Improving Women's Lives with Mobile and Internet

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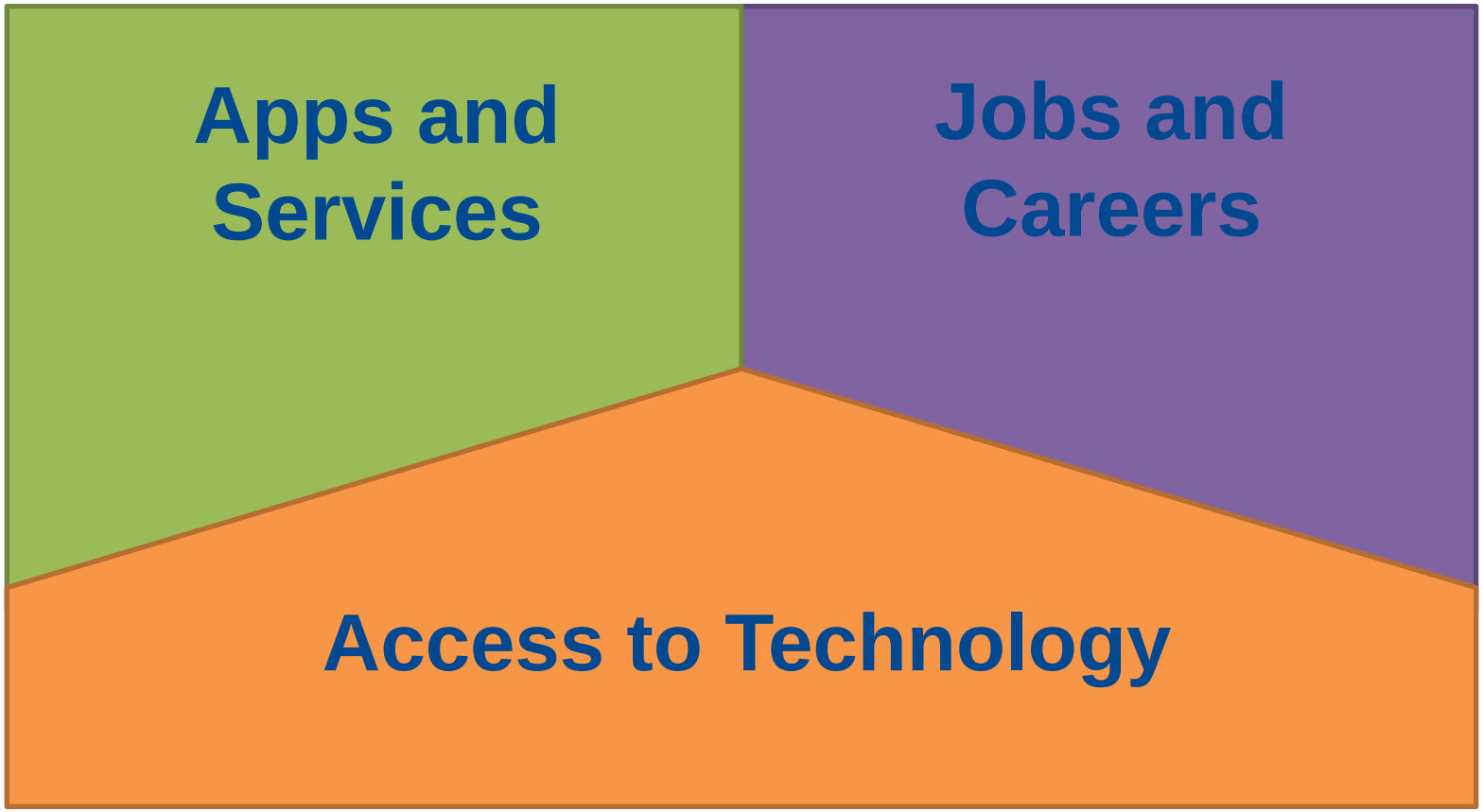
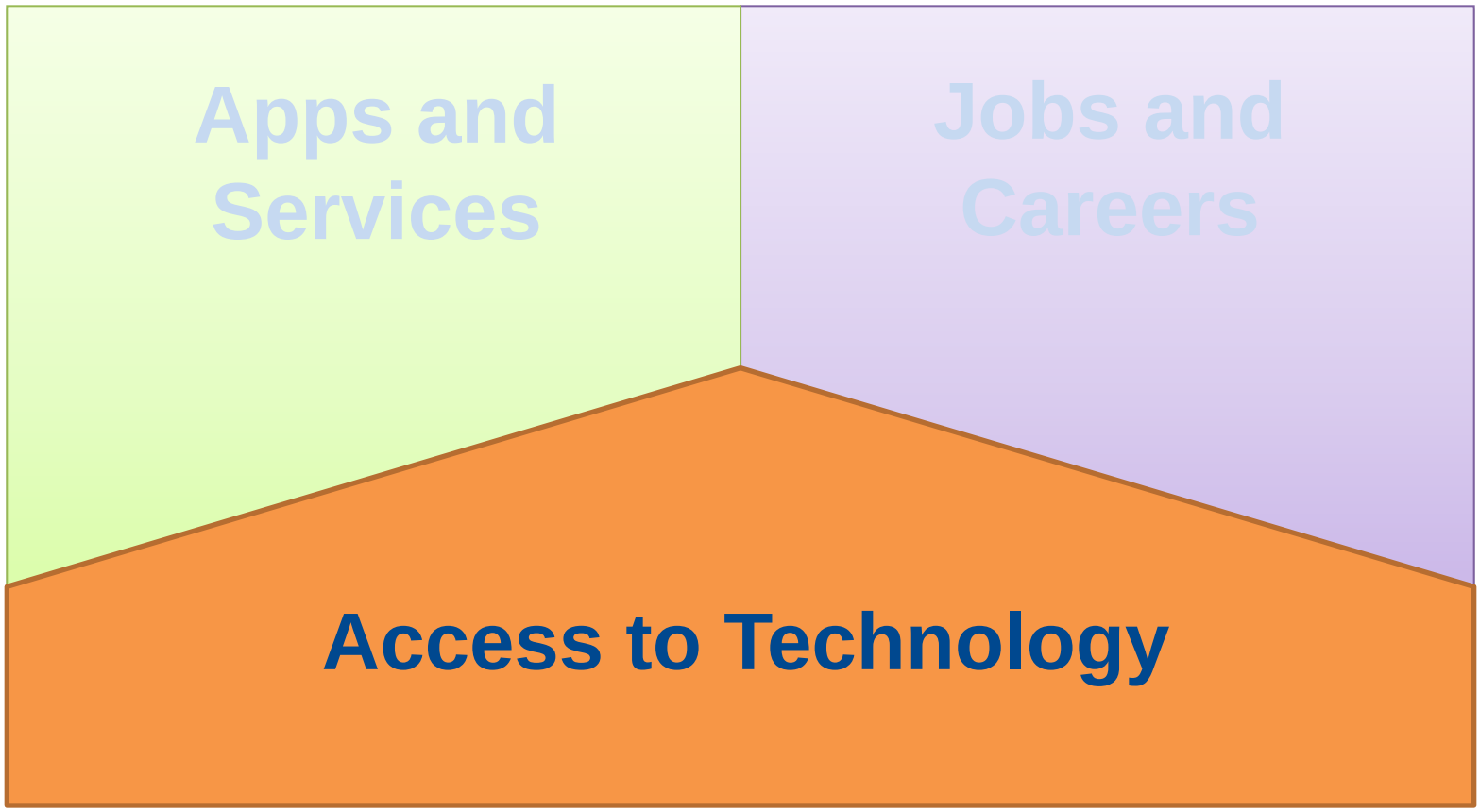
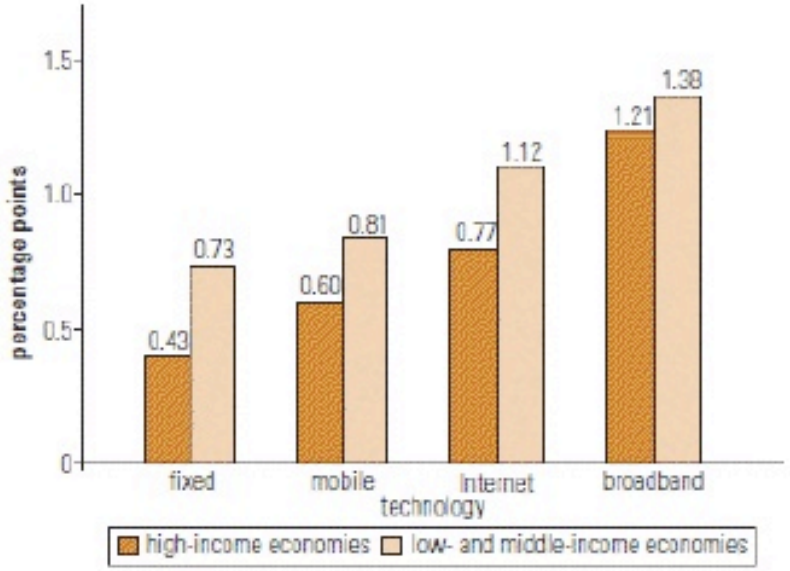
Vast Opportunities and Challenges




