

Digital Gender Parity?

Gender-Specific Attitudes and

Competences of Young Professionals

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Background

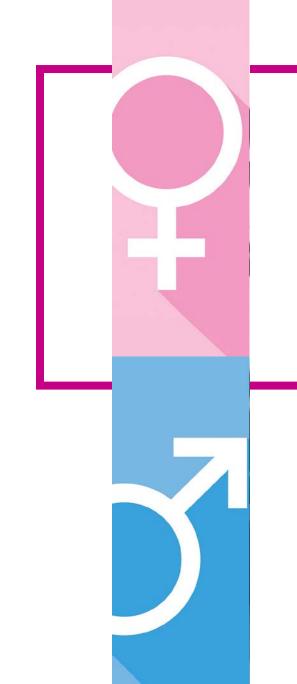
Research Objective and Design

Results

Practical Recommendations

Conclusion

Agenda



Background

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

No well-founded research results



RESEARCH OBJECTIVE

Analysis of basic attitudes towards digitization from a gender perspective

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

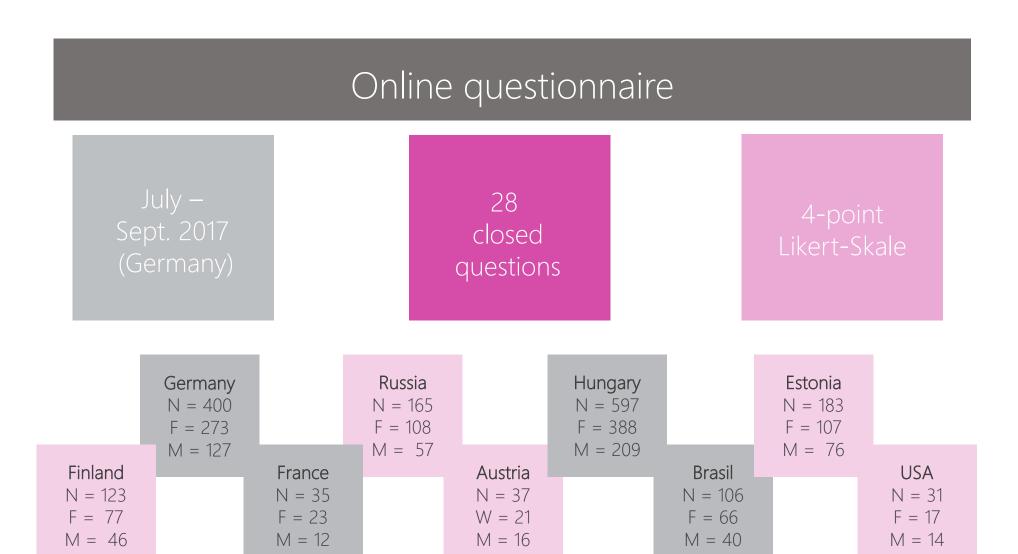


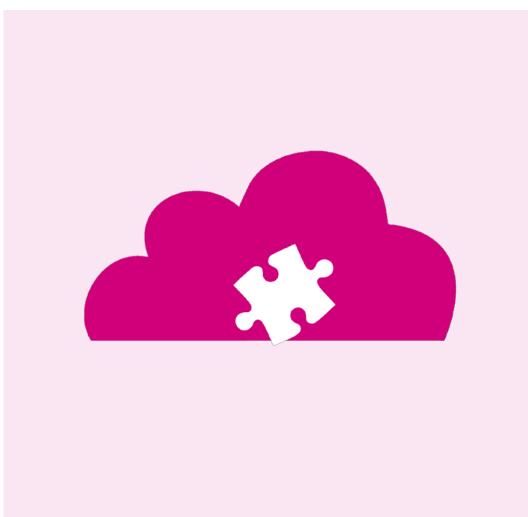
RESEARCH QUESTIONS

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





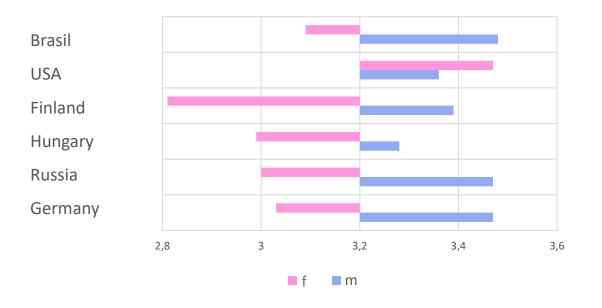
ATTITUDINAL RESULTS

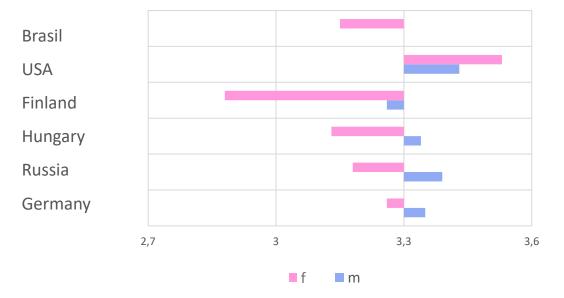
Which gender-related differences can be identified in the attitudes towards digitization?

