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GENDER DIGITAL DIVIDE GENDER ANALYSIS TECHNICAL RESOURCE

HOW TO USE THIS GENDER DIGITAL DIVIDE GENDER ANALYSIS TECHNICAL RESOURCE

Photo: Riaz Jahanpour for USAID / Digital Development Communications

GUIDE

INTRODUCTION

The Gender Digital Divide Gender Analysis Technical Resource has been developed to address the constraints to women's equitable participation in the economy, with a specific focus on the gender digital divide, and women's access to and use of information and communication technology (ICT).

It is designed to be used as a companion piece to the Gender Digital Divide Risk Mitigation Technical Note, which offers practical steps, strategies, and resources to be used by the United States Agency for International Development (USAID) staff and partners to mitigate the risks associated with women and girls accessing and using ICT.

The Gender Digital Divide Gender Analysis Technical Resource has been developed to address the constraints to women's equitable participation in the economy.

ACRONYMS

ADS ..... Automated Directives System

CDCS ..... Country Development Cooperation Strategy

GBV ..... Gender-based Violence

GSMA ..... Global System for Mobile Communication Association

ICT ..... Information and Communication Technology

ITU ..... International Telecommunication Union

PAYG ..... Pay-As-You-Go

USAID ..... United States Agency for International Development

WEEGE ..... Women's Economic Empowerment and Gender Equality

KEY TERMS AND DEFINITIONS

Big data: extremely large amounts of data that cannot be stored or processed using traditional database software.

Cybersecurity: the prevention of damage to, protection of, and restoration of computers, electronic communications systems, electronic communications services, wire communication, and electronic communication, including information contained therein, to ensure its availability, integrity, authentication, confidentiality, and nonrepudiation.[1]

Data privacy: the right of an individual or group to maintain control over, and the confidentiality of, information about themselves, especially when that intrusion results from undue or illegal gathering and use of data about that individual or group.[2]

Digital economy: the use of digital and Internet infrastructure by individuals, businesses, and government to interact with each other, engage in economic activity, and access both digital and non-digital goods and services.[3]

Digital finance: digital technology that provides access to financial products such as payment platforms, savings, and credit.

Digital literacy: the ability to access, manage, understand, integrate, communicate, evaluate, and create information safely and appropriately through digital devices and networked technologies for participation in economic and social life. This may include competencies that are variously referred to as computer literacy, information and communication technology (ICT) literacy, information literacy, and media literacy.[4]

Gender-based violence (GBV): an umbrella term for any harmful threat or act directed at an individual or group based on actual or perceived biological sex, gender identity or expression, sexual orientation, or lack of adherence to socially constructed norms around masculinity and femininity. It is rooted in structural gender inequalities, patriarchy, and power imbalances. GBV is typically characterized by the use (or threat) of physical, psychological, sexual, economic, legal, political, or social coercion, control, or abuse. GBV impacts individuals across the life course, and it has direct and indirect costs to families, communities, economies, global public health, and development.[5]

Information and communication technology (ICT): a set of technological tools and resources used to communicate, create, disseminate, store, and manage information. These can include video, radio, television, the Internet, social media platforms, and mobile phones. Distinctions are emerging between "old" and "new" forms of media and technology — that is, between the use of television, radio, and other forms of traditional media that have been employed for decades, and newer forms of media, including social media and mobile phones.[6]

1 USAID Digital Strategy 2020: www.usaid.gov/usaid-digital-strategy/06-annex-iii
2 *Ibid.*
3 *Ibid.*
4 *Ibid.*
5 United States strategy to prevent and respond to gender-based violence globally. U.S. Government, 2016. Available at www.state.gov/wp-content/uploads/2019/03/258703.pdf
6 Harnessing technology to prevent, mitigate and respond to gender-based violence in emergencies. Social Development Direct, undated. Available at www.sddirect.org.uk/media/1790/gbv-and-technology-guidance-final-draft.pdf

Mobile ownership, access, and use: women's ownership, access, and use of ICT are different definitions: ownership necessitates that the mobile phone is registered in the woman's name. Access and use imply a larger pool, where women can utilize others' phones or community phones. Even if a mobile phone is registered to a woman, it does not mean that she is the primary user — as is the case when the government ties a mobile phone number to a person's larger national ID number, and the person wants to get a second mobile. Both mobile phone use and ownership are important statistics as they can, at times, serve as proxies for family and gender dynamics in the household.

Mobile money: use of a mobile phone to transfer funds (between banks or accounts), deposit or withdraw funds, or pay bills.