Apps and Services
Jobs and Careers
Access to Technology

Mobile/Internet Drive Economic Growth

Figure 3. Growth Effects of ICT Infrastructure

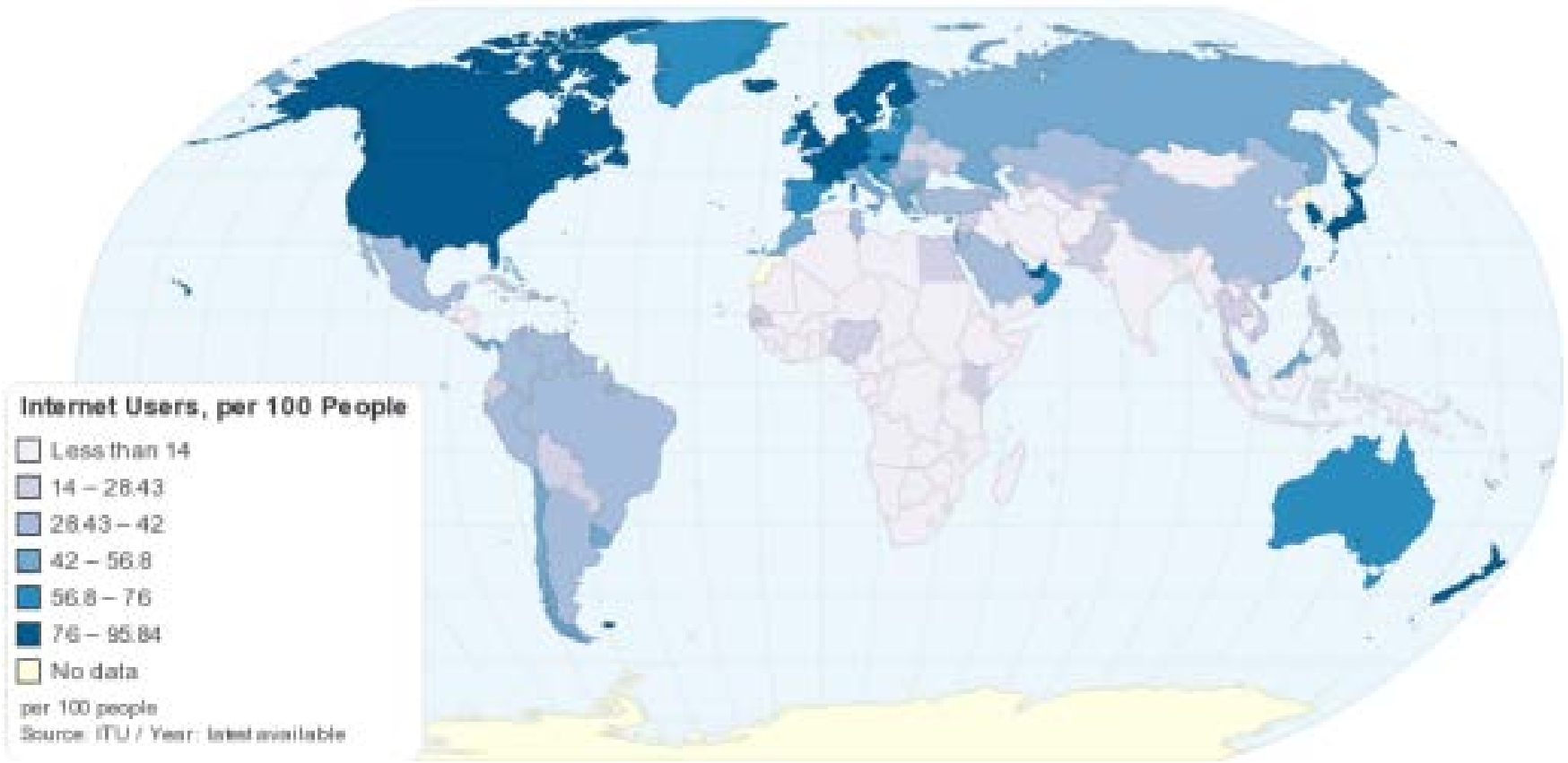


Source: Qiang 2009.

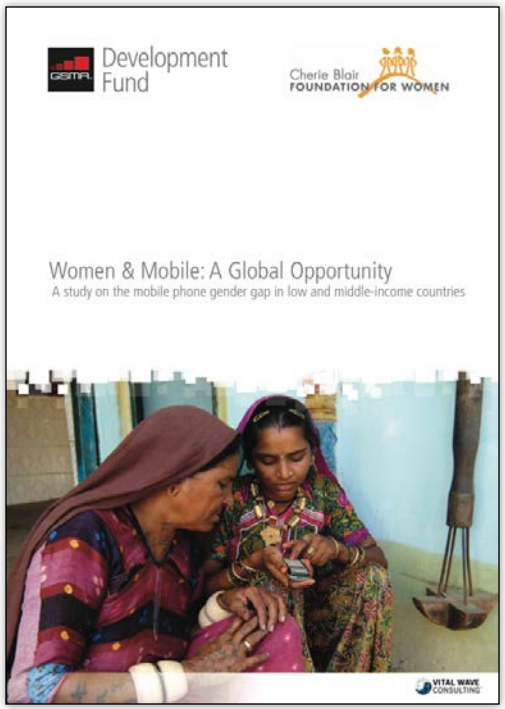
Note: The y axis represents the percentage-point increase in economic growth per 10-percentage-point increase in telecommunications penetration. All results are statistically significant at the 1 percent level except for those for broadband in developing countries, which are significant at the 10 percent level.

