Role of ICTs in Empowering Women in Politics

NDI Survey Research

NDI TECH PROGRAMS

- Tool for:
  - Increasing transparency
  - Fostering two way communication
  - Advocacy
  - Voter/civic education
  - Polling
  - Political process monitoring
  - Elections monitoring

GENDER AND TECHNOLOGY

- For women, ICTs can:
  - Increase communication
  - Access to information
  - Foster Networks
- Low cost

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CHALLENGES

- Gender gap in access
- Gendered needs and barriers must be considered

Photo: NDI

RESEARCH BACKGROUND

- Seeking to:
  - Identify and assess women's access to and use of tech for political engagement

  - Improve programs that use tech to better include women's perspectives, needs and access

RESEARCH METHODOLOGY

- Desk and survey research
- Target audience = women in NDI programs
- Quantitative, 15 minute survey
- Variety of delivery methods

- Limitations – self-reported, narrow sample

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AREAS OF INVESTIGATION

- Tech usage
- Preferences
- Barriers

Photo: NDI

ADDRESSING BARRIERS

- <u>Barriers</u>: cost, access, infrastructure, socio-cultural, technical

- <u>Solutions</u>: resource centers, ICT training, reducing cost, tailoring content

SURVEY GOAL

- Inform program design
  - ➢ Tailor programs to current preferences and realities
  - ➢ Improve communications
  - ➢ Address barriers

RECOMMENDATIONS

Stage	Gender Mainstreaming Approach

Program Design	• Collect gender-disaggregated data on:
	    • Literacy
	    • Income
	    • Tech access and usage

Implementation	• Use low tech media / blended approaches • Collect gender-disaggregated feedback from participants
Evaluation	• Monitor Facebook/web/apps for gender breakdown data • Analyze and report the program's outcome for women and men

THANK YOU

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