



Gender 4.0

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

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Agenda

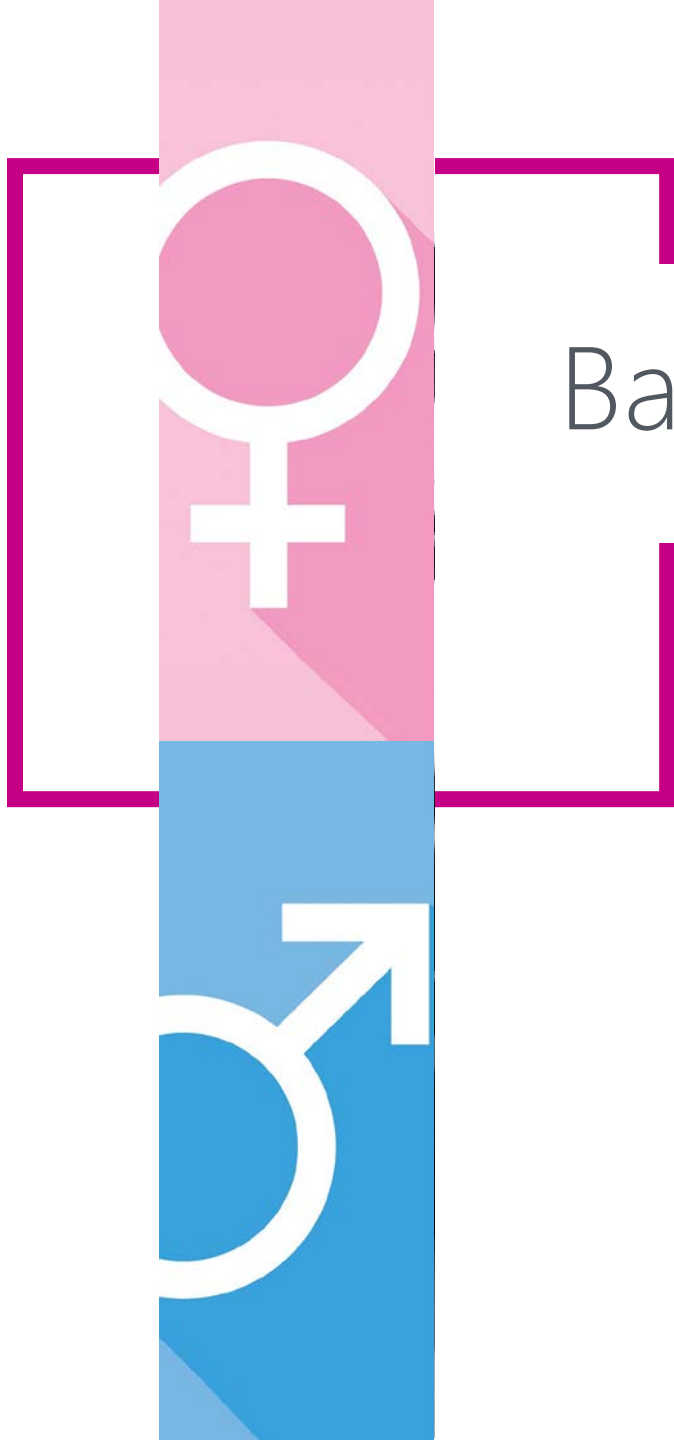
Background

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



RESEARCH OBJECTIVE

Analysis of basic **attitudes** towards digitization from a **gender perspective**



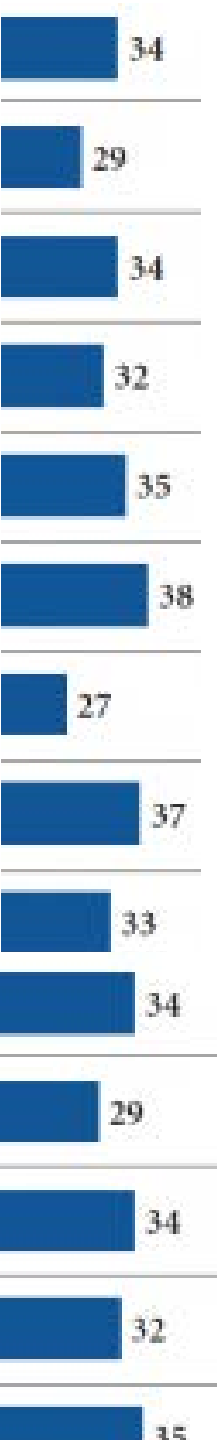
identify possible **differences** in perceptions and valuations between **women and men**.