World Bank

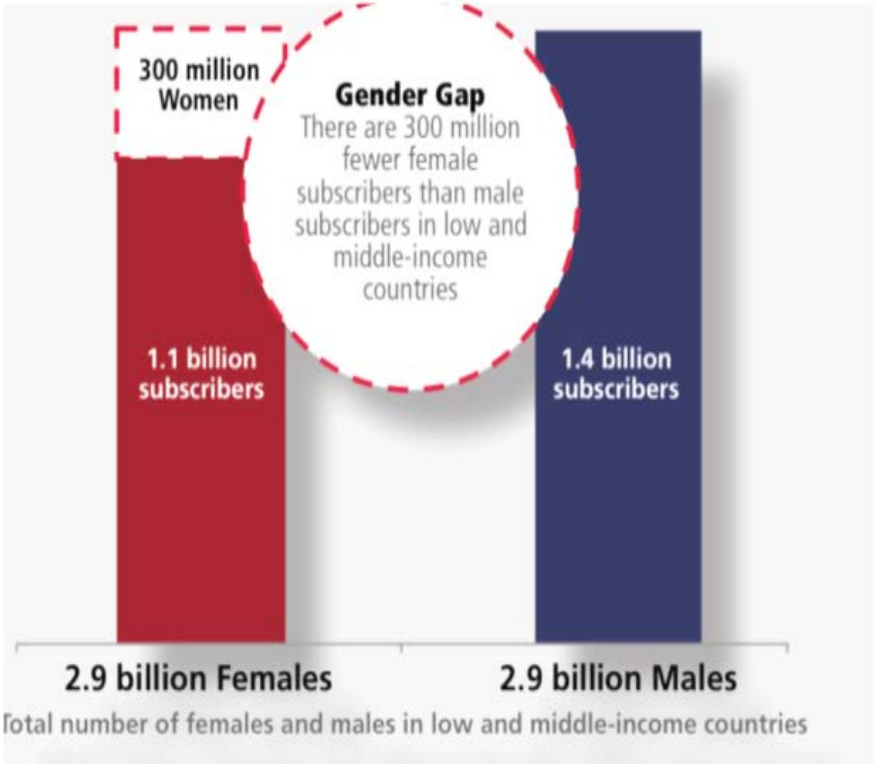
The Digital Divide Still Exists



But, Significant Mobile Gender Gap



A woman is 21% less likely to own a mobile phone than a man in low- to middle- income countries.



GSMA and Cherie Blair Foundation Report

And, Significant Internet Gender Gap

23 PERCENT FEWER WOMEN THAN MEN ARE ONLINE IN DEVELOPING COUNTRIES. THIS REPRESENTS 200 MILLION FEWER WOMEN THAN MEN WHO ARE ONLINE TODAY.

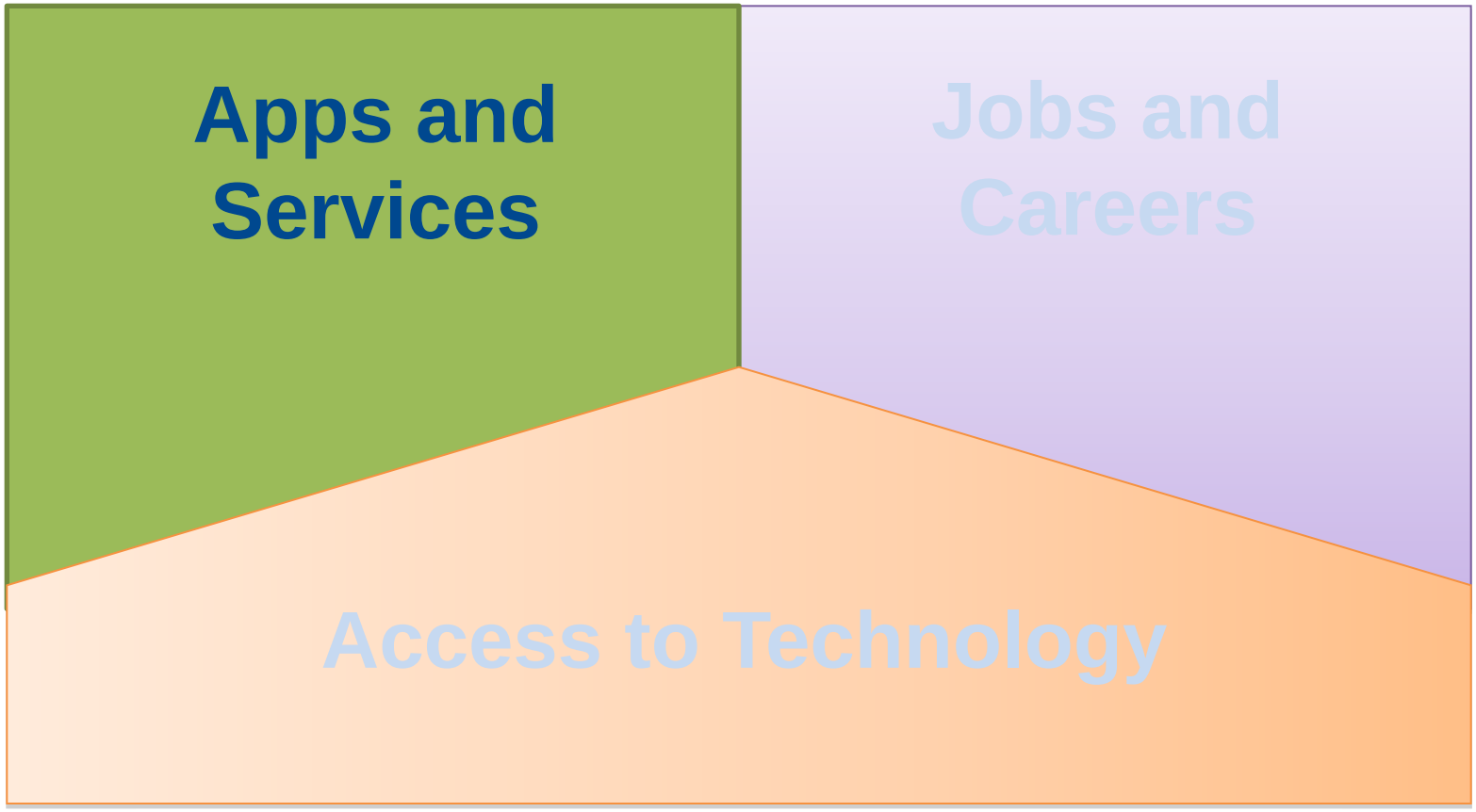
REGION	GAP
Sub-Saharan Africa	43%
South Asia	33%
Europe and Central Asia	29%
Latin America and the Caribbean	10%
Middle East and North Africa	34%
East Asia and Pacific	20%

UN Broadband Commission Target: "Gender Equality in Access to Broadband by 2020"

BROADBAND COMMISSION
FOR DIGITAL DEVELOPMENT

UN Broadband Commission 5th Target (set March 2013 in Mexico City):

"Gender equality in broadband access by the year 2020"


Apps and Services
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Building Apps Women (and Men) Will Use