Technology-facilitated GBV: action that harms others — either based on their sexual or gender identity, or by enforcing harmful gender norms — that is carried out (by one or more people) using the Internet and/or mobile technology. Actions include stalking, bullying, sexual harassment, defamation, hate speech, and exploitation.[7]

Women's economic empowerment and gender equality (WEEGE): women's economic empowerment exists when women can equitably participate in, contribute to, and benefit from economic opportunities as workers, consumers, entrepreneurs, and investors. This requires access to and control over assets and resources, as well as the capability and agency to manage the terms of their own labor and the benefits accrued. Women's economic equality exists when all women and girls have the same opportunities as men and boys for education, economic participation, decision-making, and freedom from violence. This requires collectively addressing barriers to commercial activity and labor market participation, such as restrictive laws, policies, and cultural norms; infrastructure and technology challenges; unpaid care work; limits on collective action; and poorly enforced protections. Women's economic equality is just one facet of gender equality more generally, which requires attention to the full range of gender gaps — economic, political, educational, social and otherwise.[8]

7 Technology-facilitated gender-based violence: What is it, and how do we measure it? ICRW, 2018. Available at https://n2r4h9b5.stackpathcdn.com/wp-content/uploads/2018/07/ICRW_TFGBVMarketing_Brief_v8-Web.pdf
8 Working definition used for the Women's Economic Empowerment and Equality Technical Assistance task order under the Advancing the Agenda of Gender Equality indefinite delivery, indefinite quantity contract.

KEY MESSAGES

- **ICT enables access to critical health services** as well as opportunities for education, civic participation, employment, entrepreneurship, and access to finance.
- **It acts as a vital gateway for women and girls to access information** that can improve their livelihoods, and it contributes to women's economic empowerment and gender equality.
- **However, in an increasingly digital world, the cost of digital exclusion is increasing.** The gap between the digital "haves" and "have nots" is a gap in income, opportunity, education, and wealth. Differential use of ICT by women and girls will harm their ability to participate.
- **There is a large global gender digital divide** in women's access to and use of ICT, which means that women and girls are being left behind.
- **More than half of the world's women are offline:** in developing countries, the Internet penetration rate for women on all devices is 40.7 percent, compared to 52.8 percent for men;[9] 300 million fewer women than men use mobile Internet, a gender gap of 20 percent.[10]
- **Around 393 million adult women in low- and middle-income countries do not own mobile phones;** women are 8 percent less likely to own a mobile phone than men. This gap is larger in South Asia (a gender gap of 23 percent) and sub-Saharan Africa (a gender gap of 13 percent).[11]
- **There is also a very large gap in women's meaningful use of mobile:** women tend to use mobiles (and mobile Internet) differently, and often less frequently, than men.
- **The main reasons for these gaps** are affordability, lack of infrastructure and access, digital literacy and skills, education and literacy, social norms, concerns about risks of security and harassment, and a lack of relevant content.
- **All these factors are grounded in global gender inequality** and unequal power relations.
- **Closing the gender digital divide is a crucial part of realizing USAID's overarching goal of self-reliance:** without empowered women, countries will be left behind.

PURPOSE

The information that follows offers practical tools and resources to be used by USAID staff and partners, as they integrate the gender digital divide into gender analyses with a women's economic empowerment and gender equality (WEEGE) lens at global, country, and regional strategic planning levels; into program and activity design and implementation; and into monitoring and evaluation. This technical resource offers illustrative questions for integrating the gender digital divide into a gender analysis, insights into how closing the gender digital divide can help achieve USAID sector outcomes, suggested activities to undertake, illustrative sex-disaggregated indicators, and suggested key resources.


Photo: Afandi Djauhari/NetHope

9 Facts and Figures 2019. ITU, 2019. Available at itu.foleon.com/itu/measuring-digital-development/gender-gap/

10 The Mobile Gender Gap Report 2020. GSMA Connected Women, 2020. Available at www.gsma.com/mobilefordevelopment/wp-content/uploads/2020/02/GSMA-The-Mobile-Gender-Gap-Report-2020.pdf

11 *Ibid.*

COMPONENTS

These tools and resources can be used either together or as stand-alone documents. They are designed to be flexible and illustrative: they can be adapted or used as jumping-off points and prompts.

THE READER

The **Reader** provides an overview of what the gender digital divide is, why it matters, and what to do about it.

PROMPT

Tool 1 provides illustrative questions or prompts designed to integrate the gender digital divide into a gender analysis with a WEEGE lens.

DESIGN AND IMPLEMENT

Tool 2 lays out how ICT (and closing the gender digital divide) can be used to achieve outcomes for women and girls at activity and project levels for each USAID sector, with examples of how this has been done.

DESIGN AND IMPLEMENT

Tool 3 provides a checklist of approaches that should be included in any activities that have digital components, as part of closing the gender digital divide.

