



The Gender Digital Inclusion Map: Research Methodology

Updated December 2016

Background

The gender digital divide is a gender-driven unbalance in access to information and communication technologies (ICT), general ICT literacy, and presence in STEM, the technological subjects driving advanced skills and labour market development. The extent of the gender digital divide is an alarming indicator of a lack of inclusiveness, undermining human development and economic efficiency. The urgency to address this gender digital gap has been noted by a number of stakeholders, who have been implementing initiatives in the last few years with remarkable results.

Achieving the ICT-related gender equality that is stressed in Goal 5 of the Sustainable Development Agenda is still far to be reached. Access to the Internet remains a stark indicator of this inequality: ITU estimates that the overall gap between men and women with regards to access to Internet has increased from 11% in 2013 to 13% in 2016. In absolute terms, this means that 250 million fewer women are online compared with men; women are also coming online later, and more slowly. Without action, the Internet gender gap could grow to 350 million in less than 3 years.

At the same time, while unequal access to ICTs remains an issue, women are also significantly under-represented in the community of ICT professionals, in both the private and the public sectors. In OECD countries, women now account for fewer than 20% of tertiary ICT students. This is also reflected in the number of ICT professionals, with women also accounting for around 20%.

The ICT industry could benefit significantly from increased female participation, and to society and the economy at large unconnected women represent an untapped resource. This is why we need to take action to bridge the gender digital divide.

Phase 1: database compilation

Starting in March 2016, ITU and UNU-CS have conducted desktop research to identify existing international initiatives related with the objectives of SDG 5(b): *Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.*

Potentially relevant stakeholders were identified through a desktop screening (selection criteria in *Annex 1*). A desktop analysis of stakeholders' website content was conducted to select relevant initiatives, namely projects focusing on one of the following areas: ensuring gender equality online; increasing participation of girls in ICT studies; or increasing the recruitment, retention and promotion of women in the ICT sector.

For each relevant initiative, extensive data was collected (full list in *Annex 2*), including:

- Implementer stakeholder typology: academia, civil society, government, private sector
- Stakeholder headquarters and project location: region, country, city, latitude and longitude
 - Regions: Middle East, Africa, Latin America, North America, Eastern Europe, Western Europe, Asia & Pacific
- Typology of the project: awareness-raising, mentoring, advocacy, training, community-building, capacity-building, multi-stakeholder partnership, funding, outreach and communication, research, infrastructure development
- Focus on gender digital divide: 100% focused on gender digital divide; gender digital equality is only a component; project uses ICTs for other goals

- Geographical impact of project: national, regional, global

The findings were put into an excel database that feeds into the Gender Digital Inclusion Map.

Phase 2: survey

In September 2016, a survey was sent out to all the stakeholders identified in the mapping exercise, as well as to participants in other ITU initiatives (survey questions in *Annex 3*). The response rate was 40%, with 250+ initial responses. Data was kept only from those stakeholders working to bridge the gender digital divide, meaning 200 responses from more than 80 countries were included in the research. The database was updated accordingly.

Phase 3: interviews

In October 2016, around 30 of the most engaged stakeholders were asked to participate in semi-structured interviews (interview questions in *Annex 4*). 23 interviews were conducted with interviewees from civil society, the private sector, and international organizations. Participants were located in Canada, Nigeria, South Africa, the USA, Myanmar, Peru, Tanzania, Costa Rica, the UK, India, Mexico, France, Switzerland, Czech Republic and The Philippines. The database was updated accordingly.

Ongoing research

The database is continually updated as and when relevant projects are identified; it is intended as a 'living' resource. One of the major challenges is creating a linguistically representative database. Most projects currently included in the map are conducted in the English language (followed by Spanish and French), meaning some regions or countries are represented more strongly than others. Further research will be conducted in additional languages. The identification process is now also open to stakeholders, who can add relevant initiatives.

Annex 1. Criteria for the selection of stakeholders

Objective:

- A **sample of initiatives** aiming to bridge the gender digital divide put into practice by multi-sectoral stakeholders.
- These initiatives have to present:
 - Goals
 - Clear deliverables
 - Specific funding
 - Monitoring and evaluation tools
 - At least a national scale
- The stakeholders we are looking at:
 - Private sector companies
 - Governments
 - International organizations
 - Civil society organizations
- These stakeholders have to be active at:
 - The national level, or
 - Multi-national level, or
 - Global level

Selection criteria	
Private Sector	
Step 1	Consultation of existing lists about the top ICTs Companies Consultation of existing lists about the top CSR engaged companies
Step 2	Desktop research with keywords related to gender digital divide (in different languages) in order to include those actors that are missing in the above mentioned lists, and to detect which companies in the above mentioned lists are active in filling the gender digital gap.
Step 3	Companies should be included in the mapping only if: <ul style="list-style-type: none"> ▪ They have at least a national geographical impact ▪ Their initiatives to fill the gender digital gap have: clear goals, deliverables, funding, evaluation tools, at least a national scale Initiatives like the following will not be taken into consideration: <ul style="list-style-type: none"> ▪ One-day awareness-raising events, roundtables, discussions,... ▪ Awareness-raising webpages or digital platforms ▪ Locally-focused projects ▪ Projects on gender equality but not focused on digital inclusion (like equal gender representation at the workplace, maternity leaves, ...)

