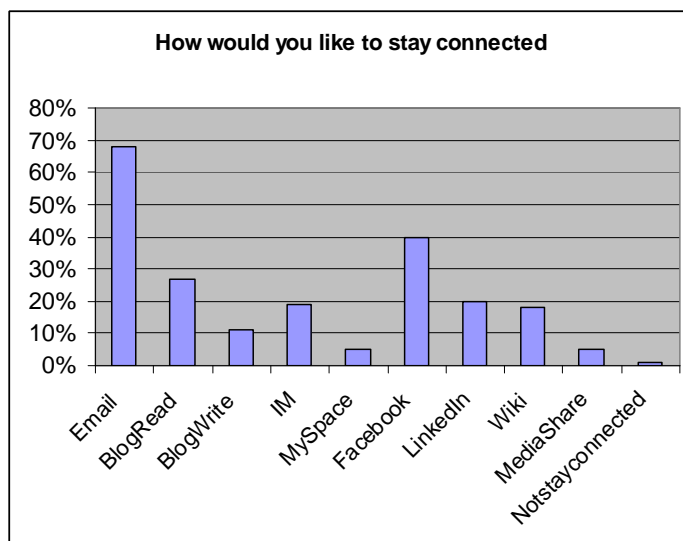


- Students were significantly more likely to report visiting the GHC Wiki than other respondents ($p=.05$)



II. Staying connected beyond GHC

- When asked how they would like to stay connected beyond the conference, a vast majority of participants selected email (68%), followed by Facebook (40%).
- There is a clear desire of the constituency to remain connected – only 1% said that they wouldn't want to remain connected.



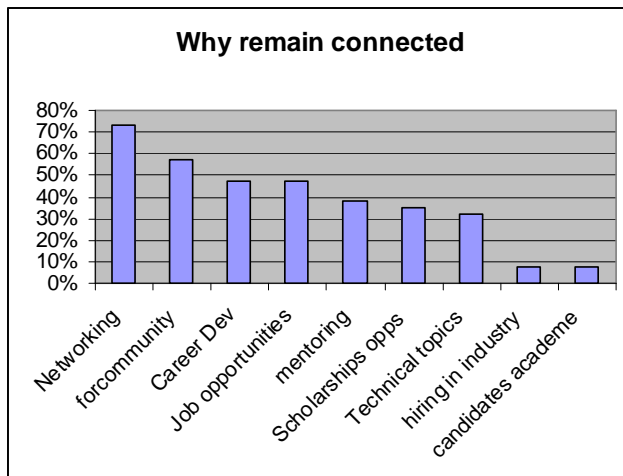
Remote Participation:

A significant proportion of the constituency is interested in participating in the conference remotely.

When asked how they wouldn't like to participate in GHC if they couldn't physically attend the conference, most respondents said they would choose to watch recorded sessions, followed by watching live session.

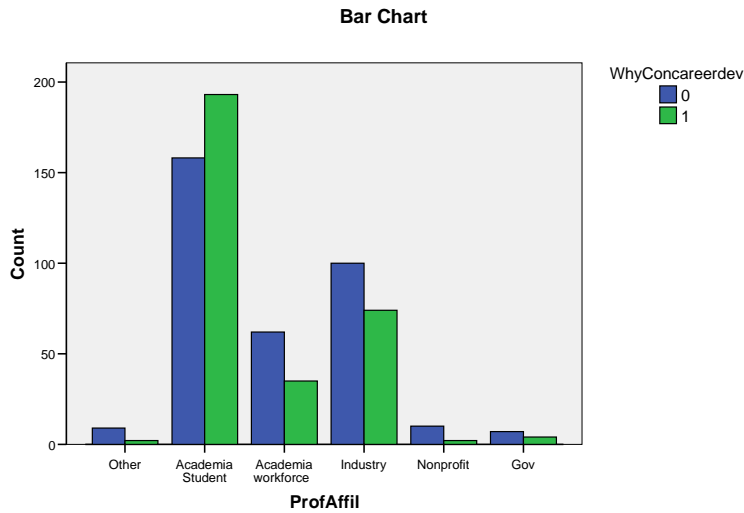


When asked about the reasons that would compel them to remain connected, respondents pointed to networking and being a part of a larger community of technical women, followed by career development topics, job opportunities, and opportunities for mentoring.

