AVAILABILITY, AFFORDABILITY, ADOPTION

DIGITAL INCLUSION

http://inclusion.digitaldevelopment.org/
Gender and Information Communication Technology (ICT) Survey Toolkit
What do we mean by the gender gap?

- 1.7 BILLION women in low- and middle-income countries do not own mobile phones.
- 200 MILLION fewer women online than men.
- 55% of female mobile phone owners in India have never sent an SMS.
- 81% of female mobile phone owners have never used Internet.
Why is there a gender gap?

- Cost
- Social/cultural norms
- Electricity access
- Technical Literacy
- Security
- Coverage
Population of unconnected women in low and middle income countries

This equals 200mn fewer women with mobile phones than men.
Key themes for data collection

- Digital Literacy
- Ownership
- Access
- Perception
- Usage
- Barriers
Defining your research question
# Survey tools

<table>
<thead>
<tr>
<th>QUANTITATIVE</th>
<th>QUALITATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MODULE 1</strong> GENDER AND ICT, CORE</td>
<td>Expert Interview Guide</td>
</tr>
<tr>
<td><strong>MODULE 2</strong> GENDER AND ICT, EXPANDED</td>
<td>Focus Group Discussion Guide</td>
</tr>
<tr>
<td><strong>MODULE 3</strong> DIGITAL FINANCIAL SERVICES</td>
<td></td>
</tr>
<tr>
<td><strong>MODULE 4</strong> MOBILE AGRICULTURE</td>
<td></td>
</tr>
<tr>
<td><strong>MODULE 5</strong> TECHNICAL PROFICIENCY</td>
<td></td>
</tr>
<tr>
<td><strong>MODULE 6</strong> RESPONDENT DEMOGRAPHICS</td>
<td></td>
</tr>
</tbody>
</table>
Module 1: Basic mobile use

- ICT access and use
- Control over ICT usage
- Mobile access
- Mobile borrowing and sharing
- Reasons for non use of mobile
- Mobile use
- Barriers to mobile access and use
- Technical literacy
- Habits and behaviors
Module 2: advanced mobile use

Internet access on a computer or laptop

Internet use on a computer or laptop

Barriers to internet use on a computer or laptop

Internet access on a mobile

Internet use on a mobile

Barriers to internet use on a mobile
Module 3: digital financial services

Whether the respondent uses DFS

Reasons why the respondent uses DFS

How the respondent uses DFS

Perceptions

Barriers
Module 4: mAgri

- Basic use
- Perceptions
- Preferences
- Barriers
Module 5: technical proficiency

- Core mobile usage proficiency
- DFS proficiency
- Mobile internet proficiency
- mAgri uses and proficiency
# Technical proficiency test

<table>
<thead>
<tr>
<th>Task</th>
<th>Accomplished?</th>
<th>If no, when and how did failure occur?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use mobile money to send money</td>
<td>YES/NO/NA</td>
<td></td>
</tr>
<tr>
<td>Use mobile money to receive money</td>
<td>YES/NO/NA</td>
<td></td>
</tr>
<tr>
<td>Use mobile money to refill credit</td>
<td>YES/NO/NA</td>
<td></td>
</tr>
<tr>
<td>Look up balance of mobile money account</td>
<td>YES/NO/NA</td>
<td></td>
</tr>
<tr>
<td>Pay bill with mobile money</td>
<td>YES/NO/NA</td>
<td></td>
</tr>
</tbody>
</table>
Module 6: demographics

- Gender
- Age
- Marital Status
- Education and Literacy
- Occupation
- Income and Decision Making
- Sources of Information
- Household Makeup, Characteristics, Asset Characteristics
Expert interview guide
Expert interviews

Banks/Microfinance Institutions (MFIs)

- Are you currently using mobile phones or Internet to deliver services to your client (e.g., SMS for loan payment reminders)?
- Are there any differences between your male and female clients in terms of access to and/or ownership of ICTs?
- Have you noted any differences in usage? What trends have you seen? Why do you think there are these differences, if any?
- Has your organization done any research or collected any data on this topic? If so, what results you have seen so far?

Development/ICT Programs

- Could you tell me about your program (goals, funders, implementing partners, duration, main activities, results, lessons, etc.)? Are there any elements that include gender and ICTs? Can you tell me more about those particular elements?
- Which ICTs were used in the project? How were they used? What results have you seen?
- Is there a gap in ICT access and/or ownership between male and female beneficiaries in your project? Why do you think this is the case?
Focus group discussion guide
Focus group discussion guide

For those who said they didn’t have their own phone

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>PROBES (If they do not mention these, please make sure they are discussed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Why don't you have your own phone? (BARRIERS TO MOBILE ACCESS AND USE)</td>
<td>a. Did you choose not to have your own phone? If so, why?</td>
</tr>
<tr>
<td></td>
<td>b. What needs to change so that you could have your own phone? Why?</td>
</tr>
<tr>
<td></td>
<td>c. If you had your own phone, what would you like to use it for? Why?</td>
</tr>
</tbody>
</table>

Internet (and Mobile Internet) Ownership and Access

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>PROBES (If they do not mention these, please make sure they are discussed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Have you ever used the Internet? (ACCESS)</td>
<td>a. How have you accessed it?</td>
</tr>
<tr>
<td></td>
<td>On a mobile or on a computer?</td>
</tr>
<tr>
<td></td>
<td>b. How regularly do you use it? Why? Probe: daily/weekly/occasionally/very rarely, etc.</td>
</tr>
</tbody>
</table>
What is included in this toolkit?

Preparing for data collection
Collecting your data
Analyzing your data
Qualitative and quantitative tools
Thanks!

http://inclusion.digitaldevelopment.org

digitalinclusion@usaid.gov
chighet@fhi360.org

@USAID_Digital
@mSTAR_project