Selection criteria	
Governments	
<p>The selection of a small sample of governments may be challenging, because of the difficulty in selection criteria. Possible options are the following:</p> <ul style="list-style-type: none"> ▪ Random sample, but geographically representative ▪ Sample of most active governments in ITU meetings/conferences and activities 	

Selection criteria	
International Organizations	
Step 1	Consultation of the list of UN-network organizations
Step 2	Screening of the above-mentioned organizations websites with the list of keywords related to gender digital divide → in order to detect which companies in the above mentioned lists are active in bridging the gender digital divide.
Step 3	<p>Organizations should be included in the mapping only if:</p> <ul style="list-style-type: none"> ▪ They have at least a national geographical impact ▪ Their initiatives to fill the gender digital gap have: clear goals, deliverables, funding, evaluation tools, at least a national scale <p>Initiatives like the following will not be taken into consideration:</p> <ul style="list-style-type: none"> ▪ One-day awareness-raising events, roundtables, discussions, ... ▪ Awareness-raising webpages or digital platforms ▪ Locally-focused projects ▪ Projects on gender equality but not focused on digital inclusion (like equal gender representation at the workplace, maternity leaves, ...)

Selection criteria	
Civil society organizations	
Step 1	Desktop research with keywords related to gender digital divide (in different languages) → in order to detect which civil society organizations are active in bridging the gender digital divide.
Step 2	<p>Companies should be included in the mapping only if:</p> <ul style="list-style-type: none"> ▪ They have at least a national geographical impact ▪ Their initiatives to fill the gender digital gap have: clear goals, deliverables, funding, evaluation tools, at least a national scale <p>Initiatives like the following will not be taken into consideration:</p> <ul style="list-style-type: none"> ▪ One-day awareness-raising events, roundtables, discussions,... ▪ Awareness-raising webpages or digital platforms ▪ Locally-focused projects ▪ Projects on gender equality but not focused on digital inclusion (like equal gender representation at the workplace, maternity leaves, ...)

Annex 2. Initiative data for database

Initiative data for database
Title of the project
Typology of the project: awareness-raising, mentoring, advocacy, training, community-building, capacity-building, multi-stakeholder partnership, funding, outreach and communication, research, infrastructure development
Area of focus of the project: ensuring gender equality online; increasing participation of girls in ICT studies; increasing the recruitment, retention and promotion of women in the ICT sector. Methodology used in the mapping
Focus on gender digital divide: 100% focused on gender digital divide; gender digital equality is only a component; project uses ICTs for other goals
Project website
Name of implementer stakeholder
Stakeholder typology: academia, civil society, government, private sector
Stakeholder headquarters and project location (region, country, city, latitude and longitude)
Regions: Middle East, Africa, Latin America, North America, Eastern Europe, Western Europe, Asia & Pacific
ITU membership
Contact details of (2) main officers
Description of the project
Geographical impact of project: national, regional, global
Status of the project: start date, duration
Funds available for the project
Other sponsors

Annex 3. Survey

BACKGROUND

The gender digital divide is a gender-driven imbalance in access to information and communication technologies (ICTs), general ICT literacy, and presence of women in STEM studies (science, technology, engineering, and mathematics). The extent of the gender digital divide is an alarming indicator of a lack of inclusiveness, undermining human development and economic efficiency.

The International Telecommunication Union (ITU) would like to improve coordination between international initiatives aiming to bridge the gender digital divide. Therefore, we are now analyzing contributions from international stakeholders to meet goal 5.b of the Sustainable Development Goals (Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women), the best practices so far adopted, and the main challenges met in this process.

ITU would like to invite your organization to take part in the following survey. The results will be presented in October-November 2016 in a publication providing participating stakeholders with an exceptional opportunity to showcase their best practices and acquire valuable information and lessons learned.

The survey will take approximately 20 minutes. Your responses will help ITU increase collaboration and scale up initiatives impact.

Please note that answers are confidential and this survey is part of our exploratory research. Do not feel constrained by the options provided in the survey, feel free to expand your answers using the Comment Boxes.

Thank you for your cooperation.