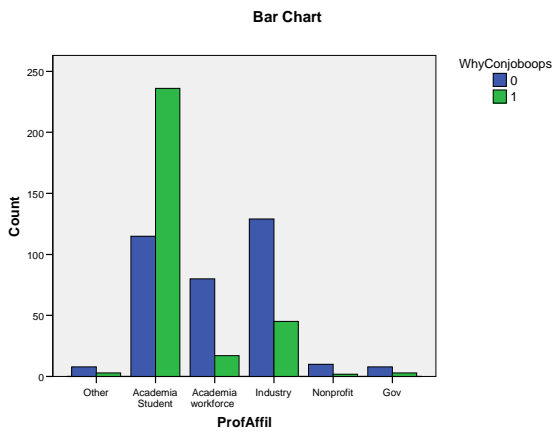


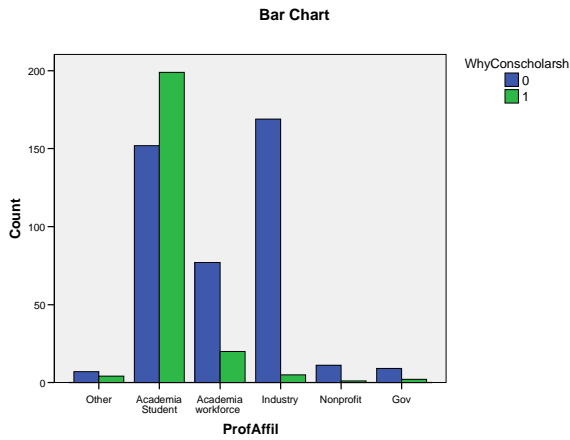
When split by their professional affiliations, respondents differ in the main reasons why they would remain connected:

- 1) Networking is a common goal regardless of professional affiliation
- 2) Students are more interested in professional development topics than academics and industry participants.

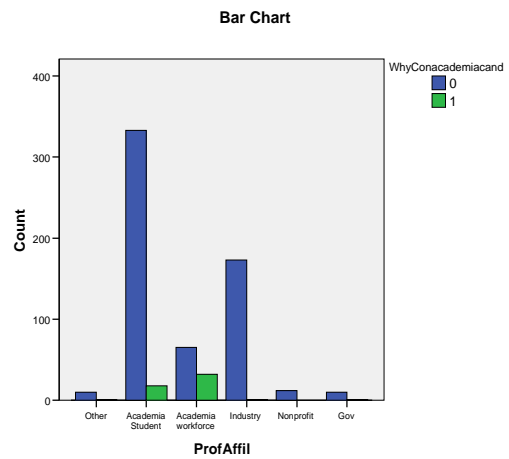
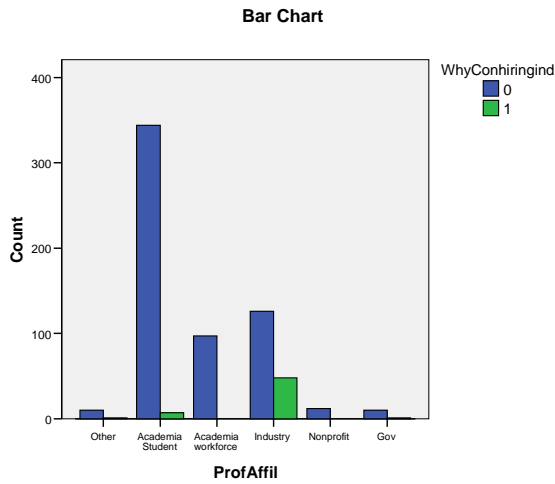


- 3) Similarly, students are more interested in connecting for the purpose of finding out about job opportunities and finding out about scholarship opportunities than non-students.

