

# An Empirical Investigation on the Challenges Faced by Women in the Software Industry



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**ICSE - SEIS 2022**

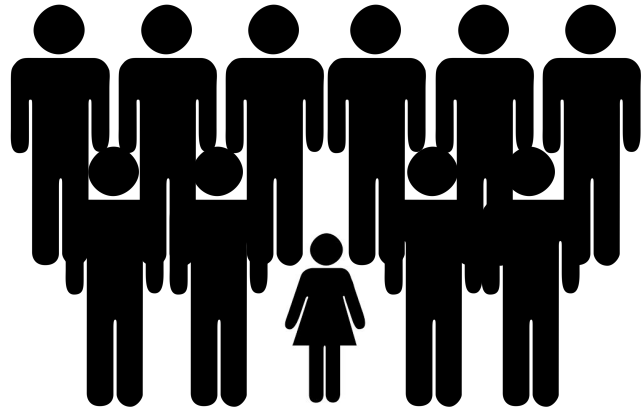
Northern Arizona  
University



In collaboration  
with Ericsson



# Context



**Increase the low  
rates of women...**



**challenges and  
reasons to leave...  
(RQ1)**



**...their suggestions to  
increase women  
(RQ2)**

# Method - Data analysis

## Open Questions

RQ1 - Challenges and Reasons to Leave

