

BRIDGING VALUES

READ THE PAPER



The Inclusion Of Young Generations in Computing

STARTING POINT

GenZ students search for jobs that allow them to have an impact on society.

Do professionals in computing share the same interests?

DATA COLLECTION

▶ 30 video-testimonials we uploaded on TikTok and on YouTube

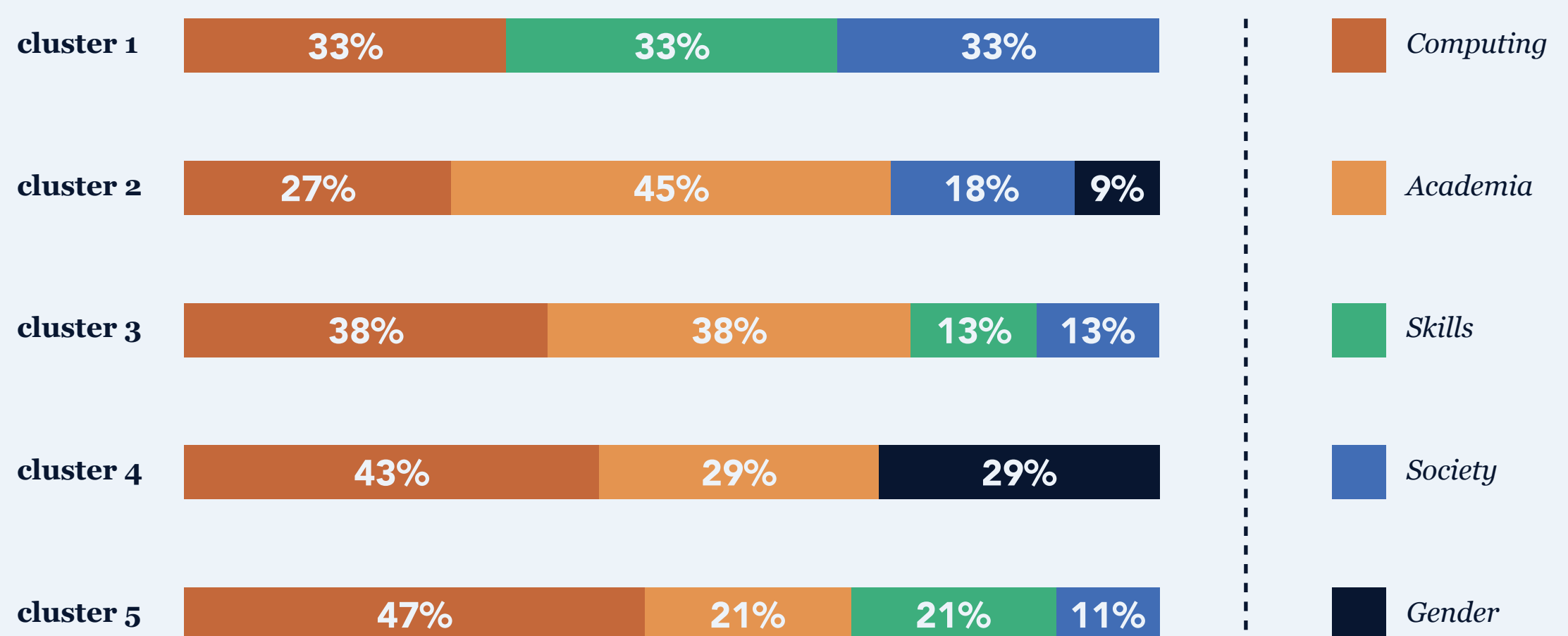
👤 Diverse profiles in gender, job position, European country, and specialization from both industry and academia

DATA ANALYSIS

- 1 Transcription of video-testimonials
- 2 Text mining and clustering with PCA and K-Means