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?



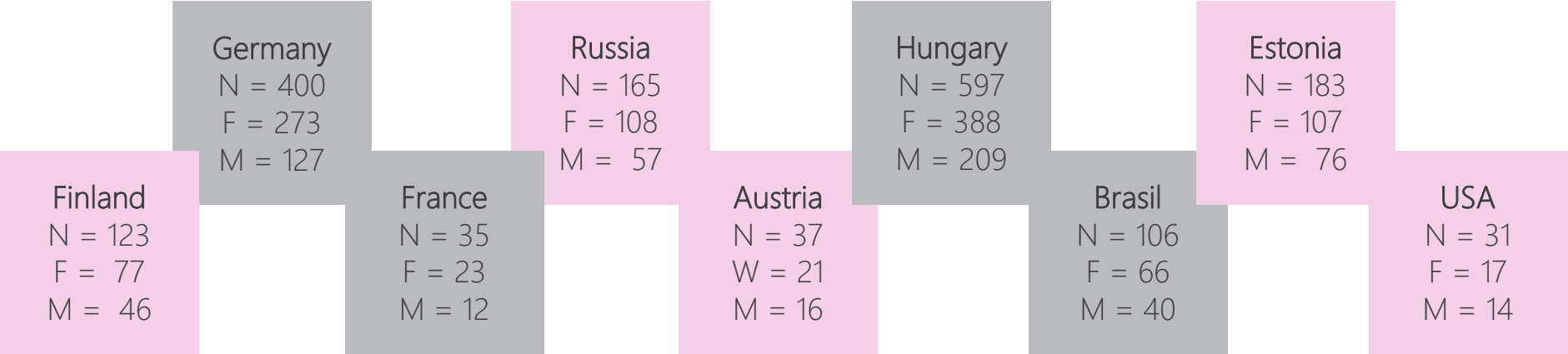
RESEARCH DESIGN

Online questionnaire

July –
Sept. 2017
(Germany)