RQ2 - Suggestions to Increase Women

- Qualitative Analysis
- Inductive open coding
- Search of existing theories

## Segmented Analysis

Challenges per demographics

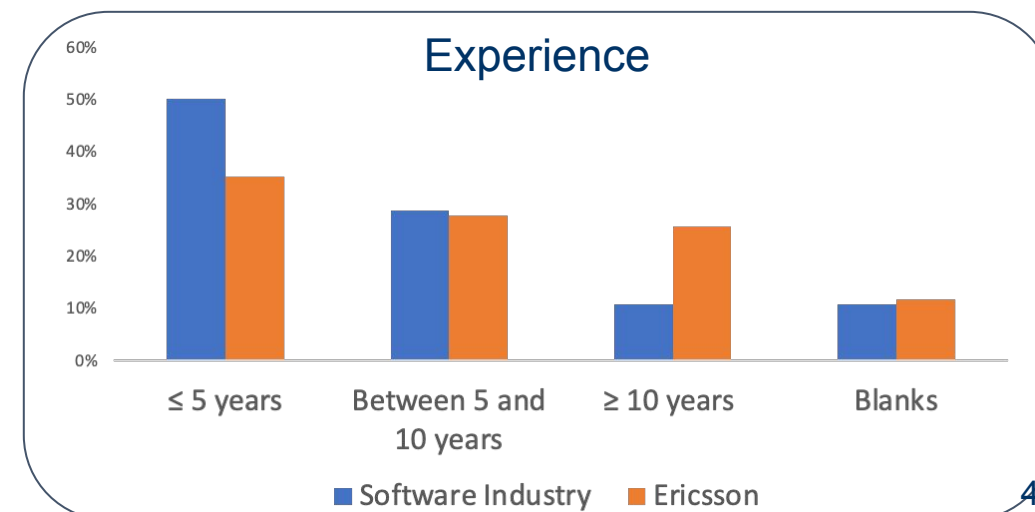
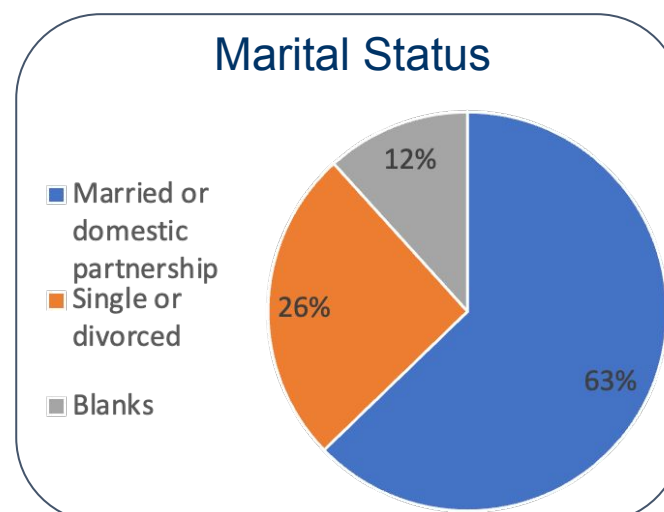
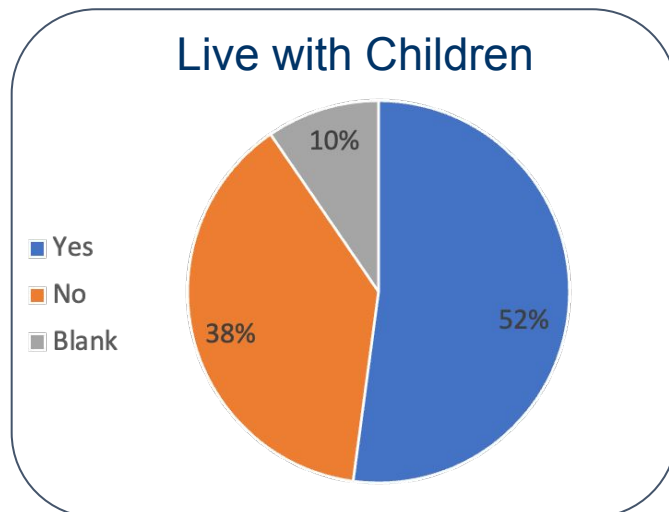
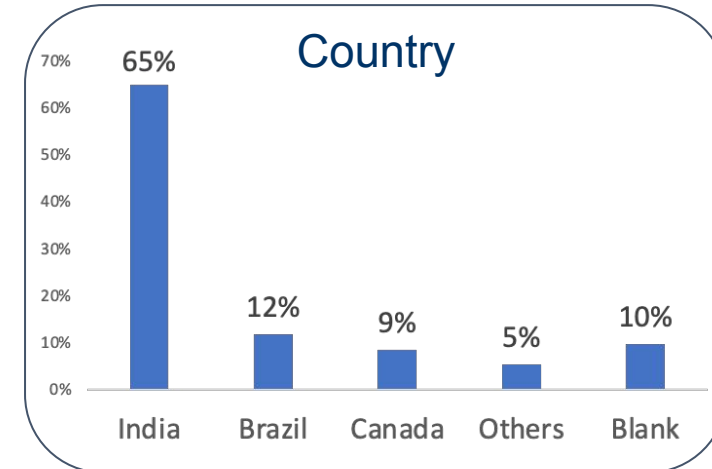
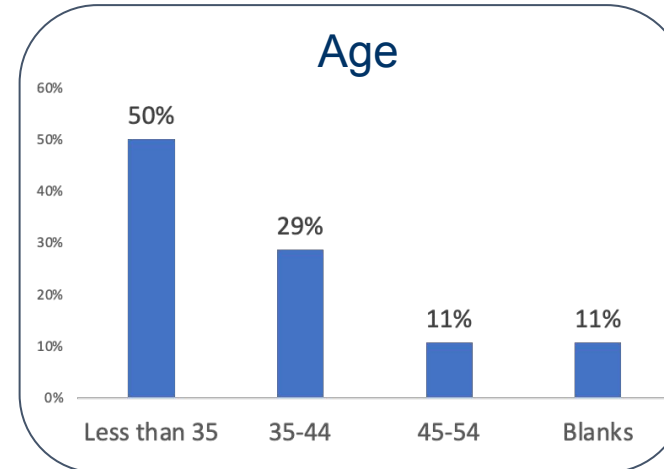
- Distribution of answers
- Odds ratio of challenges per:
  - Experience level
  - Age
  - Marital status
  - Caregiving responsibilities

