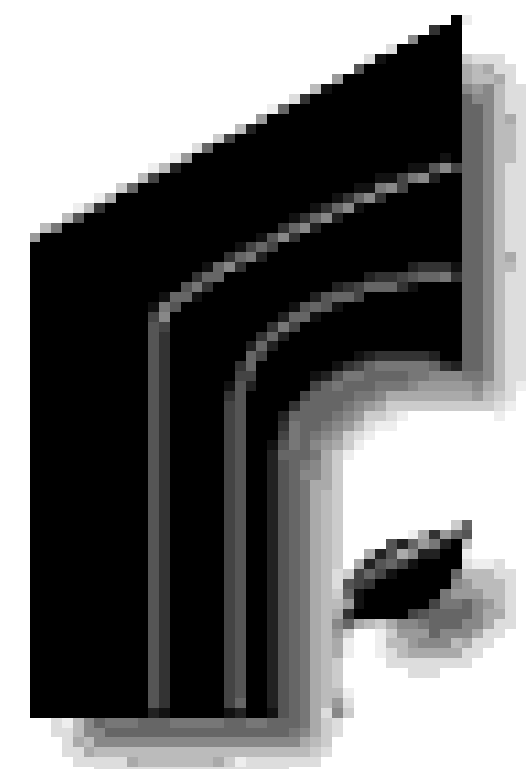
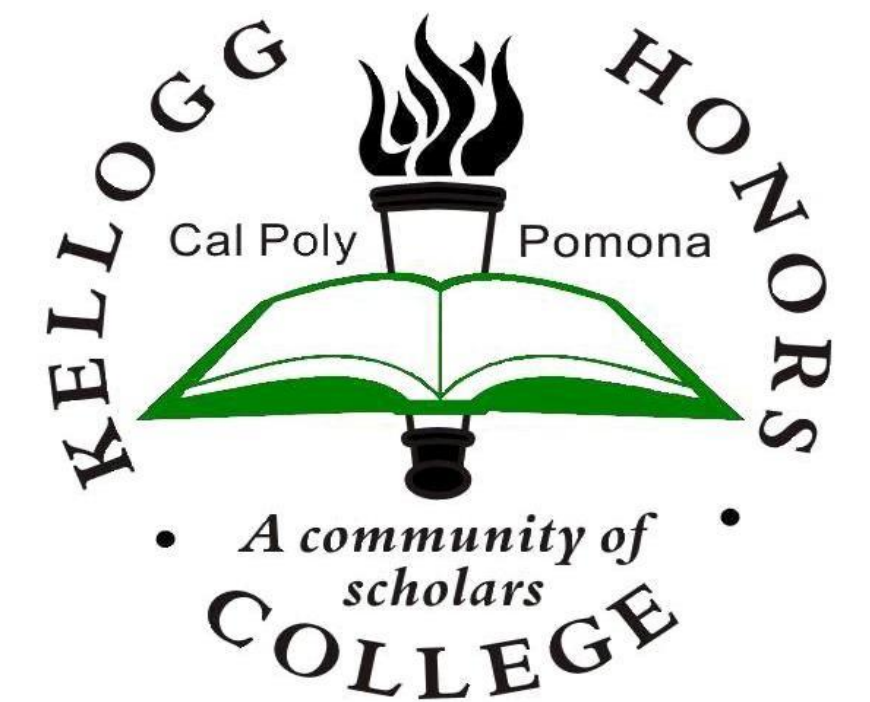


If She Can See It She Can Be It: An Analysis of How Seventeen.com Presents Occupational Guidance for Young Women



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Purpose of Study

Seventeen magazine is a popular source of information and guidance for young women when they are making decisions about what type of future they hope to pursue. Therefore, it is important to evaluate the messages that the Seventeen magazine company send to young women about potential occupational choices and how to prepare for a successful future. This study investigates articles featured on Seventeen.com to determine what types of career options are presented to young women as well as advice regarding college, internships, and pursuing future jobs. Since some of the current disparities between the amount that men and women are paid are due to occupational selection, socialized ideas of worth, and acceptable workplace behavior, it is important to evaluate whether an influential source for today's young women is helping women close the gender gap or perpetuating the status quo.



Methods

Inductive content analysis of 105 articles from Seventeen.com that provide information and advice on:

- ❖ Potential Careers
- ❖ College
- ❖ Internships
- ❖ How to Get a Job

Articles involving potential careers were coded to identify trends in that field such as:

- ❖ Domination by Gender
- ❖ Income
- ❖ Types of Skills Used
- ❖ Length of Work Hours
- ❖ Education Needed

Articles that contained advice about college, internships, and getting a job were coded by identifying common themes.

Articles were found on the Seventeen.com search engine by using the keyword: career.

Findings

Advice to young women regarding college, internships, and getting jobs

- ❖ Research
- ❖ Be Assertive

Occupational advice

- ❖ Women Dominated Fields
- ❖ Entertainment Industry
- ❖ Fashion and Beauty Industries
- ❖ Limited Coverage of STEM Industries

16.6% of the careers featured were in STEM fields!

Discussion

Limitations

- ❖ Unclear how Seventeen.com chooses which occupations to feature
- ❖ Potential content differences between Seventeen magazine and Seventeen.com
- ❖ Additional research must be performed to investigate the degree to which young women internalize messages from Seventeen.com

Implications

Seventeen.com indirectly encourages young women to choose:

- ❖ Women Dominated Fields
- ❖ Occupations Outside of STEM Fields
- ❖ Professions That Value Physical Appearance

Conclusion

Although articles on Seventeen.com provided strong advice to young women regarding college, internship, and job advice, the coverage of occupational options indirectly encouraged women to choose jobs in fields dominated by women that also pay less than many occupations dominated by men. By indirectly encouraging women to choose these jobs, Seventeen.com is perpetuating the current gender wage gap.

Gender Breakdown of Careers Featured on Seventeen.com