28
closed
questions

4-point
Likert-Skale





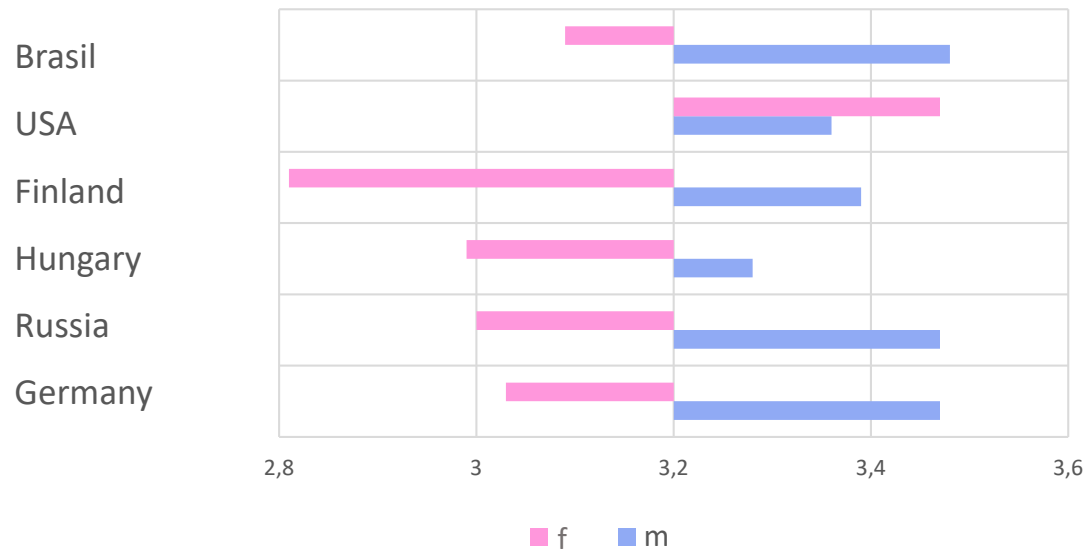
ATTITUDINAL RESULTS

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

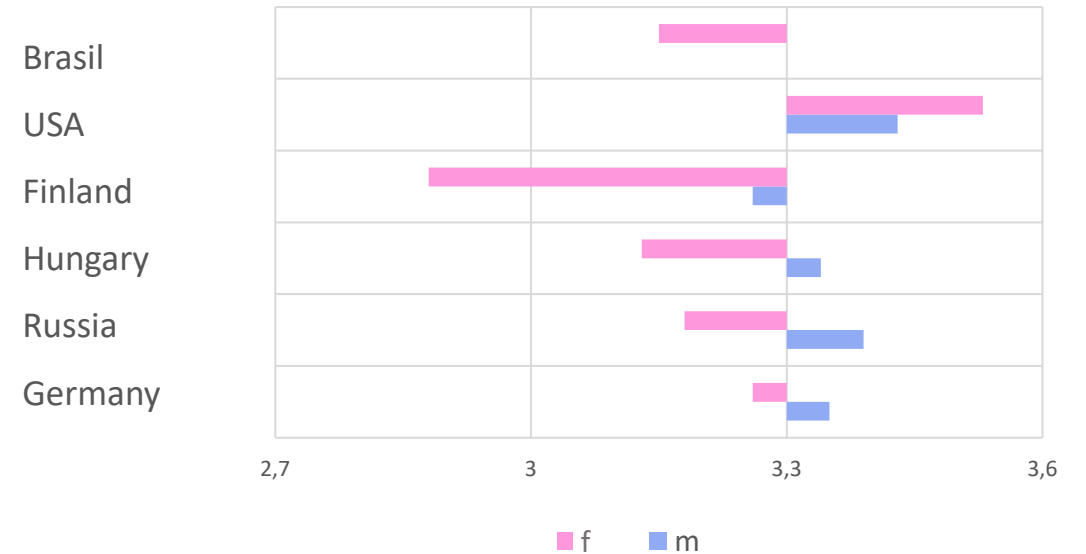
//

ATTITUDES TOWARDS DIGITIZATION

I am interested in new technologies

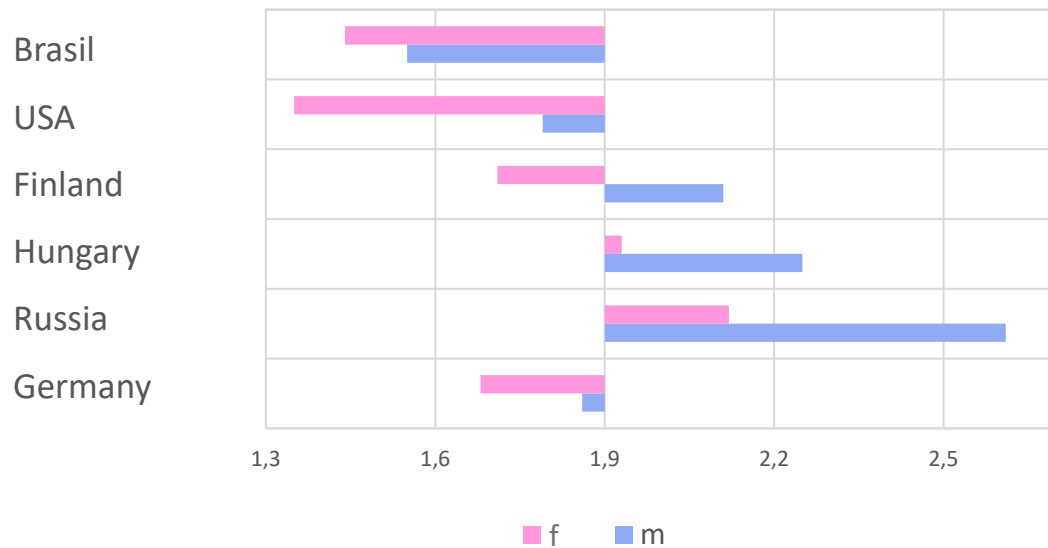


I enjoy the use of new technologies

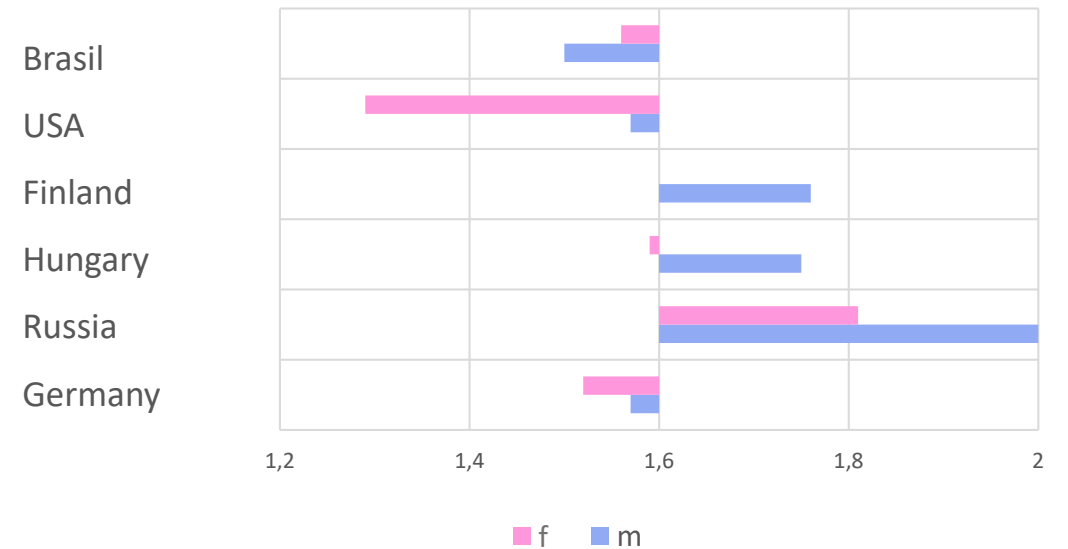


ATTITUDES TOWARDS DIGITIZATION

Women are not interested in modern technologies