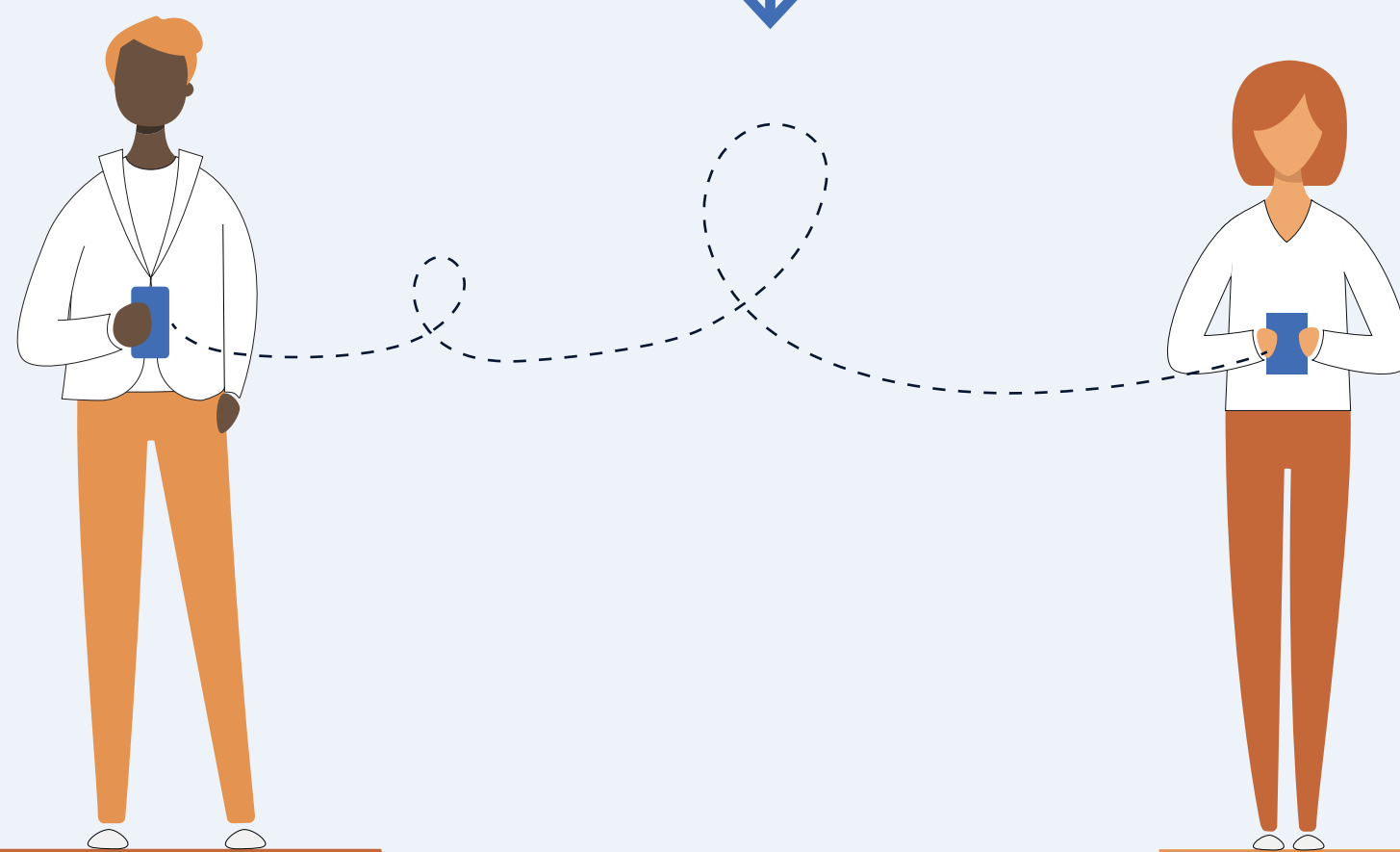
RESULTS

Both the analysis of frequencies and the feature extraction techniques produced **five classes** each. When we used the keywords to uncover a correspondence between themes and clusters, the clusters turned out to be **cross-thematic**.



Professionals in computing recognize its **social embeddedness**, which aligns with younger students' values and expectations.

CHECK THEM OUT HERE:



DO YOU WANT TO PARTICIPATE AND SEND A VIDEO-TESTIMONIAL? CONTACT US!