

Decalogue for Gender-Perspective in Science Communication

1 Practice responsible communication, if done without attention to the gender perspective, it can be counterproductive by reinforcing prejudices

Be aware that research may have been conducted without a gender perspective. Gender perspective affects the narrative and methodology **2**

3 Set clear criteria when selecting sources: go to the original source and prioritise merit over position

Treat every researcher normally, no references to their appearance, personal life, origin or age **4**

5 Encourage a cultural change among science professionals in the interest of gender equality.

Identify the researcher with full name and surname, position and institution. The use of generics and initials makes scientists invisible. **6**

7 Create credible and imitable protagonists. Treat researchers according to their real merit

Use non-sexist, inclusive and non-discriminatory language. **8**

9 Use images in line with the content, the protagonist must appear in the foreground and looking at the camera

At the end of your work, check and reflect. **10**



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