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Technological talent is on the rise, and as we see growth in the sectors of science and engineering, it's important to analyze the way individuals in these disciplines grow and organize in order to promote a more fluid and innovative work environment. This means acknowledging the way race, gender, and other identities interact in the workplace.

Diversity in the workplace promotes a non-linear projection for problem solving. Having the same type of people solve a problem does little for critical thinking and innovation. This fact makes the discussion of identity in STEM more prevalent. Studies have proven that with an increase in qualified diverse candidates, a company's market share and new market growth increases along with it. This means a hegemonically masculine environment is less likely to see future advancement. That's why the promotion of women in STEM is so important for equal opportunity and innovation. And the movement is making strides, the number of women pursuing STEM is increasing altogether, more specifically physical science and medical/biological sciences are on the rise. However, the number in computer science has dropped and/or stagnated since 2010.

This problem is important to analyze because women were the first modernizers of tech, in fact, computer innovation was really streamlined by females. But that all changed once advertising for the modern machine started to become more gendered. The Planet Money NPR podcast explained that computers during the 80's were being marketed as video games or workplace items. Video games boasted a heavy male market and the 80's still boasted a heavy male-breadwinner mentality. This systematized interest, and started to promote more males to go into the field of computer / information technology. The learning gap because of early technological exposure pushed females out of tech jobs and disciplines and it soon became the male dominated environment known today.

Technology has been defined as a masculine discipline at the expense of female opportunities, and that's what makes it uniquely toxic. And since STEM is seen as an objective field, these gendered differences often go ignored, further perpetuating a negative feedback cycle. It's time that the world starts to realize the importance of diversity in further progress and how something as overlooked as advertising can shape society.