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TITLE: Gender and ICT: Identifying sources of data and proposed indicators

Gender and ICT:

Identifying sources of data and proposed indicators

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Overview

- **Introduction: overview of gender and ICT indicators**
 - What are the key objectives?
 - What is available so far?
 - What are the key gaps?
- **Challenges with country-level data on gender and ICT**
 - Sources of data
 - Definitions of indicators
 - Methodologies
- **Identifying sources of data**
 - Service providers
 - Industry players and associations
 - National Statistics Offices, research institutions
 - Market research firms
- **Proposed indicators: initial thoughts**

Gender and ICT indicators go beyond sex disaggregated statistics and provide gender sensitive insight into the context and use of ICT for economic and social development.

- **What are the key objectives for implementing gender and ICT indicators?**
 - To develop informed and gender aware policies and programs
 - To contribute to the growing body of research in the sector, from insights to market segments to insights on impact to universal access to broadband
 - To develop a comprehensive vision of growth opportunities (e.g., targeted market segments) and development priorities (e.g., market gaps)
- **What do gender and ICT indicators provide?**
 - An understanding of the differentiated levels of access by gender and the reasons behind such differences (e.g., income, social or cultural norms, location, etc)
 - An understanding of the differentiated needs and uses by gender and the reasons/motivations behind usage preferences and decisions (e.g., income, time, age group, etc)

With a richer understanding of gender focused demand, access and use, sector stakeholders can develop informed policies, projects and services/products that address to needs and realities of each consumer segment.

Despite recent efforts to raise awareness around the need for gender and ICT indicators, there is still no systematic or coordinated collection of data at national or international levels (with some few exceptions).

What is available and where?

- A small number of countries, such as Brazil, Korea, Thailand, Finland have collected detailed ICT indicators and provide sex disaggregated stats for most of them. These are based on extensive HH surveys conducted under the coordination of Statistical Offices or Research Institutes.
- Partnership on Measuring ICT4D: Core indicators by gender.
- Internet access and use statistics are available for a selected number of countries, mostly developed countries and in Europe.
- Sector statistics from commercial or non-profit/research sources are available for some countries

Key Gaps to be addressed

- Lack of gender awareness in the sector in general
- The systematic breakdown of data collected by gender
- Development of relevant gender sensitive indicators in coordinated fashion among national and international interested parties (NSO, industry, etc.)
- Strengthen links between policy goals and data collection (e.g., if goal is gender equality, how is that being measured?)
- Increase gender analysis training for statistical offices and others involved in research in the sector

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Challenges with country or international level gender and ICT data collection vary from data sources to issues around methodology.

Sources of Data:

- World Bank data bases, UN system organizations/ITU, OECD, EuroStat (Partnership for Measuring ICT4D members)
- National statistical offices, Regulators, ICT Commissions or Ministries
- Development aid agencies projects/reports: IDRC, CIDA, SIDA, DFID
- Industry research efforts, GSMA
- Academic, civil society organizations research

Definition of Indicators

- Definitions vary with sources of data, geography, etc.
- Each effort collects what it perceives are key indicators in their context
- Often the limited data available is not comparable

Methodologies:

- Each research institution has its own methodology, instruments and data collection methods vary from in-depth surveys to top level estimates based on available data points
- Qualitative methods are gaining acceptance but hard numbers are still perceived as better and more robust

The experience of countries such as Brazil, Korea, Thailand and South Africa demonstrates that with commitment from stakeholders, it is possible to gather reliable gender indicators at the national level.