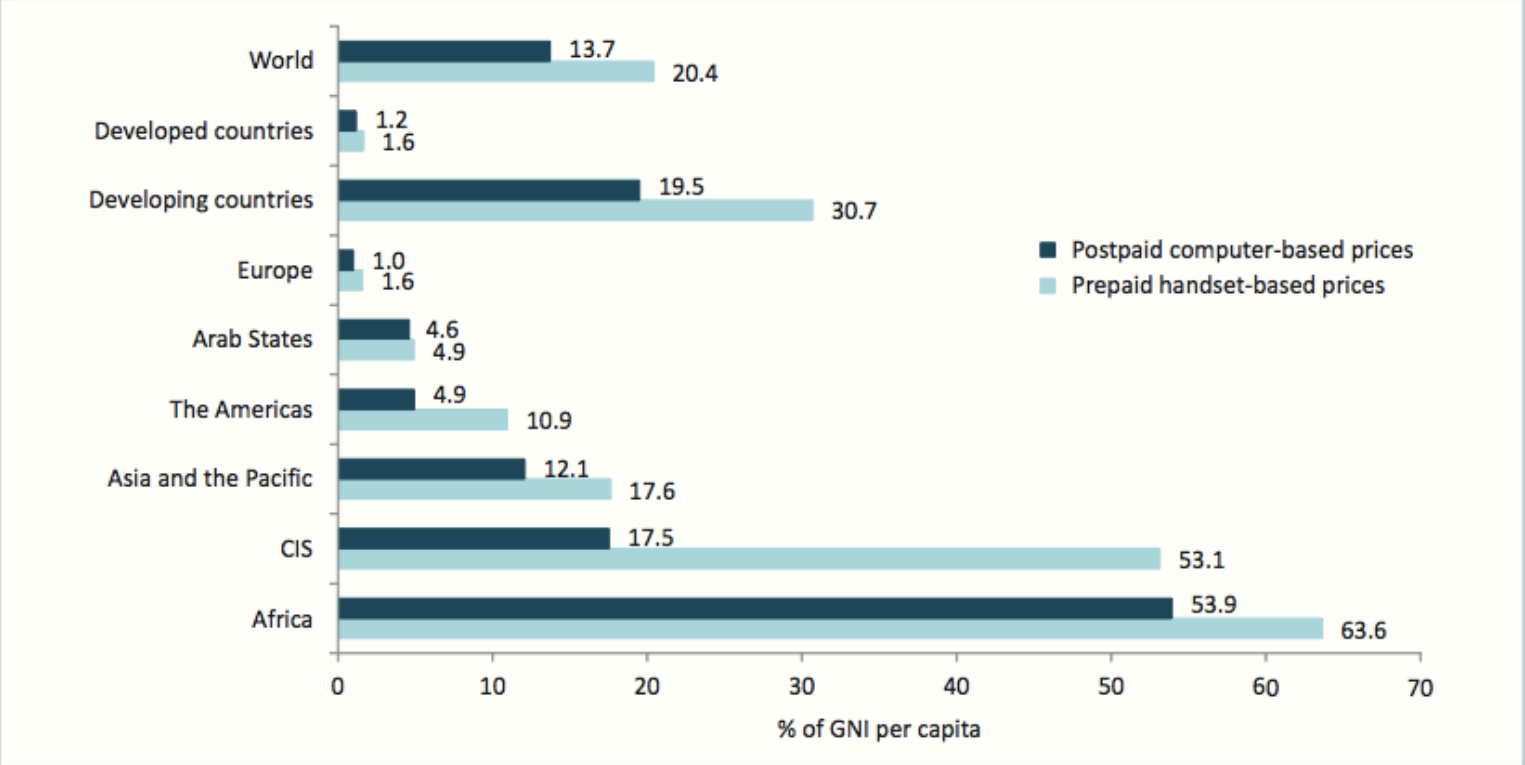
10 Challenges to Consider…

1 Is there Network Coverage?

- 85% of world's population covered by commercial wireless signals, providing greater reach vs. electrical grid (80%). - GSMA
- But, in Africa just 50 percent of the rural population is covered by cell service - ITU

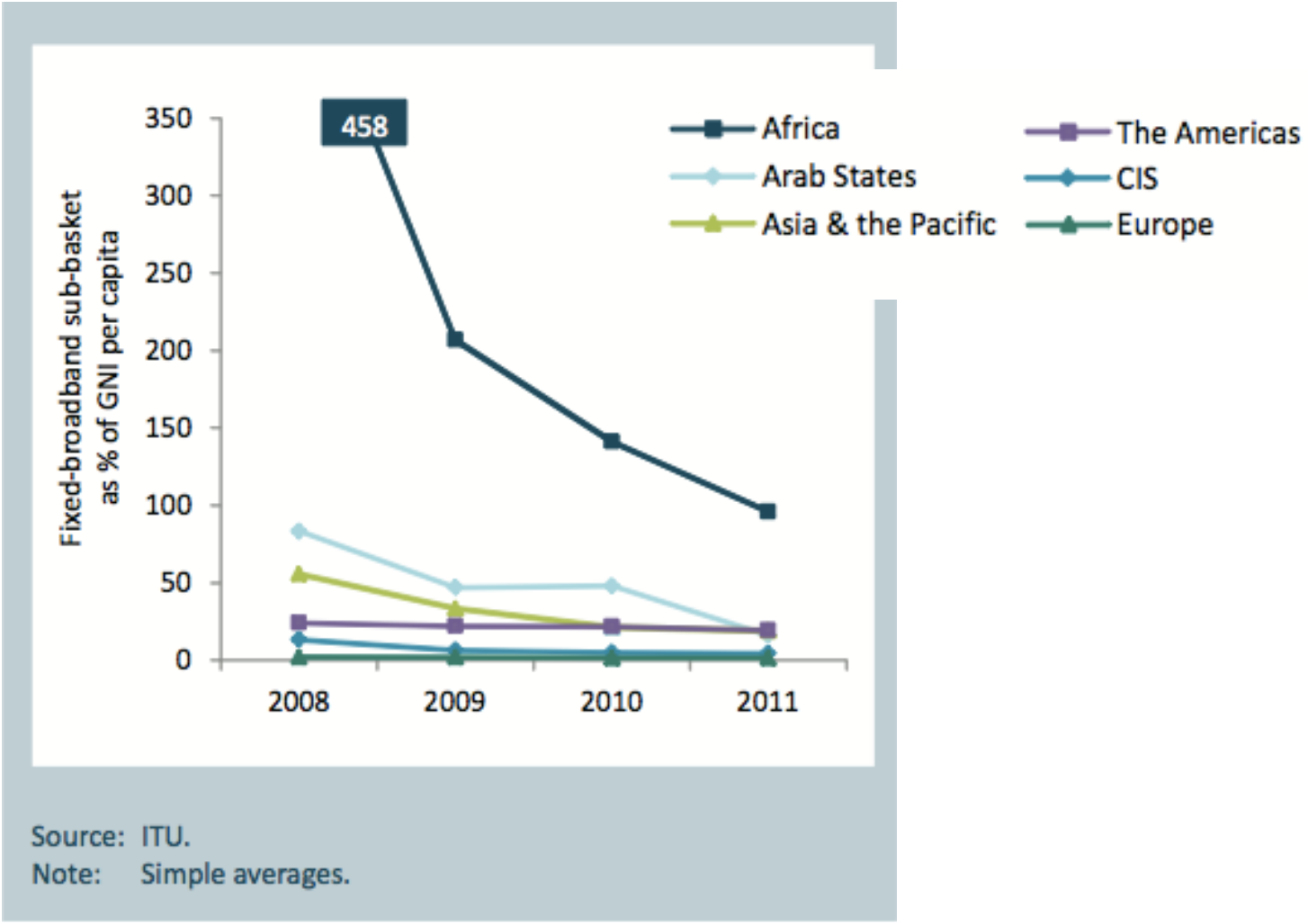
2 Is Data Service Affordable?

Chart 3.17: Mobile-broadband prices as a percentage of GNI per capita, 2011, by region and by level of development



Source: ITU.
Note: Simple averages. Kuwait is not included, as GNI per capita was not available. Averages do only include those 116 countries for which both prepaid handset-based and postpaid computer-based prices were available.