About your organization

1. Name of your organization: _____

2. Website of your organization: _____

3. Sector of your organization:
 - a. Government
 - b. Private sector
 - c. International Organization
 - d. Civil Society Organization (CSO)
 - e. Academia
 - f. Media
 - g. Other (please specify): _____

4. What is your organization’s main area of focus?: (Branch question)

	Government	Private Sector	Int. Org.	CSO	Academia	Media	Other
a	Regulatory Body	Network Services	Multilateral organization	Advocacy	Higher Education	TV	
b	Ministry	Software Development	Regional organization	Education	Research Institute	Radio	
c	Specialized Agency	Hardware Development	Bilateral organization	ICT for development	Other	Newspaper	
d	Other	Financial Services	Other	Gender Equality		Web	
e		Service provider		Other		Advertising	
f		Other				Other	

5. In what city is your organization currently headquartered? _____

6. At what level does your organization operate?
 - a. National
 - b. Multinational (up to 10 countries)/regional
 - c. Global

About the issue of “Gender Digital Divide”

7. Women have less access to information and communication technologies. The gender digital divide is a social problem because ... (Indicate how much you agree/disagree with the following statements:

	Strongly agree	Agree	Not agree nor disagree	Disagree	Strongly Disagree
It undermines women's decision-making abilities					
It reduces women's access to positions of power					
It limits women's access to information and education					
It limits women's social participation					
It limits women's access to the labour market					
It limits women's access to economic benefits					
It limits women's participation in political decisions					
It limits companies' income					
It limits a country's GDP growth					
It is an obstacle for the fulfillment of human rights					
It limits the beneficial impacts of ICTs					
Other (please specify)					

8. What are the reasons for implementing projects related to the "Gender Digital Divide" in your organization?

Please choose all the appropriate answers.

- a. Bridging the "Gender Digital Divide" aligns with our organization's ethical values
- b. Bridging the "Gender Digital Divide" is the right thing to do
- c. Bridging the "Gender Digital Divide" is the right thing to do
- d. Demonstrating leadership in bridging the "Gender Digital Divide"
- e. Meeting government regulations on gender equality

- f. Meeting international agreements (SDGs) on gender equality
- g. Satisfying demands from advocacy groups
- h. Gaining market access
- i. Setting up example to promote/trigger broader change in society as a whole (top-down approach)
- j. Brand protection
- k. Satisfying employees
- l. Increasing access to funding and grants
- m. Increasing sales
- n. Satisfying major customers
- o. Other (please specify): _____

About your “Gender Digital Divide” project(s)

9. What unit is responsible for projects related to “Gender Digital Divide”?

- a. Director
- b. Specialized diversity or gender unit
- c. Specialized ICT unit
- d. Lead management
- e. Corporate Social Responsibility
- f. Diversity or gender program
- g. ICT program
- h. Other (please specify): _____

10. Do you have an independent budget for your projects on Gender Digital Divide??

- a. Yes
- b. No
- c. Other (please specify): _____

11. If yes, how much percentage of the total organization’s budget it represents?: _____

12. How long has your company/organization been involved in this(these) kind of projects:

- a. 0 to 1 years
- b. 2 to 5 years
- c. 5 to 10 years
- d. 11+ years

13. Please write the title(s) of your organization’s main project(s) on “Gender Digital Divide”

- a. Title 1: _____
- b. Title 2: _____
- c. Title 3: _____

14. Which of the following categories best describe the nature of the above mentioned project(s)? Please choose all the appropriate answers

- a. Awareness-raising
- b. Mentoring
- c. Training
- d. Advocacy
- e. Community-building

- f. Capacity-building
- g. Multi-stakeholder partnership
- h. Outreach and communication
- i. Research
- j. Other (please specify): _____

15. Please fill in any partners working with your company/organization on the above-mentioned project(s).

Please indicate who is the lead implementer

- a. Project 1: _____
- b. Project 2: _____
- c. Project 3: _____

16. Who are the direct beneficiaries of the above-mentioned project?

- a. Project 1: _____
- b. Project 2: _____
- c. Project 3: _____

17. What is the geographical impact of the above mentioned project(s)? (national, multinational, global)

- a. Project 1: _____
- b. Project 2: _____
- c. Project 3: _____

18. What are the main focuses of the above-mentioned project(s)?

	Project 1	Project 2	Project 3
Ensuring gender equality within your organization			
Ensuring gender equality beyond your organization			
Increasing the recruitment of women in your sector			
Increasing the retention and promotion of women in your sector			
Increasing the recruitment, retention and promotion of women in the ICT sector			
Increasing the participation of women/girls in ICT studies			
Increasing women/girls digital literacy			
Increasing women/girls voices online			

Facilitating the access to digital services and devices for women/girls access			
Expanding access to ICTs and telecommunications			
Other. Please specify _____			

19. In your opinion, how important are the following barriers or obstacles to the implementation of projects on “Gender and ICTs” for your organization?