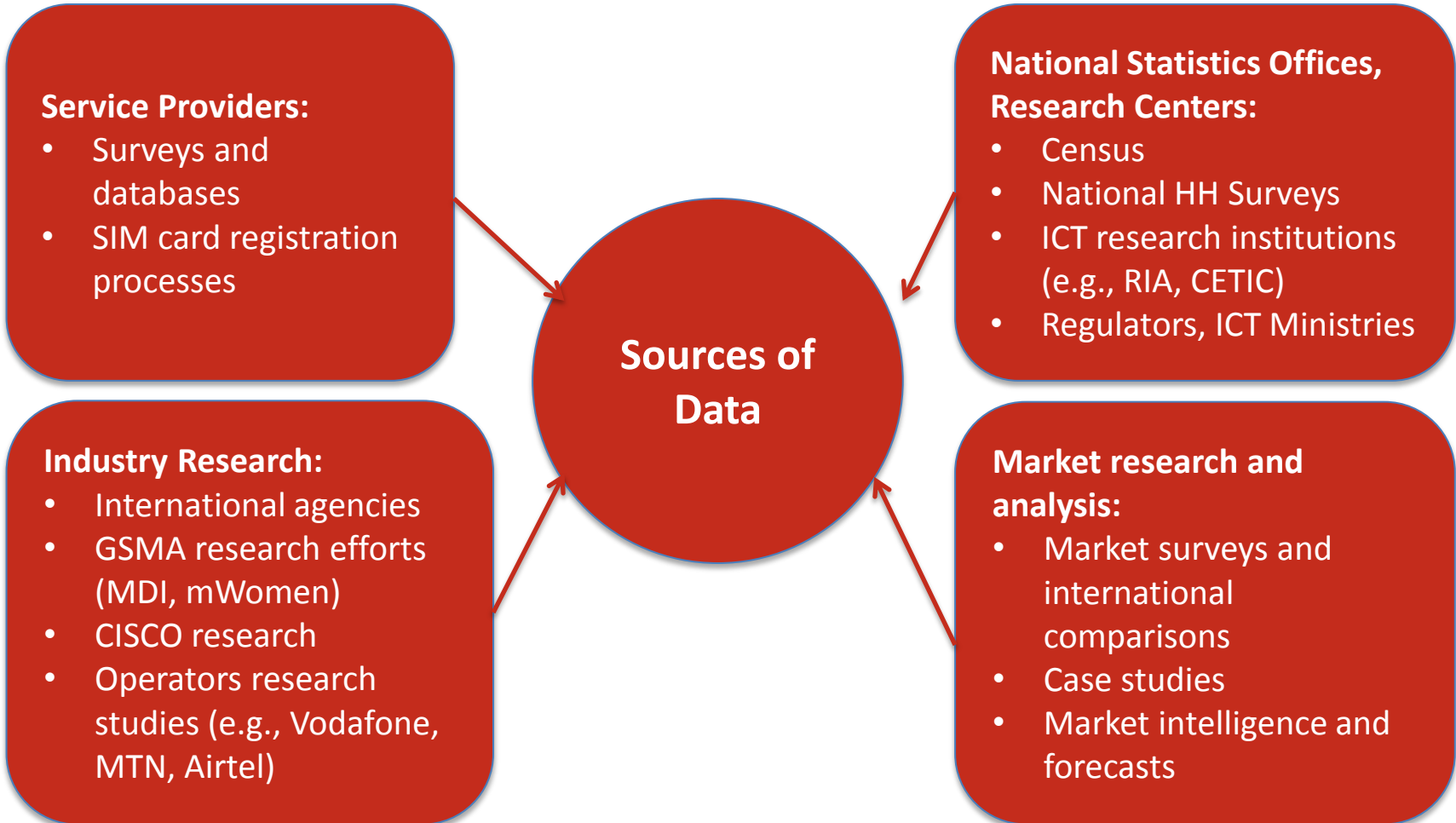
- **Brazil:** Since 2009, the “Centro de Estudos sobre Tecnologia da Informacao e Comunicacao” (CETIC.br) has conducted detailed household surveys to assess the extent of access and use of ICT in Brazil. The survey provides most data with gender breakdowns. This effort is coordinated under the guidance of the Partnership on Measuring ICT4D.
- **Korea:** A pioneer in the collection and analysis of ICT/internet access and use data, the Korean Network Information Center has conducted and published internet use surveys since 2000. Several indicators are provided with gender breakdowns and have provided critical insight into the gender based usage patterns in the country.
- **Africa:** Research ICT Africa’s e-Access and Usage Survey, developed in co-operation with national statistics offices and using national census frameworks, provides detailed household, individual and small business level indicators for 12 countries in Africa, including South Africa, Mozambique, Ghana, Nigeria, Kenya and others. Several of these indicators are available by gender and the analysis highlights those areas where there is significant gender differences in access and use.

The next step is to ensure that additional national and regional/international efforts take place and are coordinated, while recognizing local/national unique characteristics and contexts, including the role of ICT in social and economic development efforts.

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Identifying consistent and reliable sources of data is critical to the success of any statistical effort and resulting analysis



Service providers, including fixed and mobile operators across the globe, are a reliable source of data and can play a more prominent role in the provision of gender and ICT indicators

- Operators already collect basic access and usage information through their databases, some of which are reported in standard quarterly and annual reports
- Through collaboration among industry associations and the Partnership on Measuring ICT4D, operators could contribute to the data collection effort if a set of baseline data is established and can be share without risking sensitive marketing information
- **SIM Card registrations**: SIM card registration processes provide a unique opportunity for operators to collect sex disaggregated ownership data and should be encouraged to be used as a data collection mechanism



Industry research can play a role by contributing with critical data points and identifying gaps and trends in the sector