Fixed-broadband Even Worse



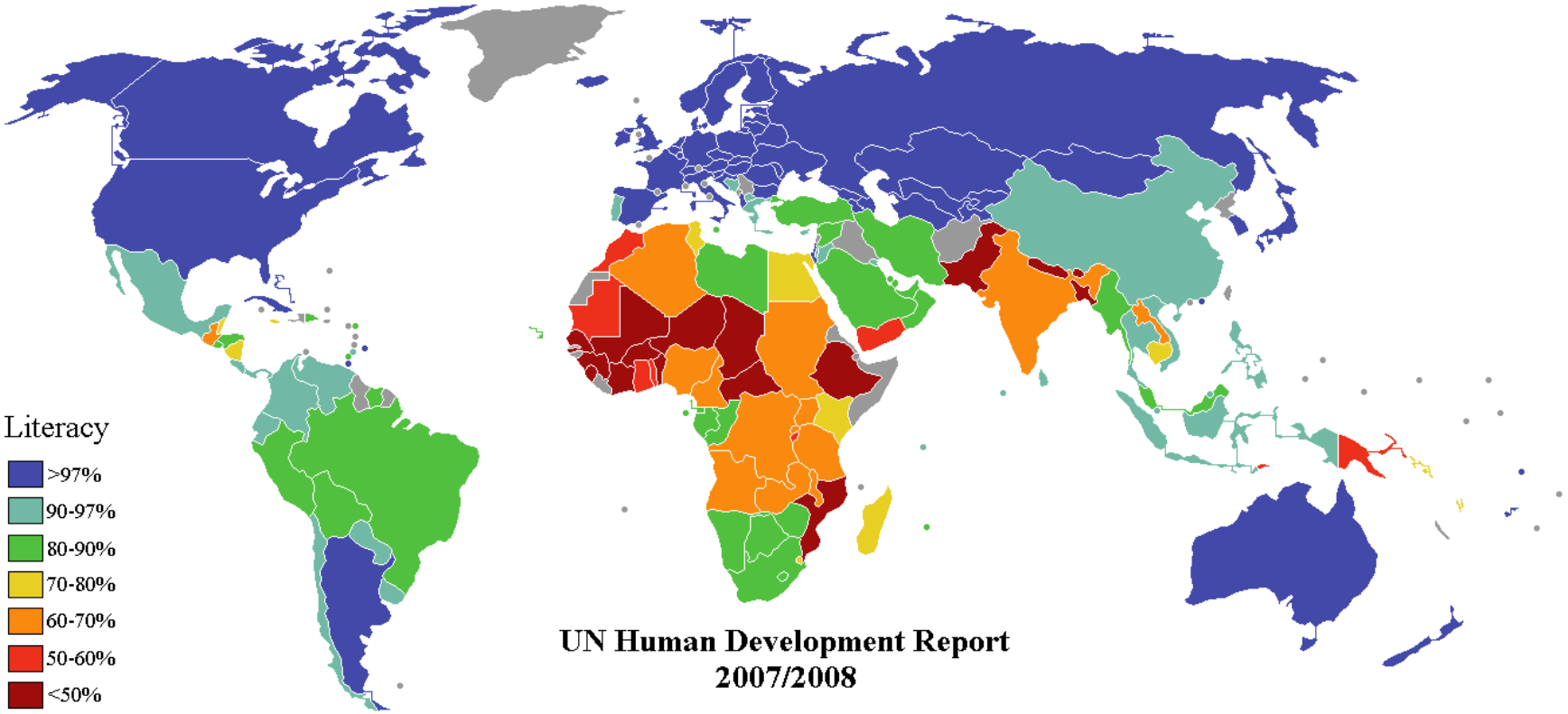
Source: ITU.
Note: Simple averages.

3 Are there Cultural Barriers?

- Ability to travel
- Associations with promiscuity
- Interaction with males at distribution points
- Traditional beliefs about female asset ownership

Photo credit: John Moore/Getty Images

4 Is there Adequate Literacy?



Female literacy rates 25%+ lower in Africa and South Asia. – *UNESCO Institute for Statistics*

5 How about Digital Literacy?

Photo credit: PicCell Wireless

6 Do Women Perceive a Need?

Photo credit: William Owen Smith and Mayang Adnin

- **Over 2/3 of BoP women say improved health is a priority, but only 39% want health information via mobile** (GSMA)

7 Is it Usable on the Device?

- Small screen
- 12-key entry
- Clumsy navigation
- BoP women, regardless of literacy, do not find SMS as useful or enjoyable as calling, with only half as many having used it (GSMA)
- 50x more searches on smart vs. feature phones

8 Are there Existing Platforms?

facebook

Ushahidi

OpenMRS
COMMUNITY

9 How to Scale Awareness?

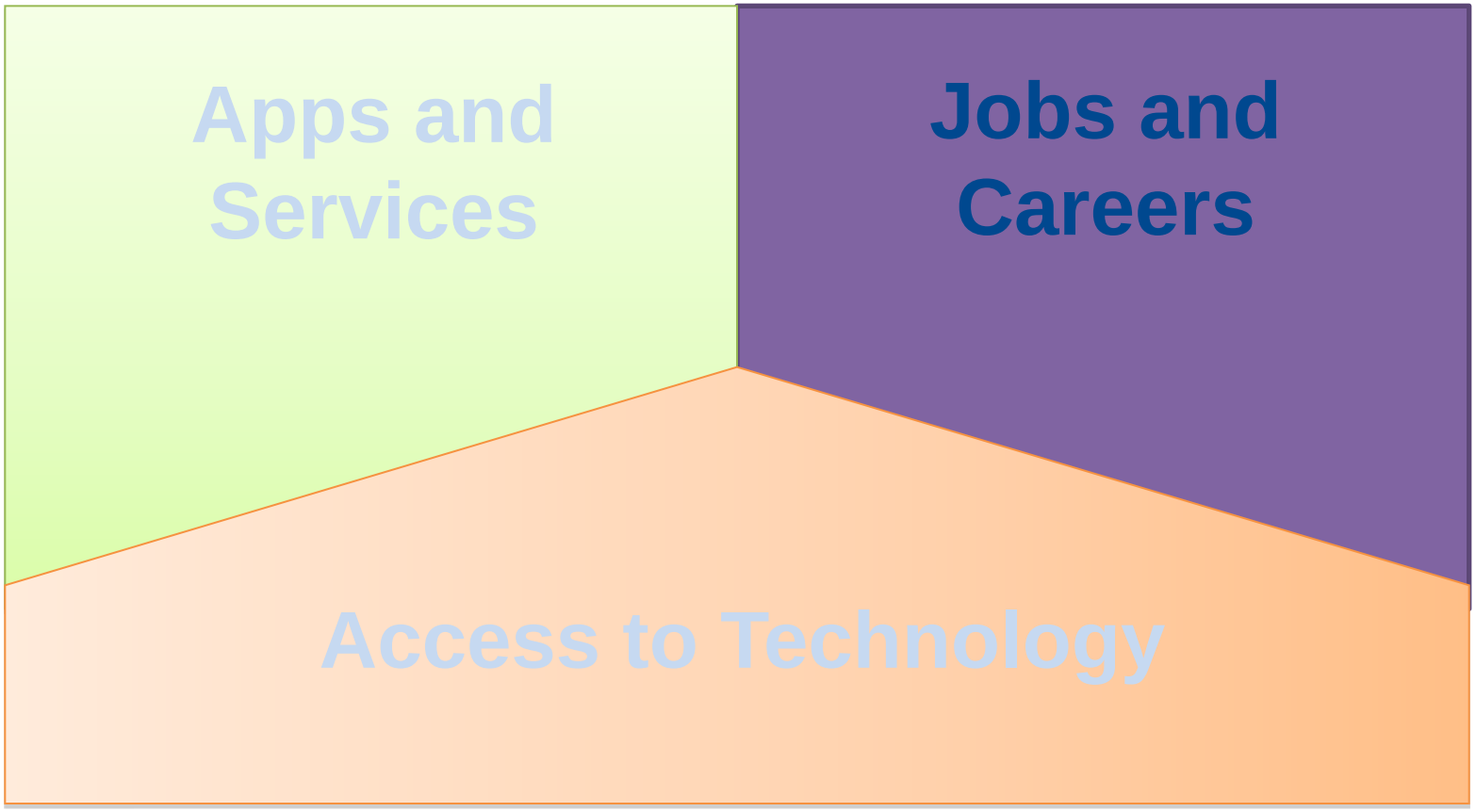
- Carrier distribution!
- Billboards, TV, radio
- Word of mouth
- Can be expensive

Will people remember your service when they need it?