	Very Important	Important	Not Important	Not applicable
Insufficient financial resources				
Too time-consuming				
Currently there are other priorities for the organization				
Management does not support the implementation of projects bridging the “Gender Digital Divide”				
Monitoring and evaluation of projects bridging the “Gender Digital Divide” is too complex				
Lack of knowledge about the “Gender Digital Divide”				
Lack of knowledge about good practices and tools to bridge the “Gender Digital Divide”				
Lack of necessary skills/education in our staff				
It is hard to define the adequate goals or design the right intervention				
Other (please specify)				

20. In your opinion, how important are the following barriers or obstacles to the implementation of projects on “Gender and ICTs” outside your organization?

	Very	Important	Not	Not

	Important		Important	applicable
Regulatory barriers				
Difficulties communicating with local stakeholders				
Cultural barriers for implementation				
Lack of international framework for action				
Working in silos - Lack of solid partners at national and global level				
Unstable policy frameworks				
Other (please specify)				

Future actions for the fulfillment of SDG5

Addressing the gender digital divide is a fundamental step for the fulfillment of SDG5 (Achieving gender equality). ITU envisions achieving this goal by the cooperation of multiple stakeholders, in an effort to make a difference on a global scale.

21. What added value could your organization’s experience and expertise bring to such a strategy?

	Yes	No
Project design		
Monitoring and evaluation		
Fundraising strategies		
Capacity building to bridge the “Gender Digital Divide”		
Knowledge of successful practices / impacts from the implementation of projects bridging the “Gender Digital Divide”		
Knowledge of how to build successful partnerships		
Other (please specify)		

22. Do you think coordinated engagement on a global scale can bring any value to your work?

- a. Yes
- b. No

Please explain the reason of your response _____

23. Is there anything else you would like to add regarding the gender digital divide?

Contact

24. We value your organization's experience in bridging the gender divide. In case we need more in detail information about your company/organization, who can we contact?:

a. Name: _____

b. Role: _____

c. Email: _____

d. Telephone/Mobile: _____

Thank you for completing the survey!

If you want to learn more about ITU's activities related to gender equality and ICTs, please visit our [website](#) or contact us at gender@itu.int.

Annex 4. Interview questions

1. In your opinion, in what ways can ICTs support or hinder women and girls' equality? (*Prompts: positive and negative impacts of ICTs in the lives of women and girls*)
2. The gender digital divide is a multi-dimensional phenomenon, that includes issues regarding: access to equipment (hardware), solutions (software or apps), connectivity and data, and having the right skills and knowledge to make strategic use of ICTs.

Which of these areas is your organization most involved with and why that is your organization's focus.

3. We'd like to find out about particularly successful and less successful projects from your own organization, if any:
 - a. Could you please name a project that has been particularly successful in using ICTs to help women and/or girls, and explain why you consider it to have been successful (regardless of whether it has received public praise)?
 - b. Could you please name a project, which, from your point of view, has not been successful in using ICTs to help women and/or girls, and explain why you consider it to have been unsuccessful?
4. Considering the positive impact ICTs can have on women and girls, their lack of access or meaningful use of ICTs is known as the digital divide. Accordingly, we would like to know, based on your experience, what works and does not work with initiatives related to bridging the gender digital divide.
 - a. From your experience of working with women/girls and ICT projects, what has worked? Why?
 - b. From your experience of working with women/girls and ICT projects, what has not worked? Why?
5. What do you think are the top three interventions bridging the gender digital divide that are helping the most materially poor and marginalized women and girls to make progress towards the achievement of the SDGs, in particular SDG5 (Achieving gender equality)? (*Prompts: projects within or beyond your organization*)
6. What is the most innovative program that you are aware of that is currently using ICTs to support women and/or girls' empowerment?
7. Can you please share with us what you consider to be the most significant lesson in relation to program design and implementation for projects bridging the gender digital divide? (*Prompts: consider technology, regulations, culture, budget, partnerships, ownership of projects, team's capacity, scaling up, etc.*)
8. Can you please share with us what you consider to be the most significant challenges in relation to program design and implementation for projects bridging the gender digital divide? (*Prompts: consider technology, regulations, culture, budget, partnerships, ownership of projects, team's capacity, lack of resources, scaling up, etc.*)
9. What do you think is the biggest gap within projects bridging the gender digital divide in regard to using technology in a manner that is supportive of women and/or girls' empowerment?
10. Addressing the gender digital divide is a fundamental step for the fulfillment of SDG5 (Achieving gender equality). A possible way could be the coordination of multiple stakeholders, combine the efforts to make the difference on a global scale. We would like to hear your opinion about this.

- a. Would you welcome a more coordinated engagement on a global scale? Why or why not?
- b. What value do you think your organizations' experience and expertise could bring to such a strategy?