# Method - Data collection

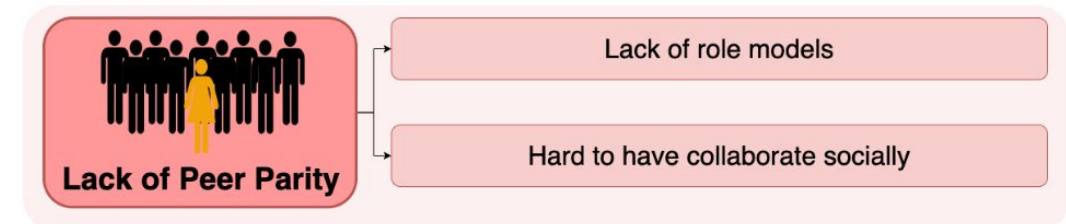
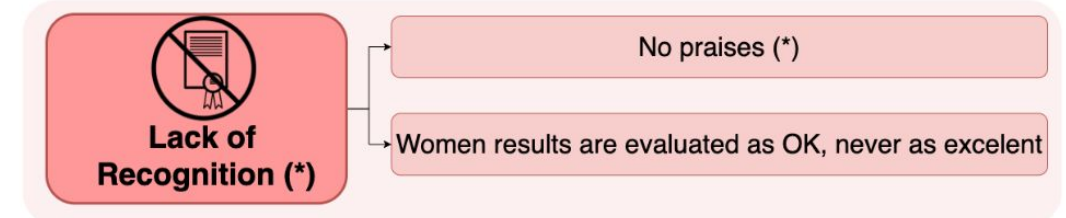
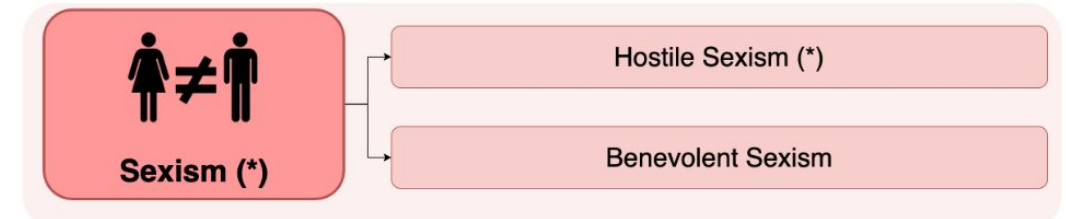
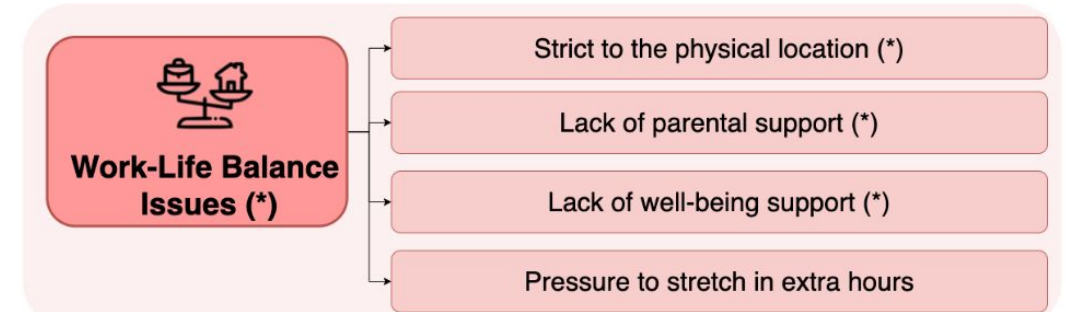
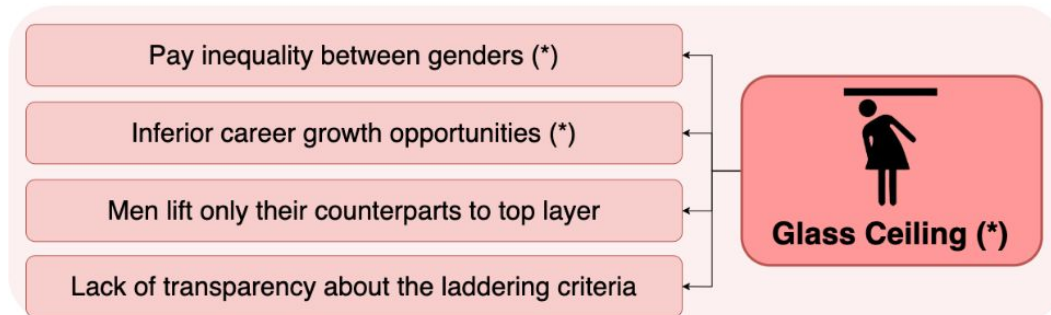
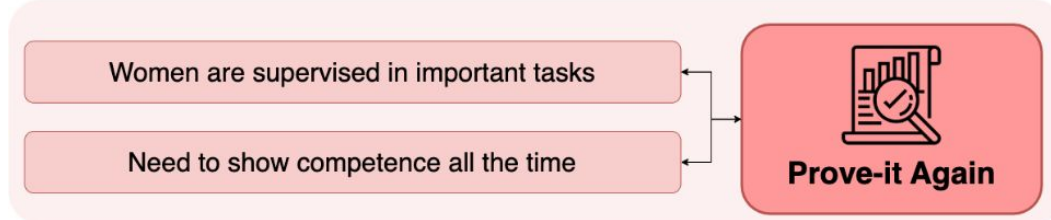
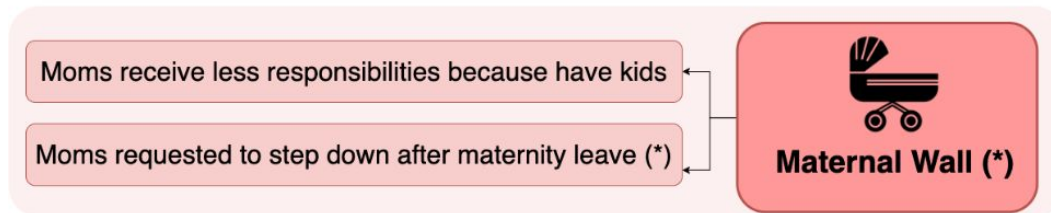