10 Will the App be Maintained?

- Addressing issues in the field
- Multiple platforms
- Technology changes (tablets, OS update)
- Changes in human processes and behaviors
- Feature requests

Sustainability is 80% of the Problem!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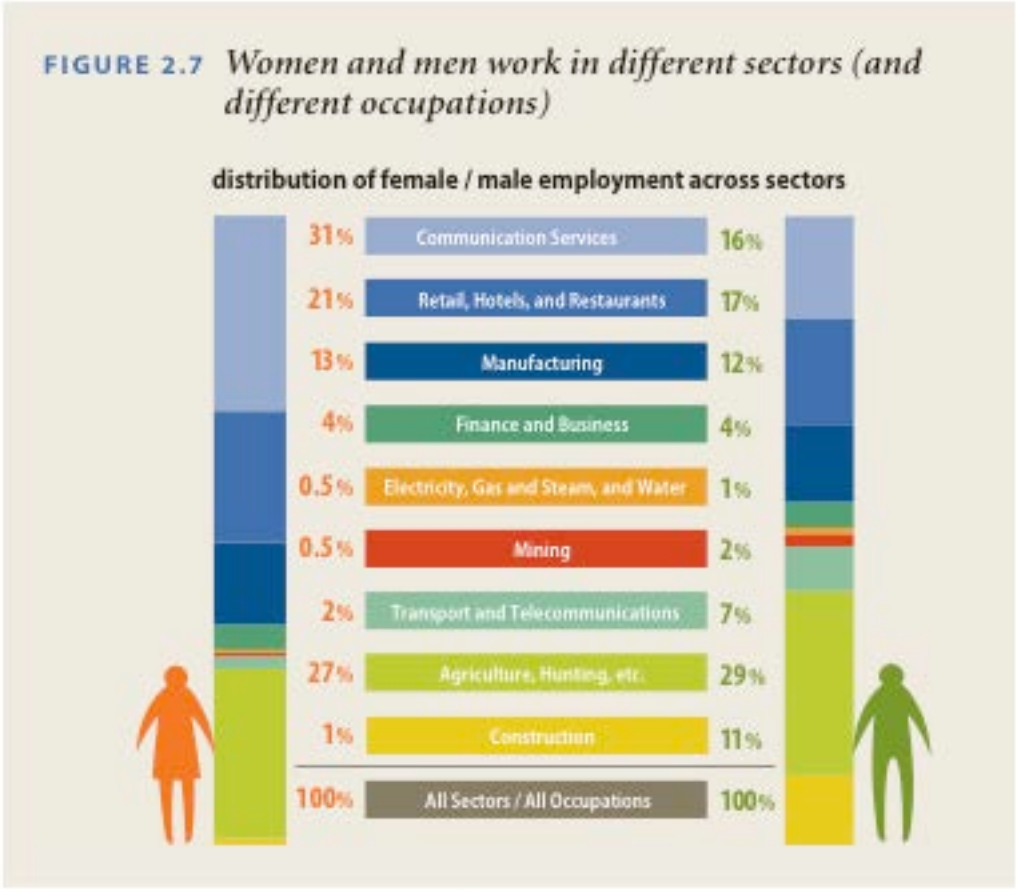
Women Choose Lower Wage Sectors



Source: WDR 2012 team estimates based on data from LABORSTA Labor Statistics Database, International Labour Organization.

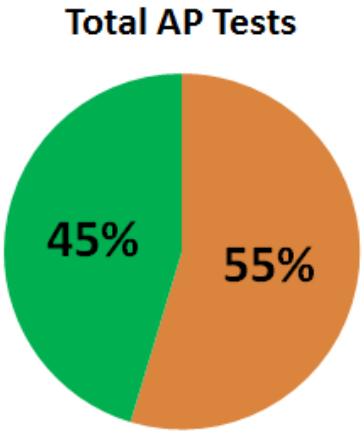
Note: Totals do not necessarily add up due to rounding.

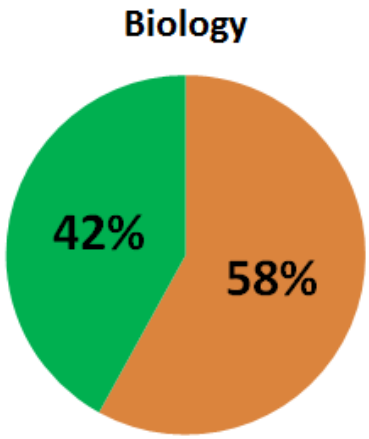
"Across the world, women are overrepresented in education and health; equally represented in social sciences, business, and law; and underrepresented in engineering, manufacturing, construction, and science" – World Bank

