Bridging the digital gender gap

Presented by Franziska Kreische
The internet empowers only the people who have access to it.
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
Contact Information

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