

Boosting gender equality in airline training: A two-phase intervention

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SUOMEN ILMAILUOPISTO
FINNISH AVIATION ACADEMY

G-VERSITY



HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

Background: Finnish Aviation Academy

Finnish aviation academy (FINAA) was founded in 2002, formerly the *Finnair Aviation Academy*, which was founded in 1985 in the same premises.

FINAA is owned by the government of Finland (98,0%) and the city of Pori (2,0%).
Integrated ATPL(A) and integrated CPL(H) main training courses.

Main missions

- Training pilots for major airlines operating in Finland (e.g., Finnair)
- Aircraft
- Helicopters

Also

- Flight training
- Simulator dry lease services
- Business flights



Background: FINAA & equipment

EQUIPMENT



Background: Women in FINAA

Training:

The cost of training for FINAA trainees is 18,000 euros.

We have around 1,000 applications every two years, around 100 selected, and 40 graduate each year.

- Fluent Finnish and English required.

Women in aviation:

42 full time employees, and 6 women (14%).

Percentage of female applicants:

- 7,8% in 2013
- 13,8% in 2018

Percentage of female applicants selected:

- 3,4% in 2013
- 2,4% in 2018

reach out to
University of Helsinki

Collab
More Women in
Finnish Aviation
Academy

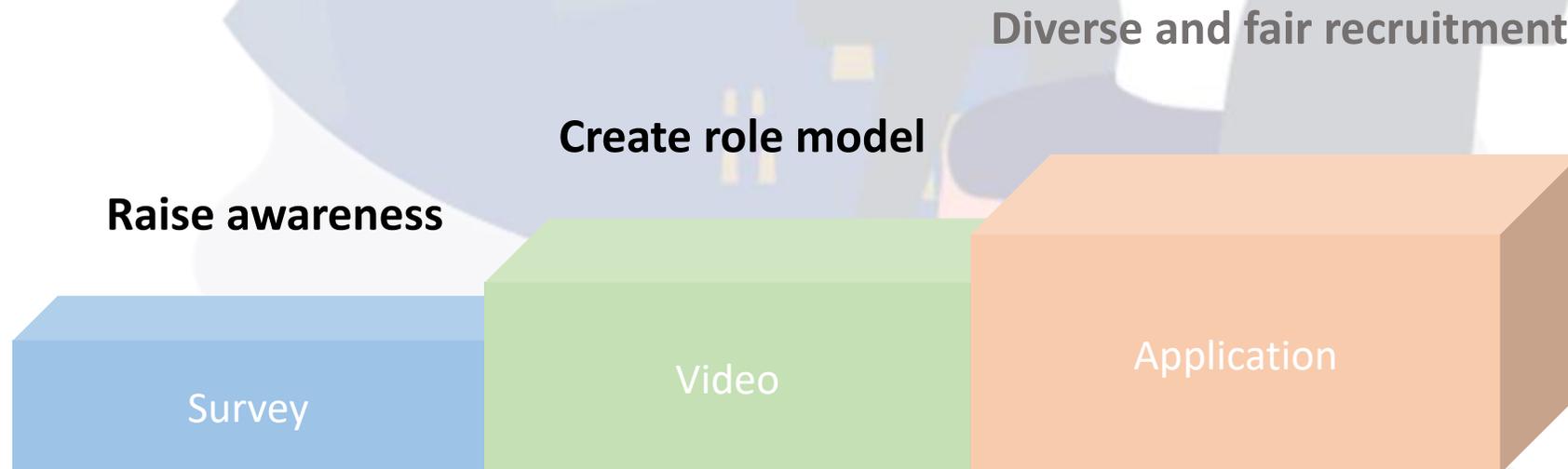
**We would like to boost gender diversity within our academy,
starting with having more women.**

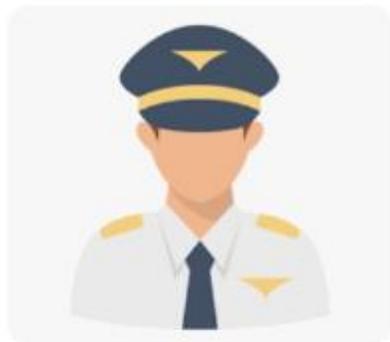
“More Women in Finnish Aviation Academy”

Collaboration between FINAA and University of Helsinki.

