Digital Gender Parity?
Gender-Specific Attitudes and Competences of Young Professionals

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Agenda

- Background
- Research Objective and Design
- Results
- Practical Recommendations
- Conclusion
Background

- Major changes in life and work through digitalization
- Different effects on gender
- Different perceptions

→ No well-founded research results

Source: https://static.thebump.com
RESEARCH OBJECTIVE

Analysis of basic attitudes towards digitization from a gender perspective

identify possible differences in perceptions and valuations between women and men.
RESEARCH QUESTIONS

Which **gender-related differences** can be identified in the **attitudes** towards digitization?

Which **competences** do women and men consider important for the digitized world of work and which do they attribute to each other according to gender?
RESEARCH DESIGN

Online questionnaire

July – Sept. 2017 (Germany)

28 closed questions

4-point Likert-Skale

Germany
N = 400
F = 273
M = 127

Russia
N = 165
F = 108
M = 57

Hungary
N = 597
F = 388
M = 209

Estonia
N = 183
F = 107
M = 76

Finland
N = 123
F = 77
M = 46

France
N = 35
F = 23
M = 12

Austria
N = 37
W = 21
M = 16

Brasil
N = 106
F = 66
M = 40

USA
N = 31
F = 17
M = 14
ATTITUDINAL RESULTS

Which gender-related differences can be identified in the attitudes towards digitization?
ATTITUDES TOWARDS DIGITIZATION

I am interested in new technologies

<table>
<thead>
<tr>
<th>Country</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brasil</td>
<td>3.2</td>
</tr>
<tr>
<td>USA</td>
<td>3.4</td>
</tr>
<tr>
<td>Finland</td>
<td>3.6</td>
</tr>
<tr>
<td>Hungary</td>
<td>3.3</td>
</tr>
<tr>
<td>Russia</td>
<td>3.3</td>
</tr>
<tr>
<td>Germany</td>
<td>2.8</td>
</tr>
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</table>

I enjoy the use of new technologies

<table>
<thead>
<tr>
<th>Country</th>
<th>Mean Score</th>
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</thead>
<tbody>
<tr>
<td>Brasil</td>
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<tr>
<td>USA</td>
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<td>Finland</td>
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<tr>
<td>Russia</td>
<td>3.6</td>
</tr>
<tr>
<td>Germany</td>
<td>3.0</td>
</tr>
</tbody>
</table>
ATTITUDES TOWARDS DIGITIZATION

Women are not interested in modern technologies

Men are not interested in modern technologies

Brasil
USA
Finland
Hungary
Russia
Germany

1,3 1,6 1,9 2,2 2,5

Brasil
USA
Finland
Hungary
Russia
Germany

1,2 1,4 1,6 1,8 2
ATTITUDES TOWARDS DIGITIZATION

Women are good with digital technologies

Men are good with digital technologies
STEREOTYPES STILL EXIST TODAY
Which competences do the participants find particularly important with regard to digitization?
# COMPETENCES OF DIGITIZATION

<table>
<thead>
<tr>
<th>Competence</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem-solving and optimization competence</td>
<td>3.34</td>
</tr>
<tr>
<td>Personal responsibility</td>
<td>3.30</td>
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<tr>
<td>Social and communication competence</td>
<td>3.20</td>
</tr>
<tr>
<td>Digital and media competence</td>
<td>3.19</td>
</tr>
<tr>
<td>Mastery of complex work contents</td>
<td>3.13</td>
</tr>
<tr>
<td>Innovation competence</td>
<td>3.09</td>
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<tr>
<td>The ability to coordinate work processes</td>
<td>3.07</td>
</tr>
<tr>
<td>Ability to interact with machines</td>
<td>3.02</td>
</tr>
<tr>
<td>Interdisciplinary thinking and acting</td>
<td>3.00</td>
</tr>
<tr>
<td>Increasing process know-how</td>
<td>2.96</td>
</tr>
<tr>
<td>Leadership competence</td>
<td>2.71</td>
</tr>
</tbody>
</table>
COMPETENCES OF DIGITIZATION

Problem-solving competence

Brasil | USA | Finland | Hungary | Russia | Germany
-- | -- | -- | -- | -- | --
1.4 | 1.8 | 2.2 | 2.6 | 3 | 3.4

Personal responsibility

Brasil | USA | Finland | Hungary | Russia | Germany
-- | -- | -- | -- | -- | --
1.4 | 1.8 | 2.2 | 2.6 | 3 | 3.4
COMPETENCES OF DIGITIZATION

Social and communication competence

Digital and media competence
THREE KEY FINDINGS

Relevant competences of digitalisation have been recognised but there is a gap between the importance and the actual level of competence.

International comparison reveals similarities and differences

Distorted image of women
RECOMMENDED ACTION
RECOMMENDED ACTION

What gender specific differences can be assessed in the attitudes towards digitalization?

stereotypical gender roles

Activities to support women
RECOMMENDED ACTION

Which competencies do women and men consider important for the digitised work environment and which do they attribute to each other according to gender?

- Problem solving and Communication Competence
- Personal responsibility
- Development of competencies
Which competencies do women and men consider important for the digitised work environment and which do they attribute to each other according to gender?

Distorted image of women

Activities to support women
CONCLUSION

Considerable gender differences in attitudes towards digitalization

Reduction of prejudices

Developing competences which are important for digitalization

Raising women’s awareness for shaping digitalization

Career support for women
TO LOOK UP

Gender und Digitalisierung: Untersuchung genderspezifischer Einstellungen von Young Professionals in Bezug auf Digitalisierung und Industrie 4.0 - Ergebnisse einer empirischen Untersuchung, Bielefeld


Genderspezifische Einstellungen und Kompetenzen von Young Professionals im Rahmen der Digitalisierung, in: Proceedings of 4th Gender&IT conference, Heilbronn, Germany (GenderIT18). ACM, New York, NY, USA, S. 139-141
Thank you for your attention