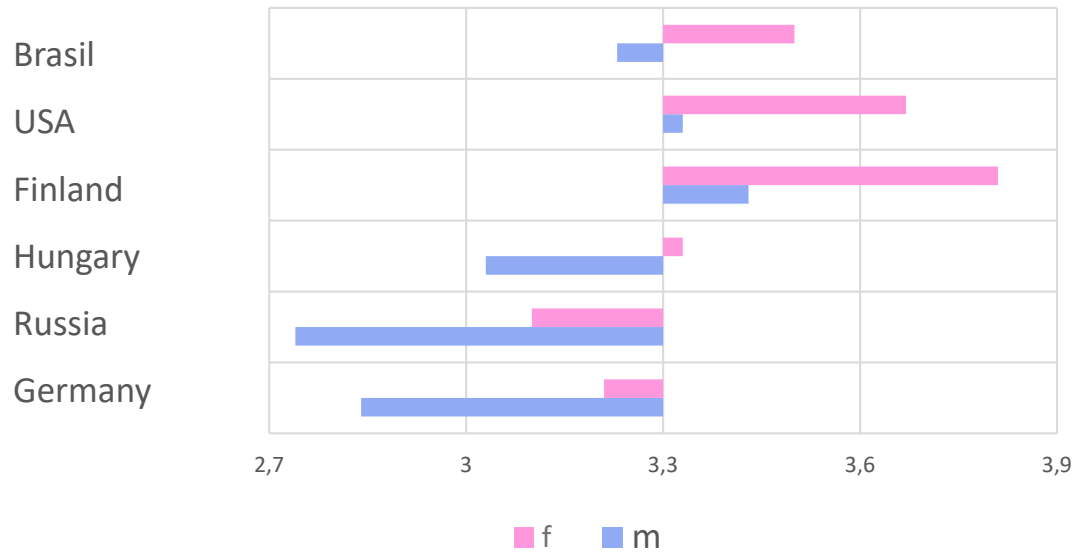


Men are not interested in modern technologies

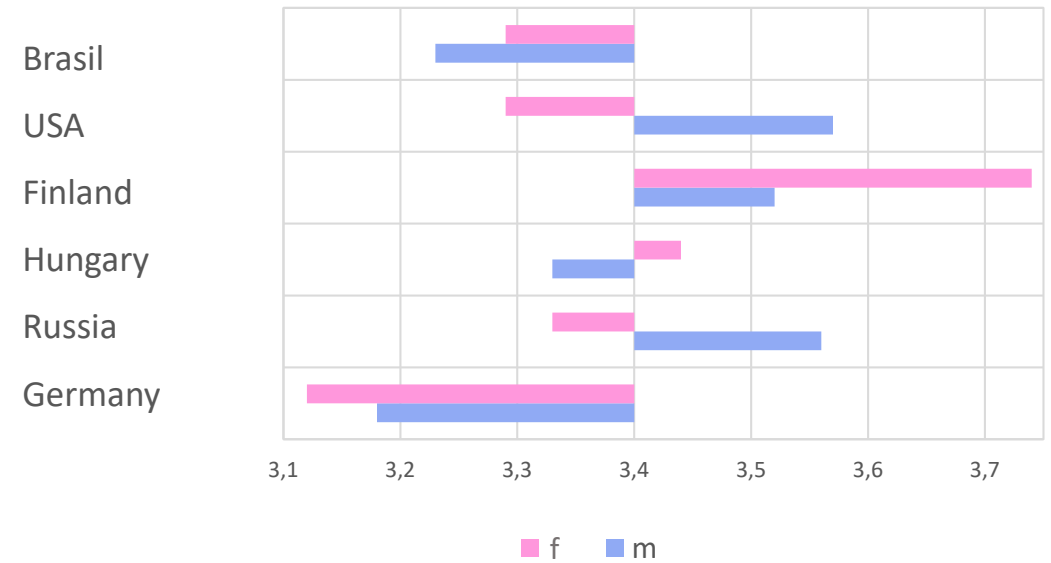


ATTITUDES TOWARDS DIGITIZATION

Women are good with digital technologies



Men are good with digital technologies



STEREOTYPES STILL
EXIST TODAY



RESULTS RELATING TO COMPETENCES

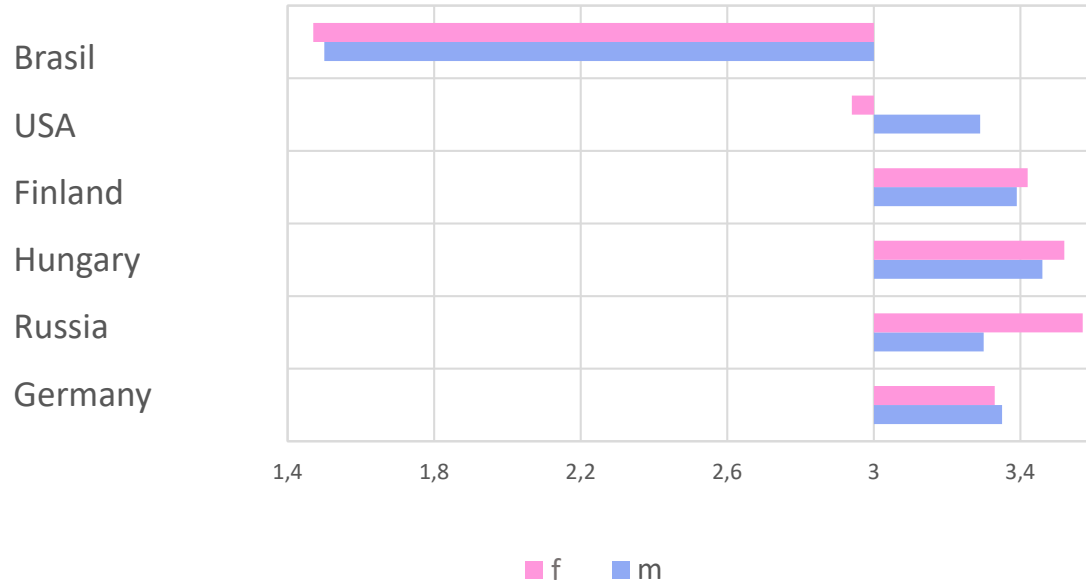
// Which **competences** do the participants find particularly important with regard to digitization? //