In this project, we aimed to **increase the number of women applying for pilot education** in Finnish Aviation Academy. In this intervention:

- **Online survey intervention (March, 2022 – June, 2022)**
- **Video intervention (June, 2022 – September, 2022)**
- **Application cycle (September, 2022)**





Flaticon
Pilot - Free people icons



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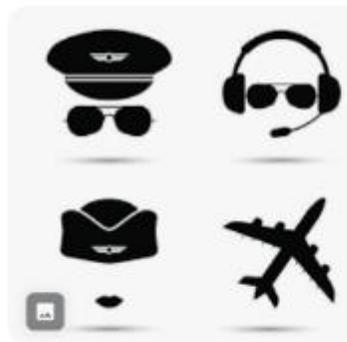
Freepik
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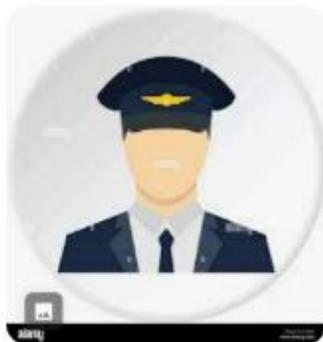
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Stewardess Pilot Airplane V...



IconExperience.com



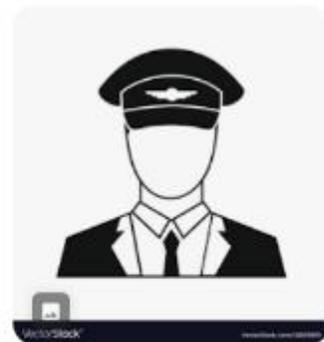
Alamy



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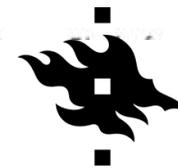


VectorStock



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“Think pilot, think *man*.”



Part 1: Survey study “Pilot, re-imagined”

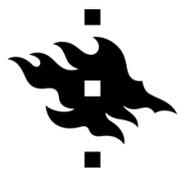
A short online survey sent to high school students, high school student career advisors, and Finnair pilots.



Think pilot, think what?



Think pilot, think “me”!



Part 1: Survey study “Pilot, re-imagined”

High school students and advisors think **masculine traits** are the most true of pilots.
But pilots think it was **overall competency** (gender-neutral traits).

Feminine traits
Able to handle people well
Honest
Patient
Well-mannered
Considerate

Masculine traits
Calm in emergencies
Courageous
Independent
Hardworking
Able to make decisions

Competency traits
Innovative
Organized
Thorough in handling details
Intelligent
Level-headed

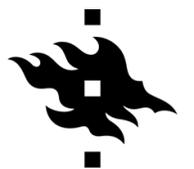


Because we learned from the survey that...

- ✓ Students and student advisors associated pilots with agentic/masculine traits.
- ✓ “Think pilots think men” is present.
- ✓ Pilots valued communal/feminine characteristics in aviation.
- ✓ Students and student advisors lacked knowledge of pilot occupation.

We need to bridge this gap...

- Counter “think pilots think men.”
- Highlight the importance of communal/feminine characteristics
- Provide more information on pilot and pilot education: what is it like, and can it be for me?



