

Bridging the digital gender gap

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betterplace **lab**



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How to bridge the digital gender gap

A research project in cooperation with W20 Germany



1.

Understanding the socio-cultural context of women

- More quantitative and qualitative data
- Region-specific solutions
- User-centered design

2.

Providing relevant content

- Promote services which are tailored to the living and working reality of women
- Targeted promotion of women specific content provided by public institutions and civil society

3.

Learning and surfing in safe spaces

- Promote safe digital spaces for women
- Focus on building up confidence and self-esteem
- Follow peer-to-peer approaches in education programs and for digital communities

4.

Promote and improve visibility of female role models in STEM:

- Support projects which encourage women and girls to develop technology
- Train women to teach technology in schools and universities
- Strengthen girls' freedom to choose what they want to focus on in their use of technology

5.

Promote research, improve dialogue:

- Promote qualitative research and support its institutional adoption
- Collect Data in frequent cycles
- Improve dialogue between think tanks, research institutions and governments

6.

An integrated policy framework to combat disadvantages

**Research-
based
solutions**

**Focus on
women's
contexts and
needs**

**Strategic
political
frameworks**

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