ATTITUDES TOWARDS DIGITIZATION

I am interested in new technologies

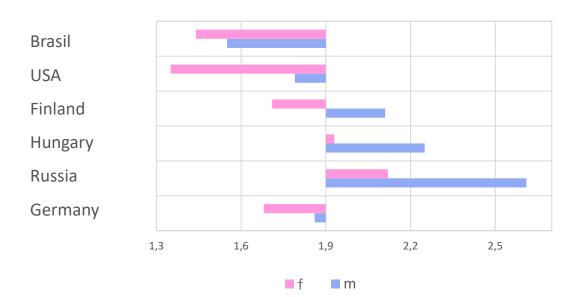
I enjoy the use of new technologies



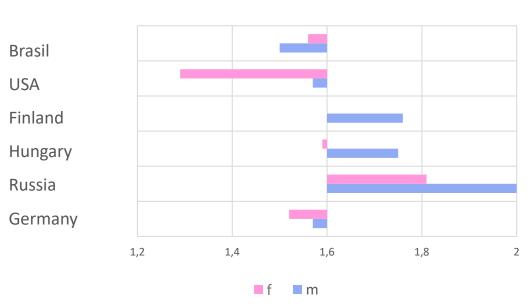


ATTITUDES TOWARDS DIGITIZATION

Women are not interested in modern technologies



Men are not interested in modern technologies



ATTITUDES TOWARDS DIGITIZATION

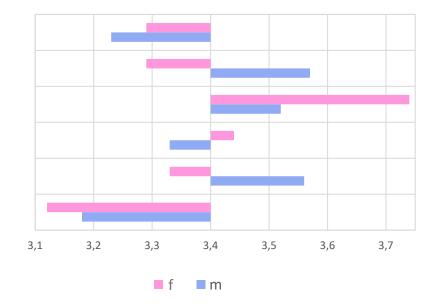
Women are good with digital technologies

Brasil
USA
Finland
Hungary
Russia
Germany

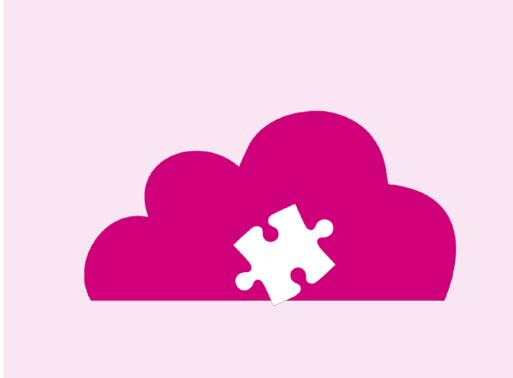
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Men are good with digital technologies





STEREOTYPES STILL EXIST TODAY



RESULTS RELATING TO COMPETENCES

Which competences do the participants find particularly important with regard to digitization?

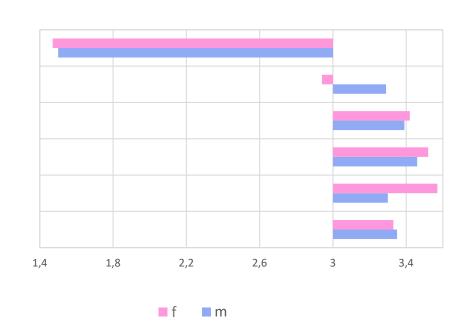
COMPETENCES OF DIGITIZATION

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

COMPETENCES OF DIGITIZATION

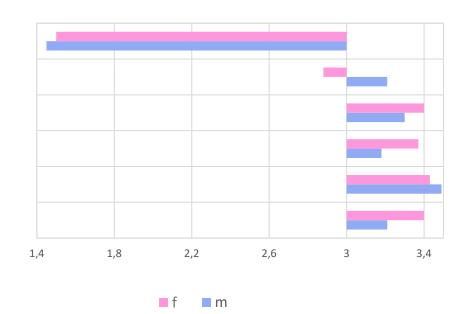
Problem-solving competence

Brasil
USA
Finland
Hungary
Russia
Germany



Personal responsibility

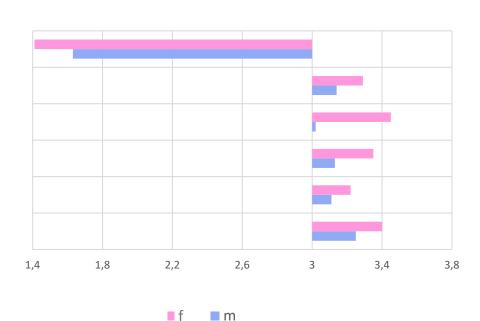




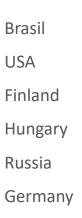
COMPETENCES OF DIGITIZATION

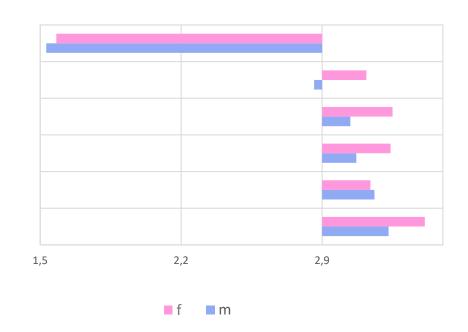
Social and communication competence

Brasil
USA
Finland
Hungary
Russia
Germany



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



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

stereotypical gender roles

Activities to support women

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

Raising women's awareness for shaping digitalization

Considerable gender differences in attitudes towards digitalization

CONCLUSION

Reduction of prejudices

Career support for women

Developing competences which are important for digitalization

TO LOOK UP





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Franken, S.; Schenk, J. & Wattenberg, M. (2019):

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

Franken, S. & Wattenberg, M. (2019):

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Franken, S.; Schenk, J. & Wattenberg, M. (2018):

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

Denkfabrik Digitalisierte Arbeitswelt | FH Bielefeld https://www.fh-bielefeld.de/wug/forschung/denkfabrik-digitalisierte-arbeitswelt •