Part 2: Video study

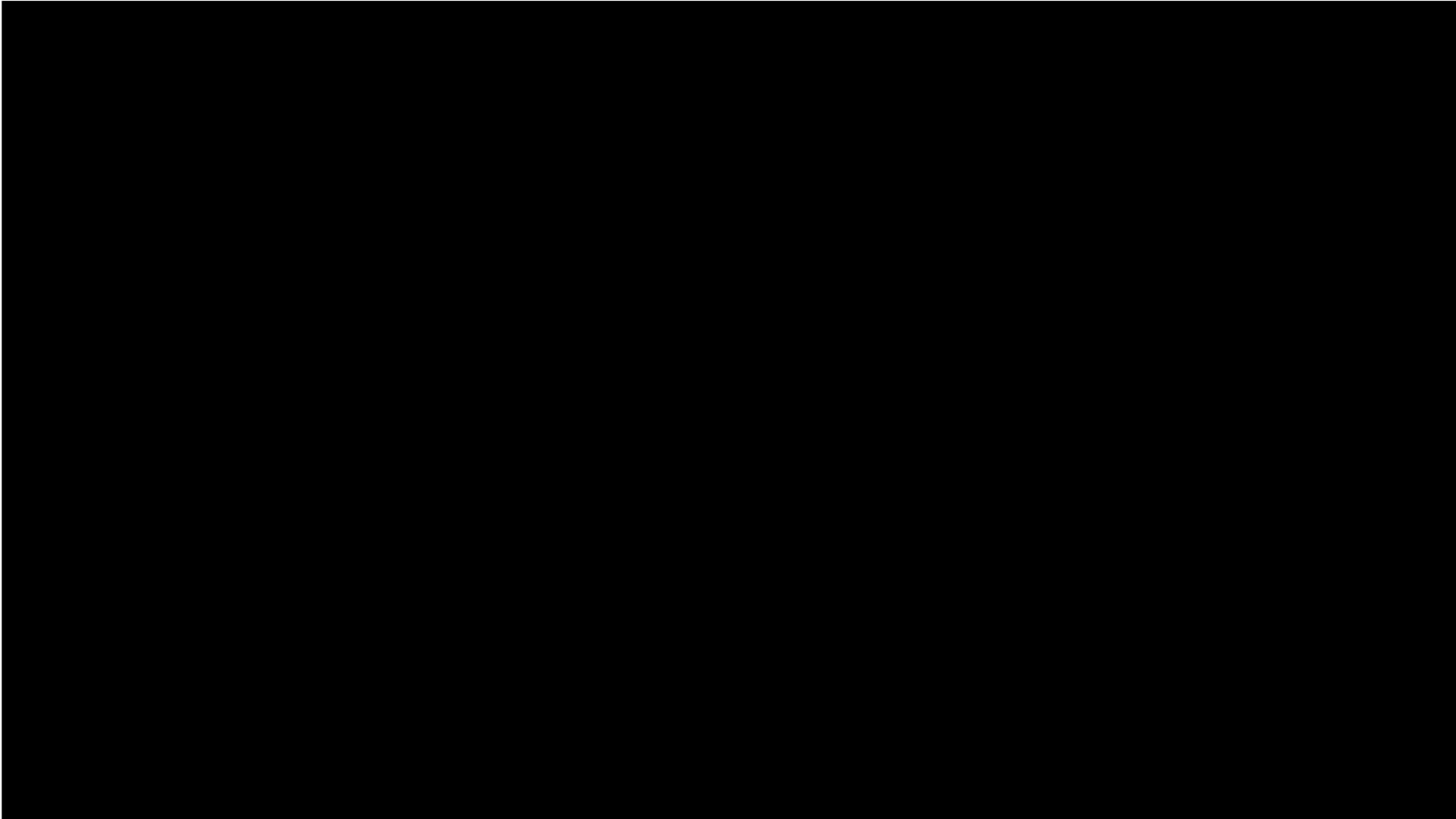
“I see myself in the aviation world”

We partnered with a Finnish TV channel Inez and created a 5-episode documentary on women in aviation. In this series, we featured women in training and in commercial airlines.