MEASURE

Tool 4 provides illustrative sex-disaggregated indicators to measure and track USAID initiatives with a digital component across the different USAID sectors.

DISCOVER

Resources 1–4 offer some key readings for deeper knowledge, as well as country or regional secondary data sets.

BOX 1. HOW DOES THIS GENDER ANALYSIS TECHNICAL RESOURCE ALIGN WITH USAID CHAPTERS 205, 201, AND THE WEEGE TECHNICAL GUIDE?

This Gender Digital Divide Gender Analysis Technical Resource builds from the WEEGE Technical Guide. The WEEGE Technical Guide is aligned with USAID Automated Directives System (ADS) Chapters 201 and 205, and it enables USAID staff to design, procure, implement, monitor, and evaluate programs that increase women's economic empowerment and gender equality outcomes. The six-unit WEEGE Technical Guide contains practical tools, resources, and samples to integrate WEEGE into the USAID program cycle. USAID staff, contractors, partners, and collaborators are encouraged to use the Guide as they seek to advance WEEGE.

The Guide also includes a toolbox for integrating WEEGE into a gender analysis, to help USAID's staff and partners integrate WEEGE at all stages of gender-analysis planning, design, and implementation—from outlining roles and responsibilities for Country Development Cooperation Strategy (CDCS), Project Development Document, and activity-design teams, to creating a scope of work, drafting gender analysis research questions, and putting together a dissemination plan. The WEEGE gender analysis tools can be used together as a package or as stand-alone aids during the gender analysis process.

This Gender Digital Divide Gender Analysis Technical Resource builds off both the WEEGE Technical Guide and the toolbox for integrating WEEGE into a gender analysis, specifically to give a deep dive into the gender digital divide, and to help USAID staff and partners understand how to integrate digital divide issues into gender analyses with a WEEGE lens.

This (along with the Gender Digital Divide Risk Mitigation Technical Note) is therefore designed to be used alongside the WEEGE Technical Guide, by using and adapting the tools provided there as well as the tools provided here.

BOX 2. HOW DOES THIS TOOLKIT LINK TO THE USAID DIGITAL STRATEGY?

The USAID Digital Strategy aims to strengthen open, inclusive, and secure digital ecosystems in each country where USAID works. No country will be self-reliant if its citizens cannot benefit equally from the gains of a global digital ecosystem. USAID recognizes that the gender digital divide significantly hampers the ability of ICT to help women improve their lives, the stability of their families, and the resilience of their communities.

ICT can give women and underrepresented populations access to finance, new markets and business opportunities, education, health, agriculture, and other life-enhancing services, as well as greater security, more time-savings, and a voice.

In line with the USAID Gender Equality and Female Empowerment Policy, increasing women's access to, and use of, mobile and the Internet can help reduce gender disparities in access to, control over, and benefits from resources, wealth, opportunities, and services, and it can increase the capability of women and girls to realize their rights, determine their life outcomes, and influence decision-making.

Through the Digital Strategy, USAID is committed to women's empowerment and closing the gender digital divide, by scaling understanding across the agency of the gender digital divide, sharing best practices learned in previous gender and ICT programs (including the WomenConnect Challenge), and ensuring that USAID digital development addresses digital inequalities while mitigating potential risks or harms for women and girls coming online.

This Gender Digital Divide Gender Analysis Technical Resource (along with the Gender Digital Divide Risk Mitigation Technical Note) forms part of the USAID Digital Strategy in closing the gender digital divide by building awareness and capacity of USAID staff, partners, and partner countries of the gender digital divide, and integrating the gender digital divide into gender analyses.

DOCUMENTS IN THE GENDER DIGITAL DIVIDE GENDER ANALYSIS TECHNICAL RESOURCE

GUIDE

HOW TO USE THIS GENDER DIGITAL DIVIDE GENDER ANALYSIS TECHNICAL RESOURCE

THE READER

UNDERSTANDING THE GENDER DIGITAL DIVIDE

PROMPT

TOOL 1: GENDER DIGITAL DIVIDE ILLUSTRATIVE QUESTIONS

DESIGN & IMPLEMENT

TOOL 2: CLOSING THE GENDER DIGITAL DIVIDE TO IMPROVE USAID SECTOR OUTCOMES

DESIGN & IMPLEMENT

TOOL 3: ADDRESSING THE GENDER DIGITAL DIVIDE IN PROJECT AND ACTIVITY DESIGN

MEASURE

TOOL 4: GENDER DIGITAL DIVIDE ILLUSTRATIVE INDICATORS

DISCOVER

RESOURCES 1–4: KEY DATA AND DOCUMENTS