COMPETENCES OF DIGITIZATION

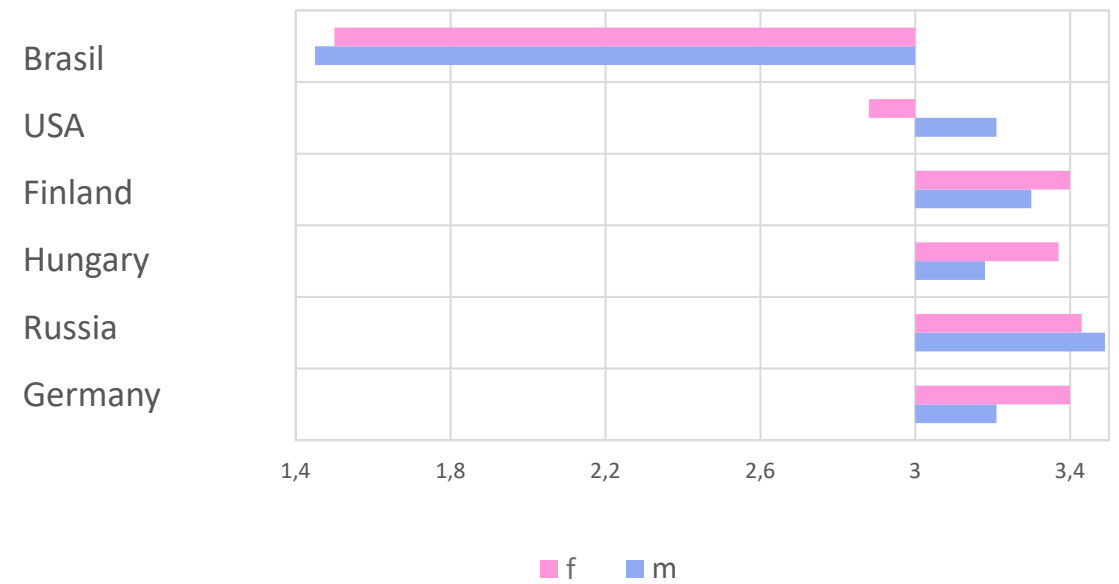
Competence	Mean
Problem-solving and optimization competence	3.34
Personal responsibility	3.30
Social and communication competence	3.20
Digital and media competence	3.19
Mastery of complex work contents	3.13
Innovation competence	3.09
The ability to coordinate work processes	3.07
Ability to interact with 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