- **Women in training (FINAA trainees)**
- **Women flying commercial airlines (captains)**
- **Daily life of being a woman in aviation (vlog-style)**
- **Interviews and information sharing (education purposes)**



Part 2: Video content, clip



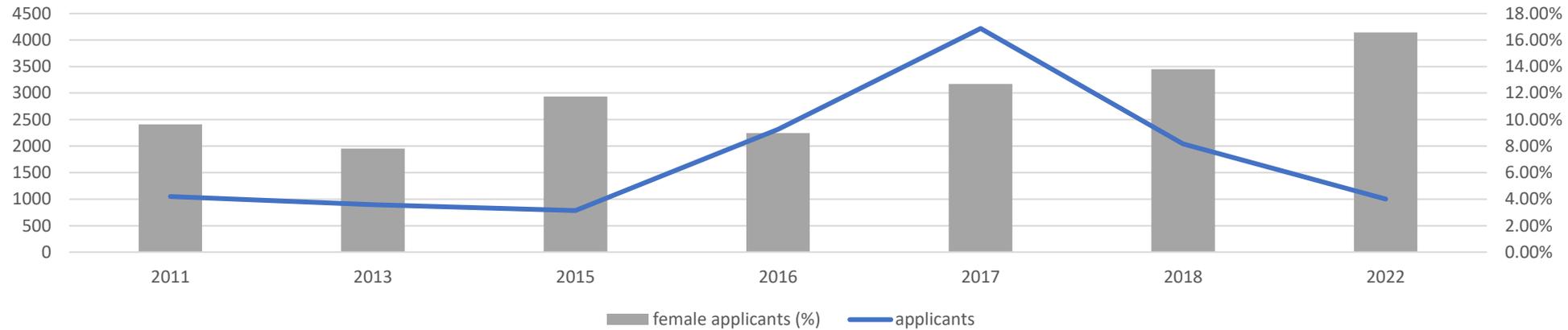
Subtitled series can
be accessed here

This series reached **21,000** views by the 2022 application cycle.



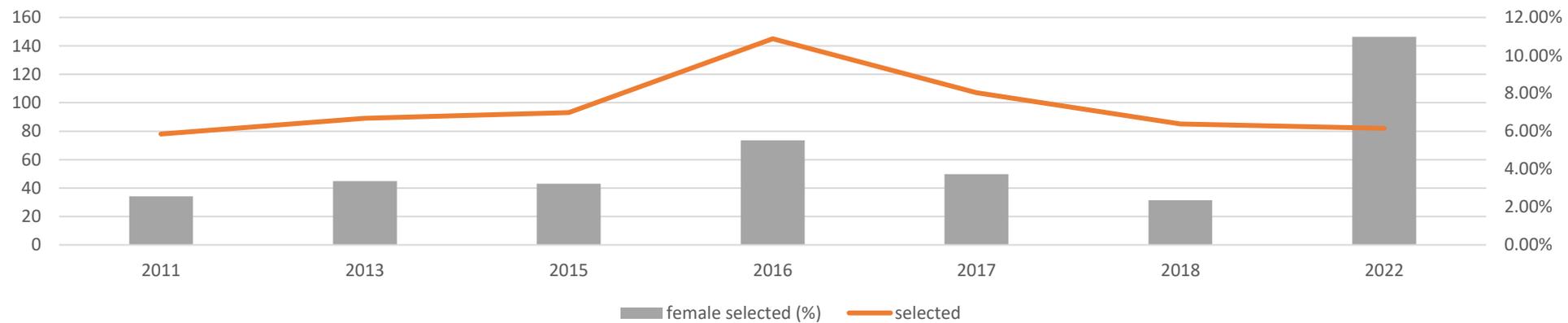
Intervention result

All applicants, blue line, left scale
Female applicants (%), gray bars, right scale



16,6%

All selected, orange line, left scale
Female selected (%), gray bars, right scale



11,0%

Some takeaways from this intervention...

- People outside of aviation don't necessarily have an accurate idea of "whether the job is hard," or "what's the hard part."
- Pilot education may be *unfamiliar*, thus, seemingly *inaccessible*.
- "Think pilot, think man" is present, but it can be changed.

Representation matters.

Contact information

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