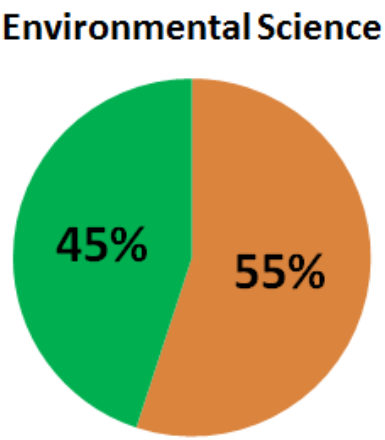
High School Advanced Placement

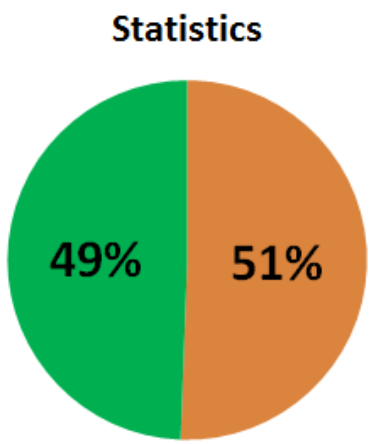
Exams 2011

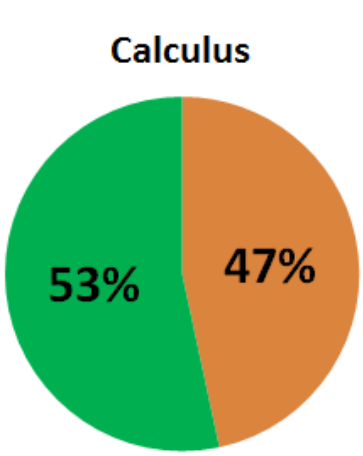
Male **Female**

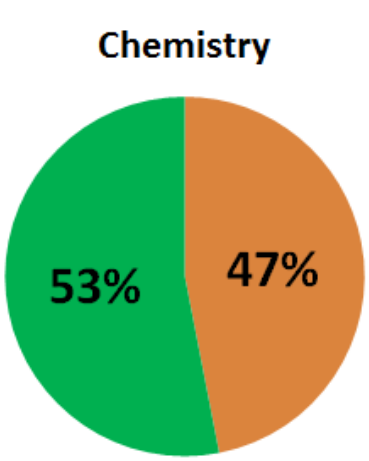


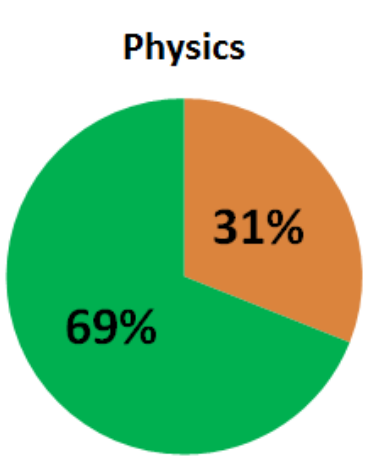


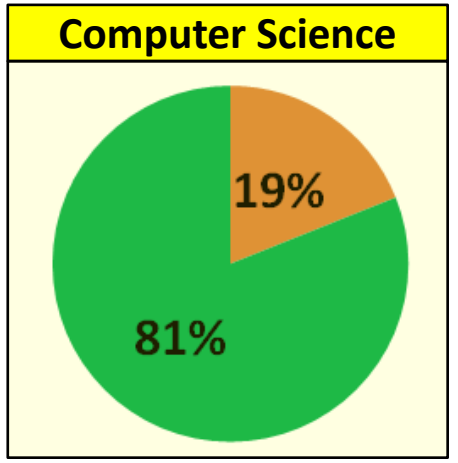






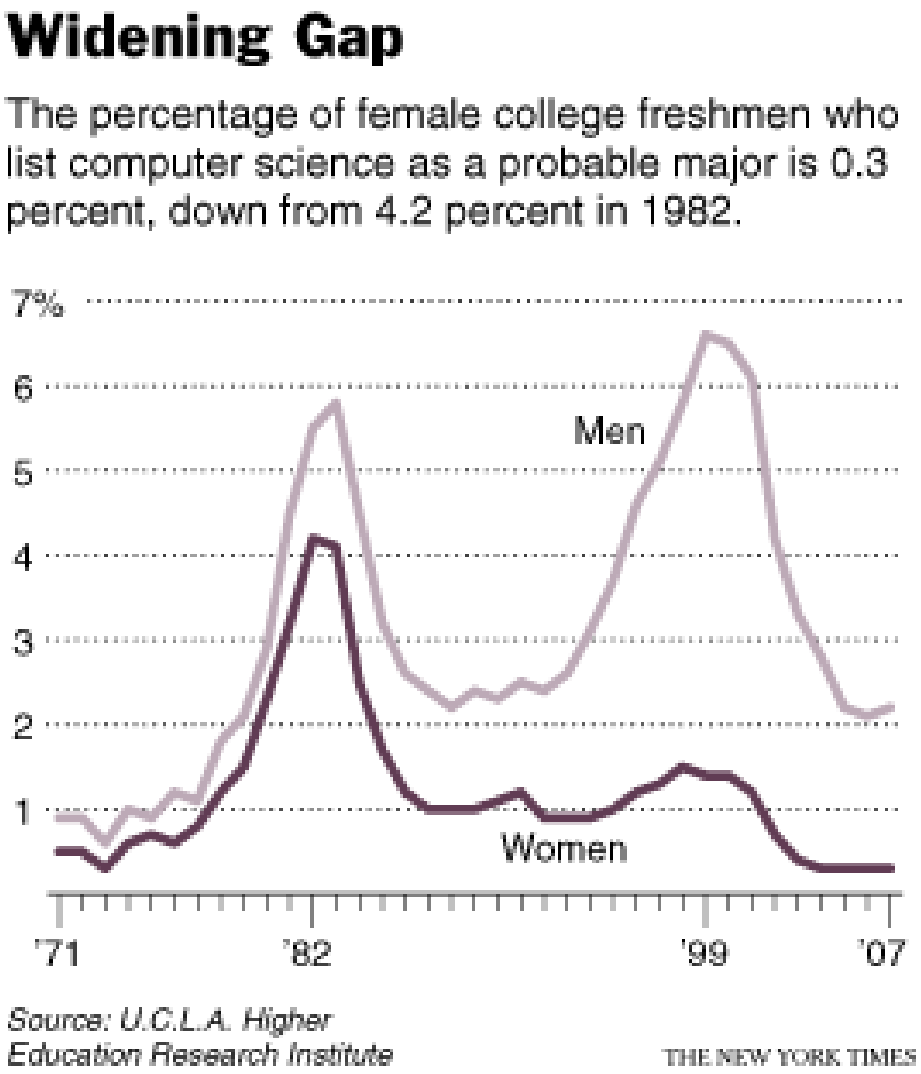






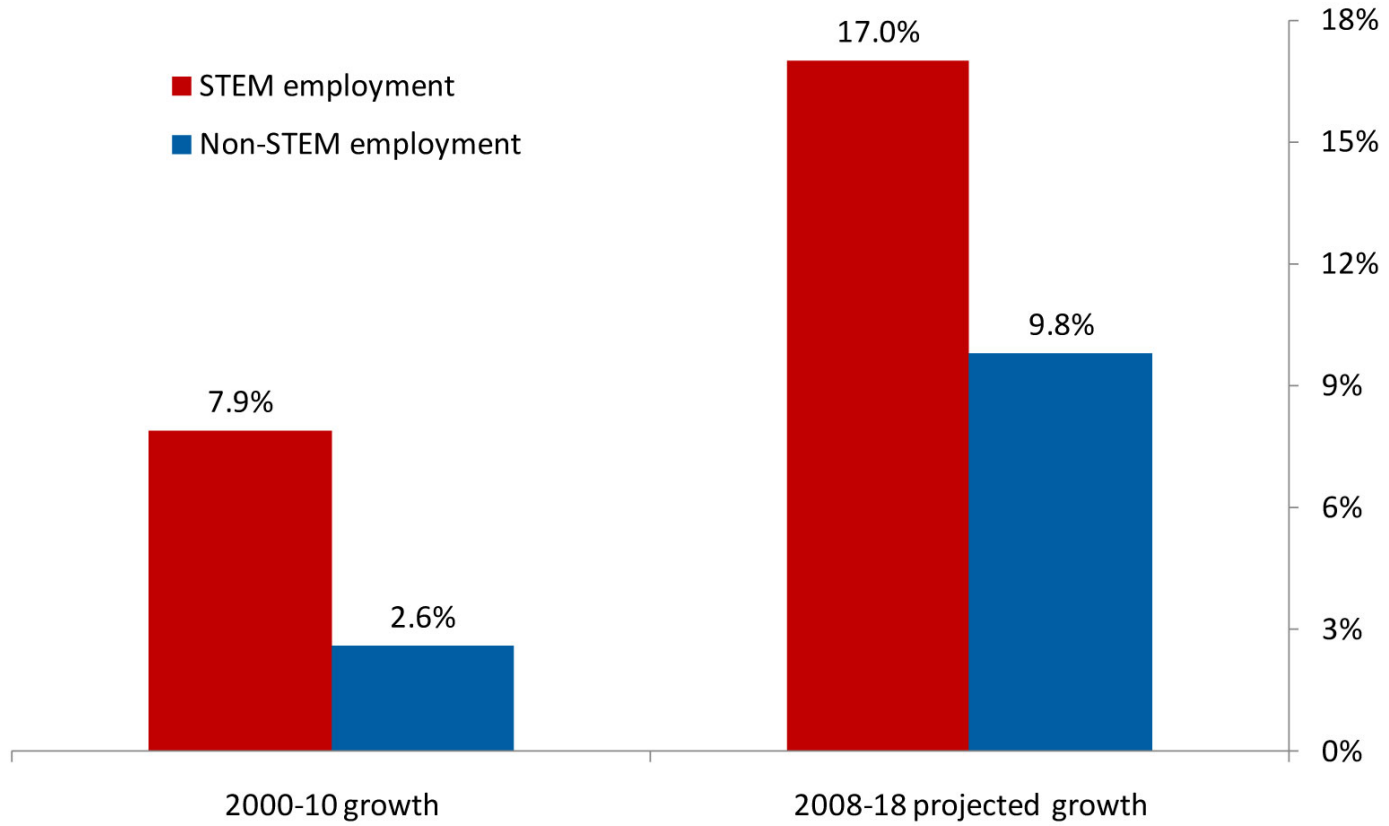
Source: College Board, Advanced Placement (AP) Exam Data 2011, available at http://professionals.collegeboard.com/data-reports-research/ap/data. Calculus represents the combined data of Calculus AB and BC. Physics represents the combined data of Physics B, C:Electricity and Magnetism, and C:Mechanics. Computer Science represents combined data of Computer Science A and B.