Striving and Surviving:
Exploring the Lives of Women
at the Base of the Pyramid



- Research efforts by industry players and associations have been critical to increase the knowledge and evidence around ICT trends, usages and existing gaps:
 - GSMA research initiatives on mWomen, the Mobile Development Intelligence (MDI)
 - Annual research reports by Cisco, Intel, IBM, among others
 - Operators' Foundations research, e.g., Vodafone, MTN, Airtel
- Industry research also provides insight into the development and definition of new ICT indicators (based on quantitative and qualitative research)
- Industry players have the ability and resources to conduct surveys at national and international levels, therefore ***efforts should be in place to establish research guidelines and standards, such as definition of indicators, standard survey instruments, among other analytical tools.***

National statistics offices, research institutions and other government bodies play a key role in the development of consistent and systematic data collection efforts and provide guidance for more in-depth research efforts

- Census and HH survey data provide the foundation
- ICT specific HH surveys allow for further exploration and identification of trends and gaps. These are conducted/managed by national statistics offices or by specialized sector research institutions.
- National statistics machineries are generally equipped with the resources and knowledge to implement large scale national surveys
- National telecom regulators and/or ICT Ministries should participate and cooperate with sector related research efforts
- HH level insights are critical to identify gender based differentials at the access, usage and impact levels

Pesquisas CETIC.br

Conheça os resultados de todas as pesquisas produzidas pelo CETIC.br



TIC Domicílios e Usuários

A TIC DOMICÍLIOS e USUÁRIOS mede o uso das tecnologias de comunicação e informação nos domicílios brasileiros. As entrevistas são realizadas presencialmente, em domicílios em áreas urbanas e rurais com indivíduos a partir dos 10 anos. Os resultados permitem a apresentação dos indicadores por área, regiões do país, sexo, grau instrução, faixa etária, renda familiar, classe social e situação de emprego.

A wealth of research is conducted and produced by market research firms that can support the collection and analysis of national and international ICT indicators, including gender ICT indicators

- All market research should include sex disaggregated data and consider gender sensitive indicators and insights.
 - Pyramid Research's market surveys and research efforts, developed to gain insight and identify market trends, usage patterns, consumer preferences and behavior, provide sex disaggregated data and often gender sensitive analysis

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Women and Access to Mobile Phones: A Win-Win Opportunity for MNOs

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HIGHLIGHTS

Providing women with access to mobile phones can present tangible opportunities for mobile network operators, governments and private vendors to support development goals. Direct investment in mWomen projects and programs should reward early supporters in the long run.

Although there are a number of challenges such as gender relations, cost of use and literacy that must be surmounted, the idea of increasing mobile phone adoption among women remains feasible given the varied interests that women have in accessing the technology.

Advantages of the development of mWomen can include increased productivity, heightened feelings of personal safety and even a reduction in maternal and infant mortality rates.

Through the Partnership on Measuring ICT4D, the ITU can promote the use of standard criteria and guidelines for data collection and analysis. With such platform, research results from different sources may be increasingly reliable and used for comparative purposes.

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Proposed Gender and ICT Indicators: Initial thoughts

Focused on Subscriptions and Ownership

- HH access to ICT and breakdown of persons in HH by gender
- HH access to ICT by type of HH (i.e., income, female headed, geographic location)
- Mobile subscriptions by gender (SIM cards registration)
- Mobile device ownership by gender (device vs. SIM cards)
- Type of mobile device owned by gender (e.g., smartphone, featured phone)
- Access to Computers by gender
- Ownership of Computer by gender
- Type of access to the Internet by gender

Focused on Differentiated Use

- SMS use/adoption by gender
- VAS and mobile applications use by gender (prioritize certain applications/themes)
- Reasons for Internet use by gender (with 10 top reasons and space for other)
- Location of internet access/use by gender
- Average price paid for internet access by gender
- Average spent on mobile usage by gender
- Proportion of usage for business vs. personal reasons by gender

Recommendations to move forward

- **Strengthen the work of the ITU on Gender and ICT indicators**
 - Continue to coordinate efforts at the national, regional and international levels
 - Work in cooperation with the Partnership on Measuring ICT for Development to disseminate guidance and tools developed to support data collection and analysis among all sector players
 - Develop new gender indicators and encourage the collection of gender and ICT statistics by member states
 - Provide training needed at the national and regional levels (including gender and ICT training)
 - Promote the use of common guidelines and research standards in the sector (including common indicators, instruments, methodologies) to increase quality and reliability of data
- **Ensure that gender analysis and statistics experts are involved and engaged in the development and definition of gender and ICT indicators**
 - Again, integrating gender is not just about disaggregating by sex, it is about thinking and asking questions from a gender perspective

THANK YOU!

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