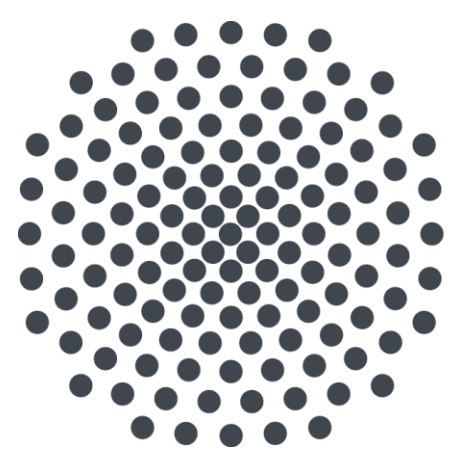




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An Exploration of
Augmented Reality
to Increase the
Visibility of Women
in Research

Motivation

- Limited visibility of women deprives aspiring researchers of role models, reinforces stereotypes, and discourages academic persistence.
 - Many efforts exist, but with little use of Augmented Reality (AR) [1–6].
 - AR offers immersion, spatial situatedness, and integration into campus tours.
- We explore the use of AR to increase the visibility of women in research.

Contribution 1 – Design workshop

8 HCI researchers (7 women) explored what to present and how, resulting in an affinity diagram.

Goals			Usage Setting		Information				
Short-term		Long-term	Audience	Event	Personal	Professional			Environment
Attribution	AR application	More women leaders	Young women	Science Day	Name	Grants	Contact information	Career path	POIs
User-friendly	Provide Information		Research-interested	Girl's Day	Number of kids	Awards	Committees	Building names	
Campus Tour	Various domains	Unraveling bias		Research (e.g., conferences, workshops)		Conferences	Academic age		
Inspiration							Publications		

Representation							Features	
Visualization	Highlighting	Gallery	Storytelling	Video/Hologram	Navigation	Gamification	Internal	External
Glyphs (e.g., academic vs. biological age)	Situated (e.g., offices through walls)	Trailblazing researchers	Projection of visitor as researchers	Telling positive experiences	Planned tour	Find hidden researchers	Filters (e.g., doamin)	Remote access (web)
					Free exploration			
Situated infographics	Animated POI indicators	Personal and professional information	Stories of researchers' impact	Follow virtual researchers	Route between POIs	Guessing game	Contact researchers	
Research word cloud		Timeline (personal, professional)		Hologram with information	Map overview		Tour recap video	
				Question & answers	Route to offices			





Contribution 2 – AR prototype: EmpowARher

For university events and campus tours, populated with real data from 9 women researchers.



Scan me!

Contribution 3 – Challenges and opportunities

- Account for, understand, and respect the workload of participants.
- Applies to any target group; particular care may be needed when working with women in research.
- Integrate the target audience into the design process through co-design workshops.
- Investigate the overlap of what women researchers want to share and what the target audience wants to know.
- Consider varying technological literacy and experience when using AR technologies.
- Balance novelty and usability, and offer material through a diverse set of media.
- Conduct long-term studies on the effects of AR to increase the visibility of women in research.

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