On 12 November 2014, the European Space Agency (ESA) landed a spacecraft on a comet as part of the Rosetta mission. On the same day, ESA scientist Matt Taylor wore a shirt covered with half-naked women to mission control, prompting Twitter discussions under the #shirtstorm and #Shirtgate hashtags about the message that the garment sent to women and girls. Two days later, palaeoecologist Jacquelyn Gill started the #scishirt hashtag to encourage scientists to post pictures of their favourite (non-sexist) shirts.

**#shirtstorm**

- 53,905 tweets
- Gender split: 22% female
- Reach: 49.5 million unique users

**#Shirtgate**

- 38,457 tweets
- Gender split: 21% female
- Reach: 32.7 million unique users

**#scishirt**

- 4,424 tweets
- Gender split: 67% female
- Reach: 5.5 million unique users

Taylor apologizes for the shirt on a live Google hangout (8:30 a.m.)

@astrokatey (1:31 p.m.): I think there were more women represented on the #shirtstorm shirt than in the mission control rooms for #CometLanding #blondscientist

@JacquelynGill (12:15 a.m.): Get your nerdy wardrobe out, scientists! Next week is #scishirt week. Post a photo of you doing science in your non-sexist geeky attire.

@Lisavipes (8:58 a.m.): Today’s #scishirt celebrates #BCpaleo, ankylosaurs, and paleo art done by Michael Skrepnick!

@subtleblend (3:37 p.m.): When did the mere possibility of offending a woman, -any- woman, become the highest crime imaginable? #ShirtGate #GamerGate #shirtstorm