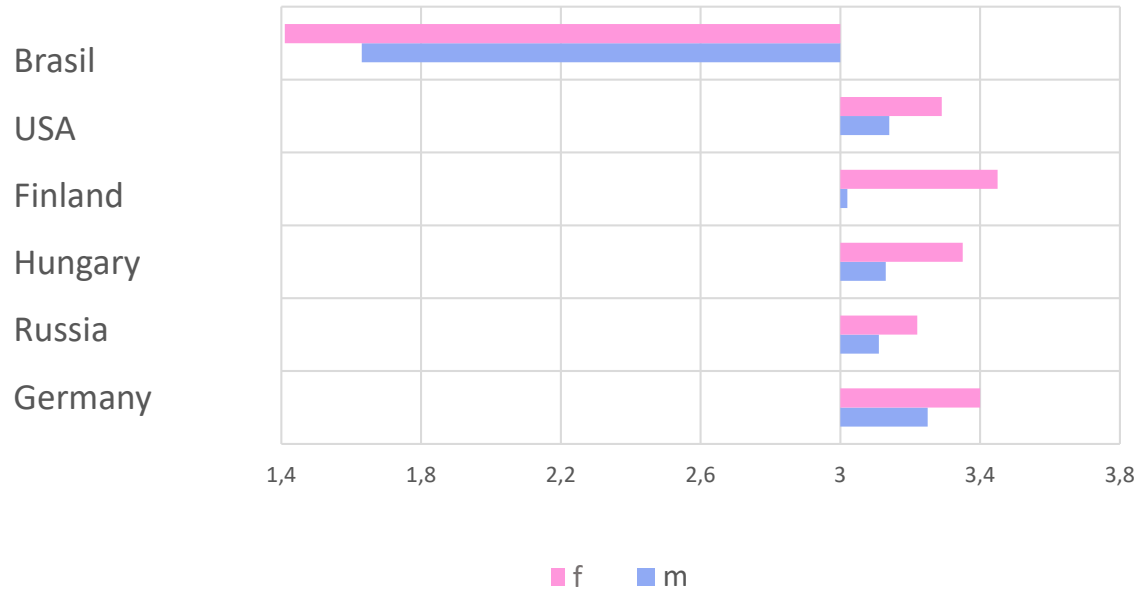


Personal responsibility

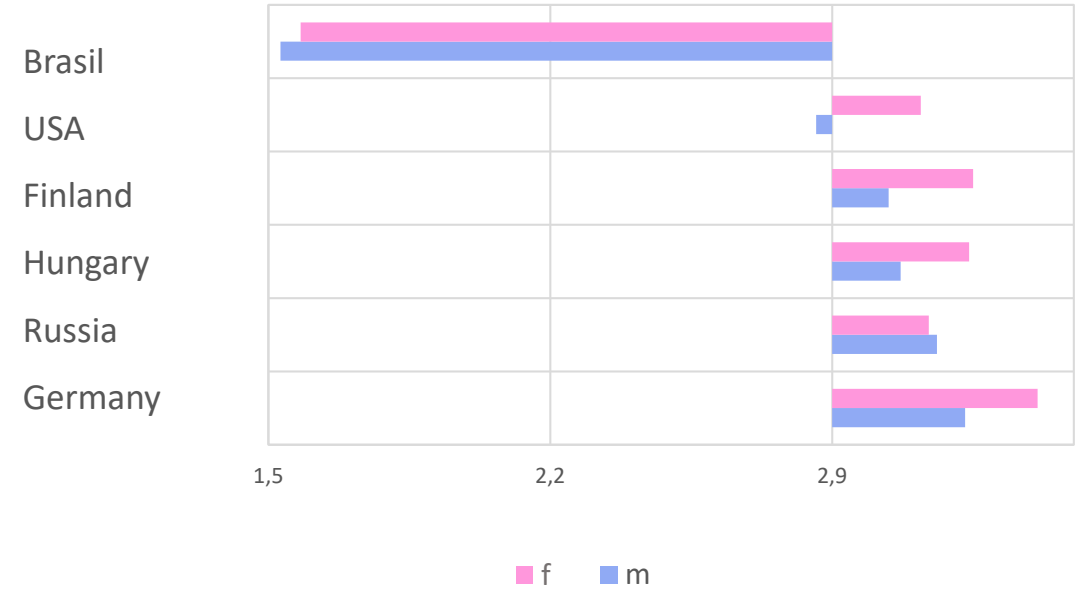


COMPETENCES OF DIGITIZATION

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

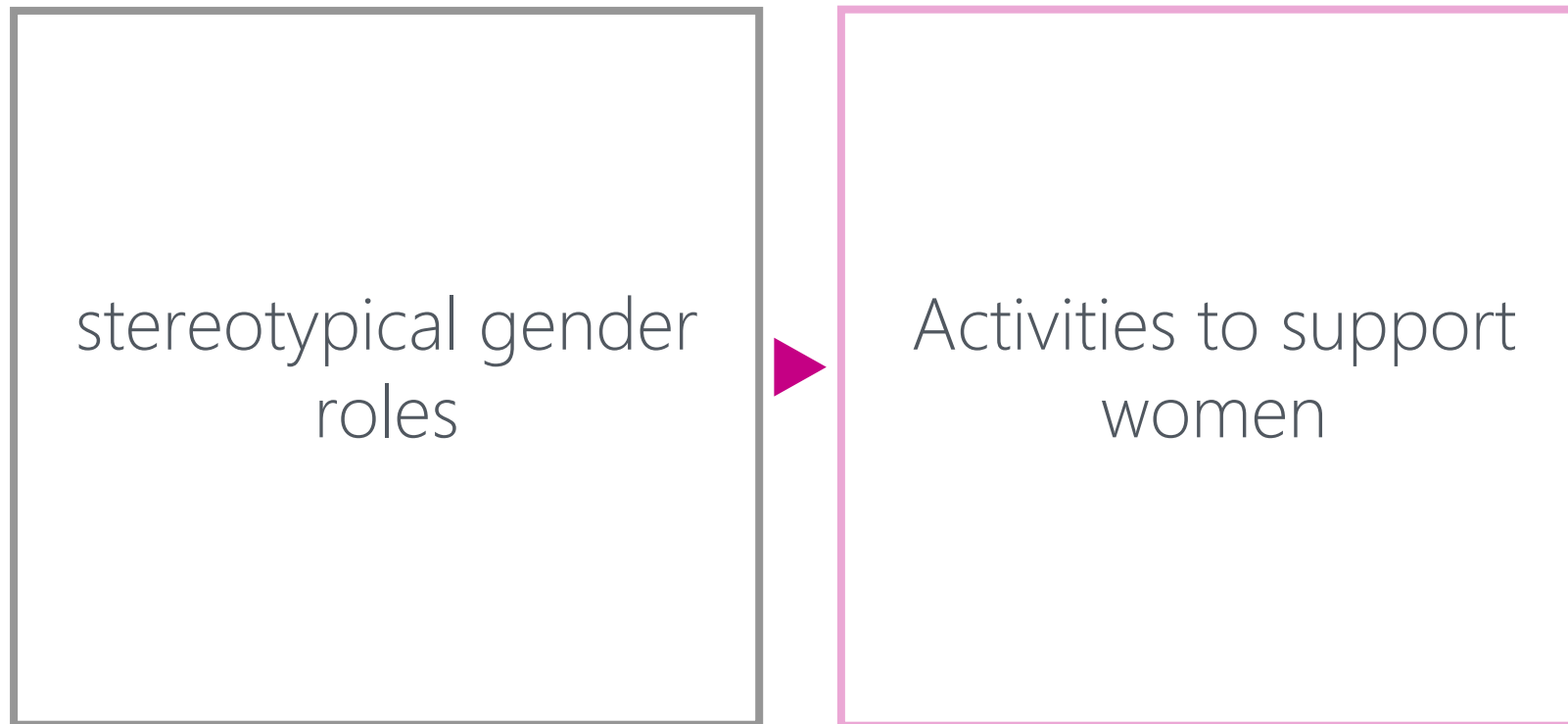
Distorted image of women



RECOMMENDED ACTION

RECOMMENDED ACTION

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