Fewer Women Studying Computer Science– Dropping from 37% in 1984 to 18% in 2010



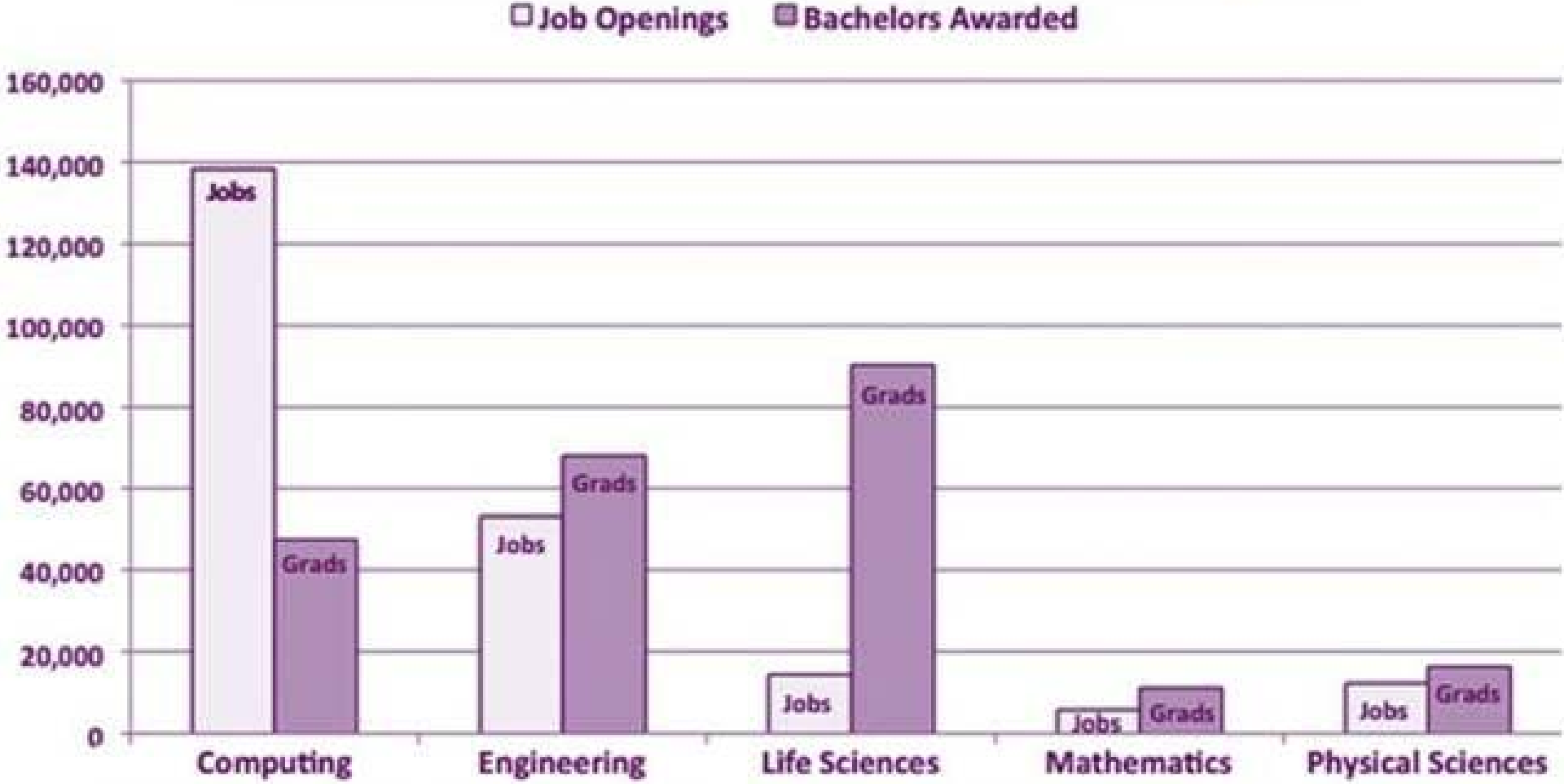
STEM is Where the Jobs Are

Figure 1. Recent and Projected Growth in STEM and Non-STEM Employment



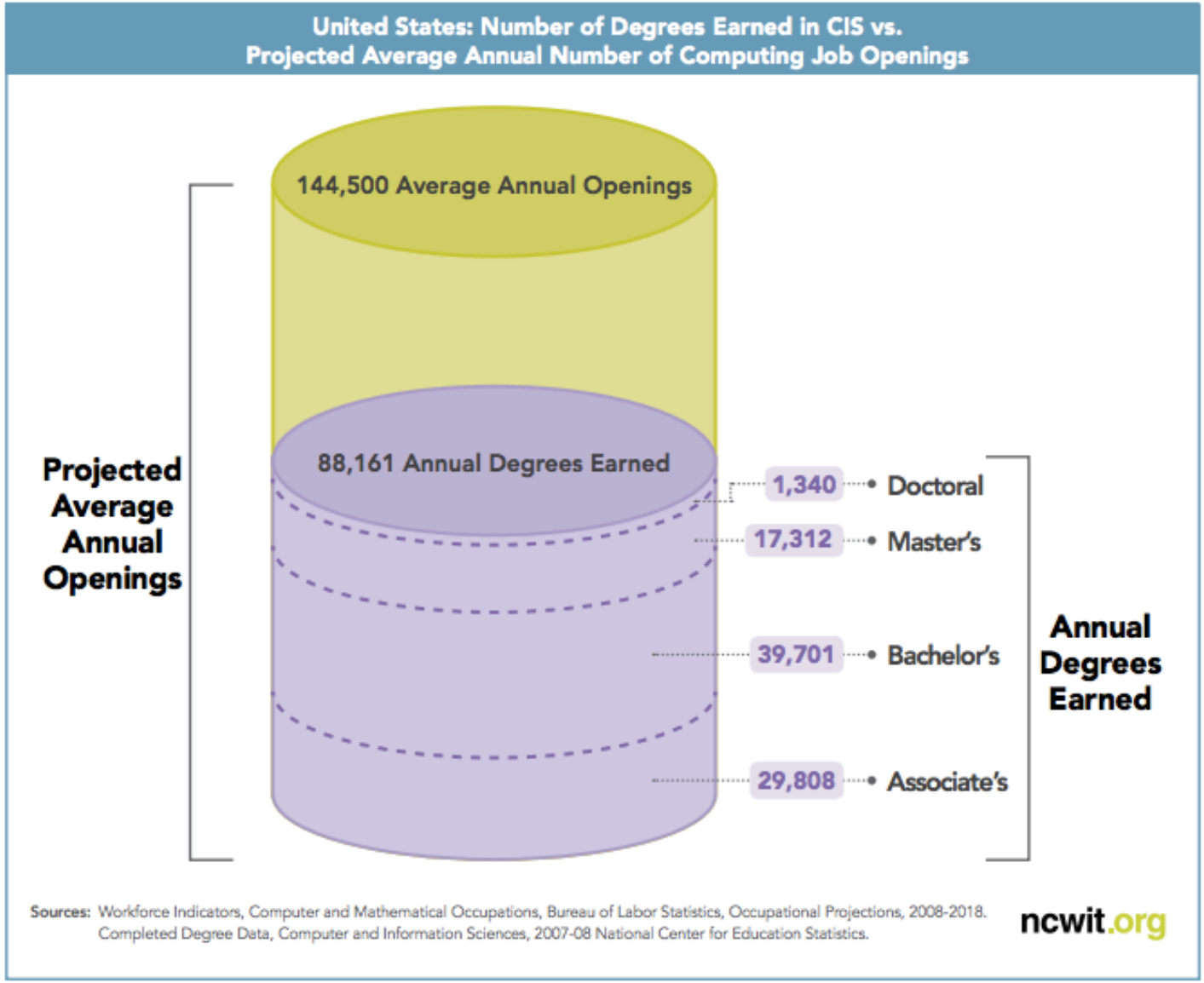
Source: ESA calculations using Current Population Survey public-use microdata and estimates from the Employment Projections Program of the Bureau of Labor Statistics.

Annual STEM Job Openings vs College Graduates Through 2018



Data Sources: *US-BLS Employment Projections, 2008-2018* (http://www.bls.gov/emp/ep_table_102.pdf), *National Science Foundation Division of Science Resource Statistics* (http://www.nsf.gov/statistitcs/nsf08321/tables/tab5.xls), and *National Center for Education Statistics* (http://nces.ed.gov/programs/digest/d08/tables/dt08_286.asp).

Est. 1.4M new computing jobs by 2018, half unfilled if current trends continue



We Need Girls and Women in Tech!

- Better products by designing for both women and men
  - Social and fun, not just functional
  - Improved usability
  - Targeted marketing/promotion
  - Identify new trends/opportunities
- Empower women to improve their own and their families lives
- Bridge the global talent gap

WICTAD International Forum

- 100 participants from 5 continents in DC, January 2013
- Organized by S/GWI and UN Women
- Bring gender focus to ICT efforts and leverage ICT for gender efforts – working at the intersection
- Goals: connect, collaborate, shared goals/targets, and build a movement
- Ongoing collaboration and input into post-MDG and WSIS+10 process

Questions and Discussion

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