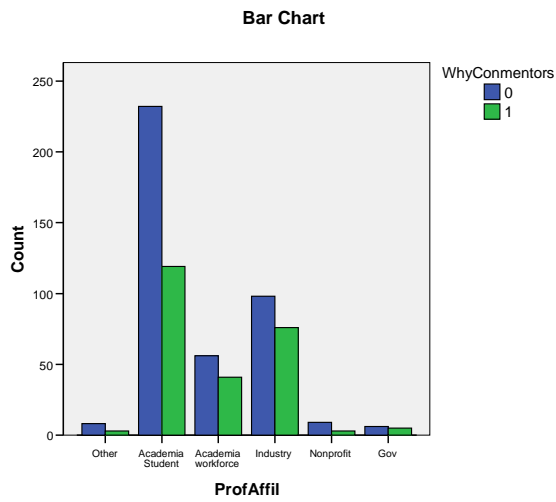




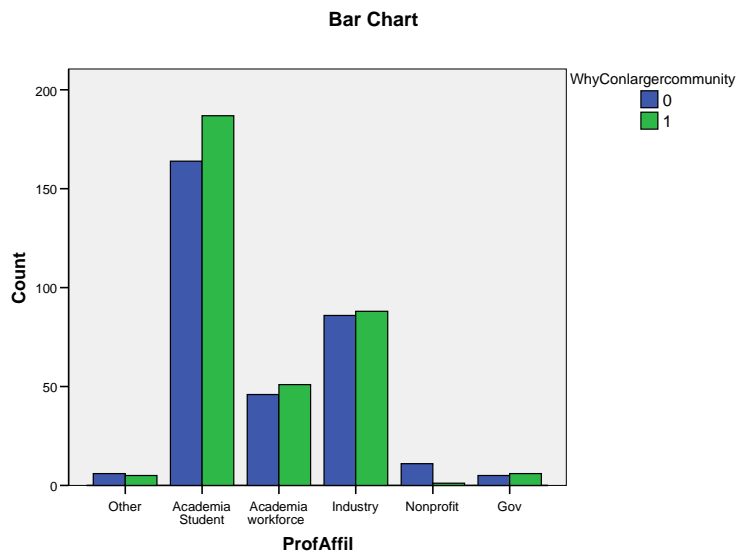
4) Industry respondents are slightly more interested in remaining connected for hiring purposes – although the proportion is still low. A similar trend is found for academics and remaining connected for the purpose of attracting candidates to academia.



5) Mentoring others or finding a mentor is a compelling reason to stay connected among academics and industry workers (proportionally more than students):

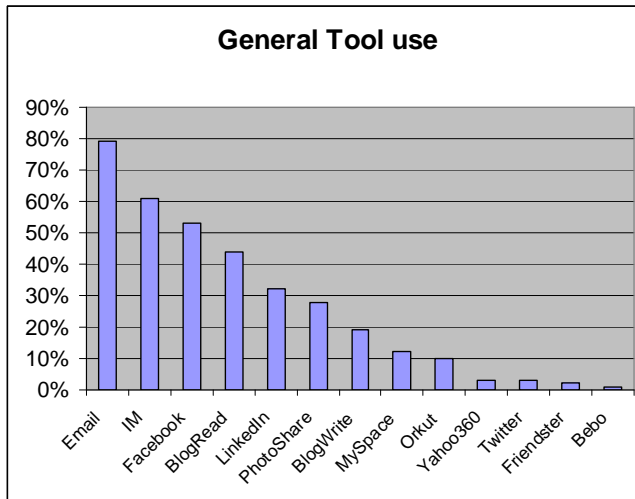


6) remaining connected simply to be a part of a larger community of technical women is a compelling reason to remain connected across groups:



III. General Tool Use

The most used communication tool among this constituency is still email, followed by IM, Facebook, Reading Blogs and photo sharing.



