

Find gender stereotypes in STEM representations: Analysis grid

Question	Advertisement 1	Advertisement 2	Advertisement 3
What is the link between the object in the ad and the person or people shown in the image?			
What is the target audience of the advertisement?			
How was the advertisement made?			
What can you say about the size of different elements in the image and their connection?			
Which colours are used?			
How would you describe the people in the image? (activity, posture, shown body parts, clothing, accessories)			
Where are the eyes of the people directed?			
What would you remark on the mouth of the people (position of lips, smile, lipstick etc.)			
How would you describe the hairdo of the people? (done up, loose, colour, length)			
What is the relationship between different people in the picture? (position, size, expression, attitude, etc)			
How does text relate to the message? (placement of text, font, length, words)			