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Nota di contenuto	Front Matter -- Preface -- Acknowledgments -- Contents -- Executive Summary -- 1 Introduction -- 2 Development of a Positioning Statement, Themes, and Messages -- 3 Research Results -- 4 Conclusions and Recommendations -- Appendix A: Biographies of Committee Members -- Appendix B: In-Depth Interviews: Interviewer's Guide -- Appendix C: Focus Groups: Moderator's Guide-Parents -- Appendix D: Focus Groups: Moderator's Guide-Teens -- Appendix E: Youth Triads: Moderator's Guide -- Appendix F: Online Survey.
Sommario/riassunto	Can the United States continue to lead the world in innovation? The answer may hinge in part on how well the public understands engineering, a key component of the 'innovation engine'. A related concern is how to encourage young people--particularly girls and

under-represented minorities--to consider engineering as a career option. Changing the Conversation provides actionable strategies and market-tested messages for presenting a richer, more positive image of engineering. This book presents and discusses in detail market research about what the public finds most appealing about engineering--as well as what turns the public off. Changing the Conversation is a vital tool for improving the public image of engineering and outreach efforts related to engineering. It will be used by engineers in professional and academic settings including informal learning environments (such as museums and science centers), engineering schools, national engineering societies, technology-based corporations that support education and other outreach to schools and communities, and federal and state agencies and labs that do or promote engineering, technology, and science.