Age of Participants

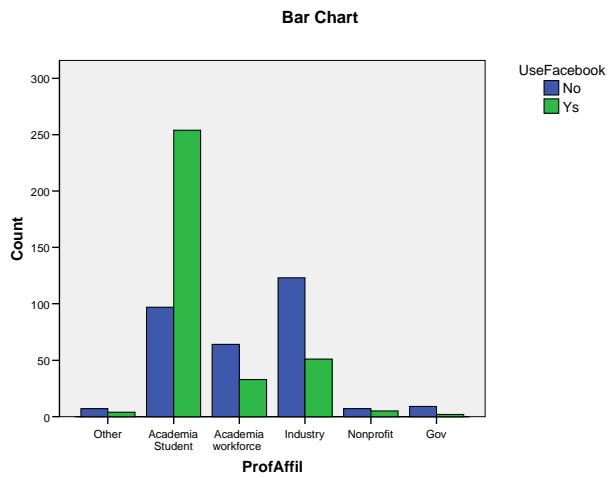
- The bulk of GHC Facebook Users were born between 1975 and 1992, reflecting the age distribution of conference attendants. This age group is also more likely to report using Facebook (outside of GHC) than other age groups.
- By Contrast, most LinkedIn users are found in the age categories of 1965-1974 and 1975 and 1984, with very few born after 1985 reporting using the tool.
- IM is much more used among those born after 1965.
- Email is prevalent among all age groups.

Race

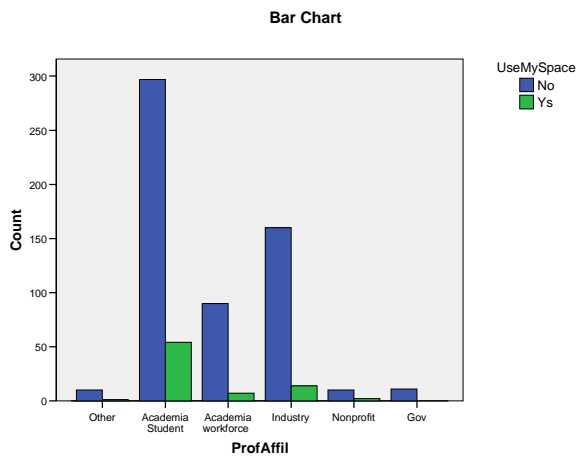
White respondents are significantly more likely to report using Email than Non-Whites. Differences in use between Whites and Non-Whites are also found for the lesser used tools – Orkut, Yahoo360, and Friendster – while their overall use is reported as low, these tools are more likely to be used among Non-Whites.

Professional Affiliation

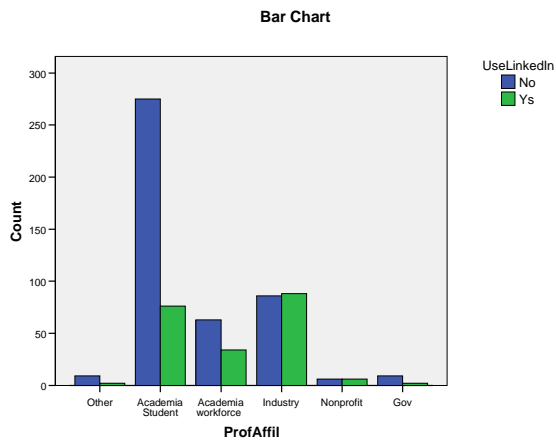
- Reading Blogs and BlogWriting are equally likely across professional affiliation (no significant differences).
- Facebook is significantly more likely to be used by Students ($p=.000$)



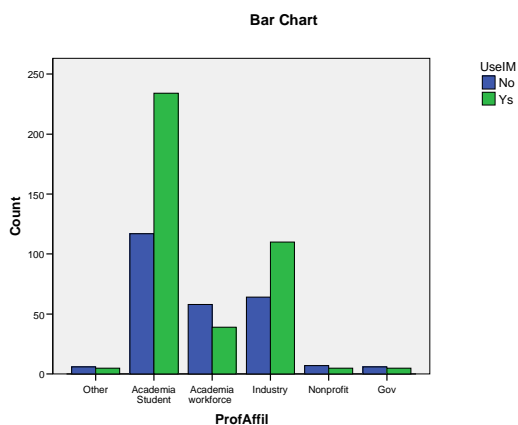
- MySpace is significantly more likely to be used by students ($p=.065$).



- Industry respondents are significantly more likely to use LinkedIn than other groups



- Students and industry respondents are significantly more likely to use IM than academics (p=.000)



International Participants

- International respondents were significantly more likely to report reading blogs than US respondents.
- International respondents were significantly more likely to report using FaceBook than US participants.
- US respondents were significantly more likely to report using MySpace than international respondents
- US respondents were significantly more likely to report using LinkedIn than international respondents.
- US respondents were significantly more likely to report using IM than international respondents