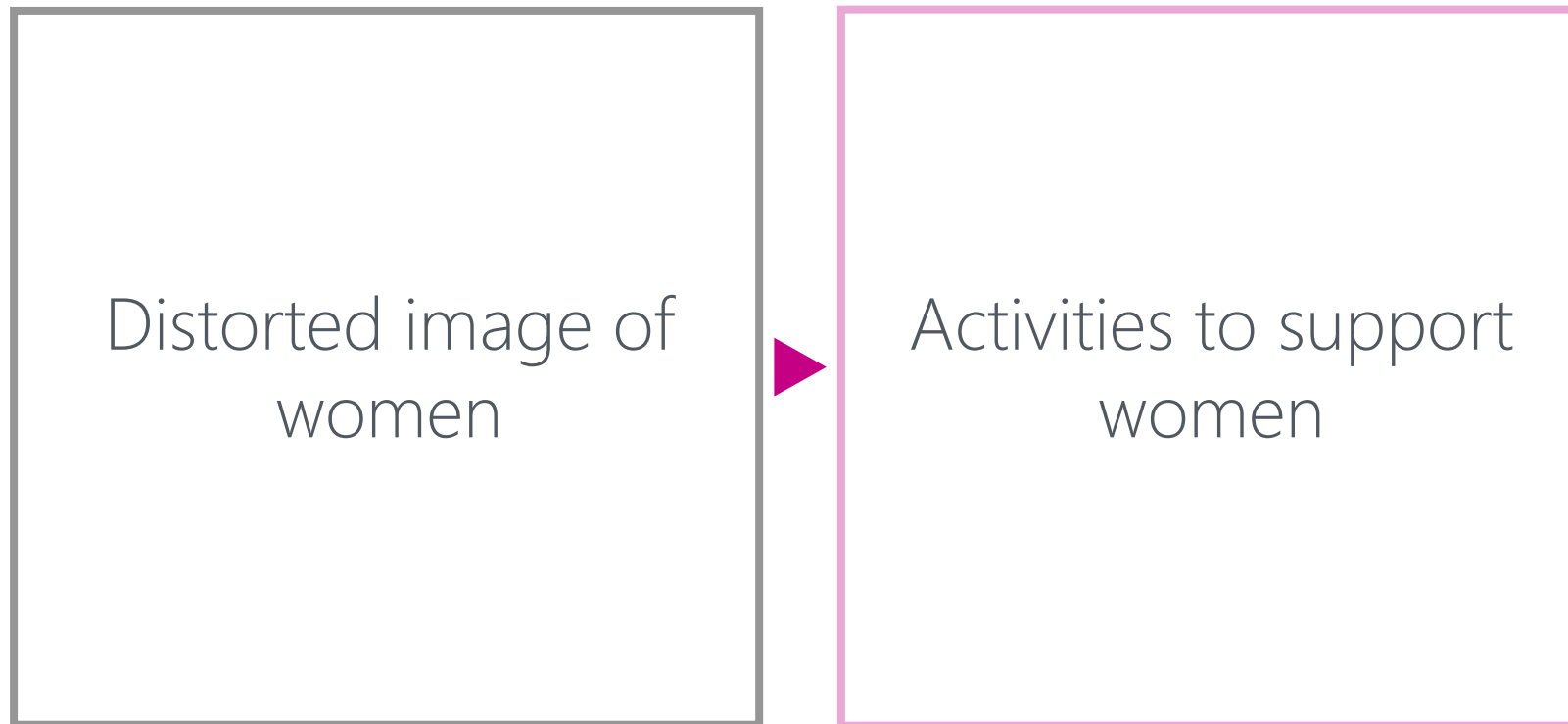
RECOMMENDED ACTION

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



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?



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



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):

- ▶ *Digital Gender Parity? Gender-specific Attitudes and Competencies of Young Professionals in Germany*, in: Proceedings of 2nd International Conference on Gender Research, Rome, 9 p.



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



Gender 4.0

Thank you for your attention

Denkfabrik Digitalisierte Arbeitswelt | FH Bielefeld

<https://www.fh-bielefeld.de/wug/forschung/denkfabrik-digitalisierte-arbeitswelt> ▼