**Recruiting**  
Ericsson Managers

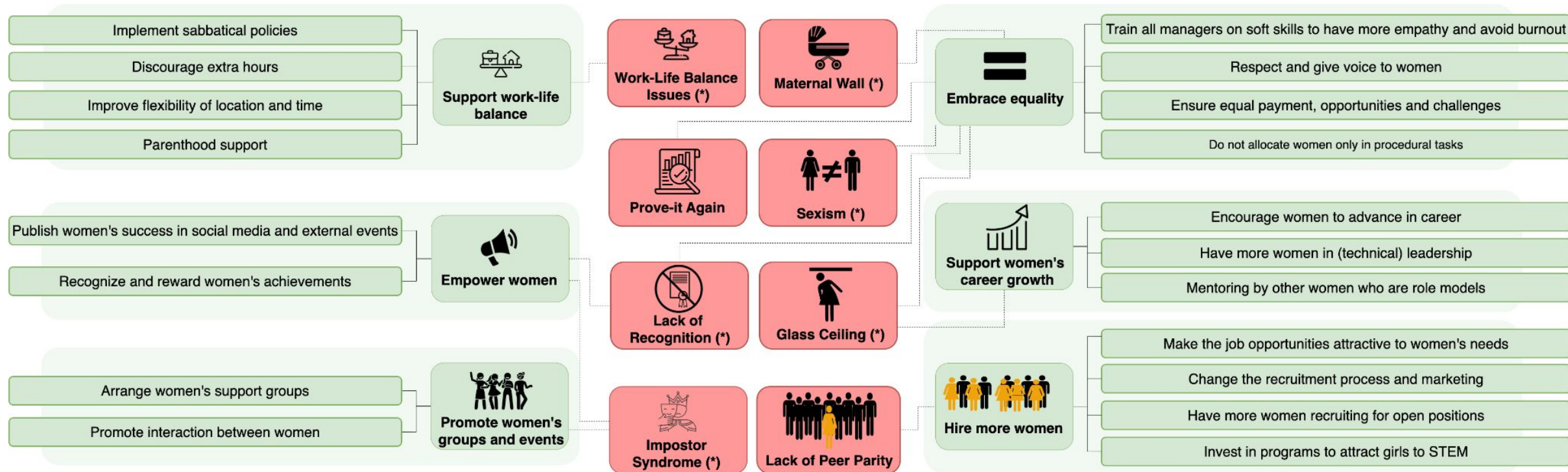
**Dataset**  
94 non-blanks  
64 for challenges  
70 for suggestions to improve



# RQ1. Challenges and Reasons to Leave

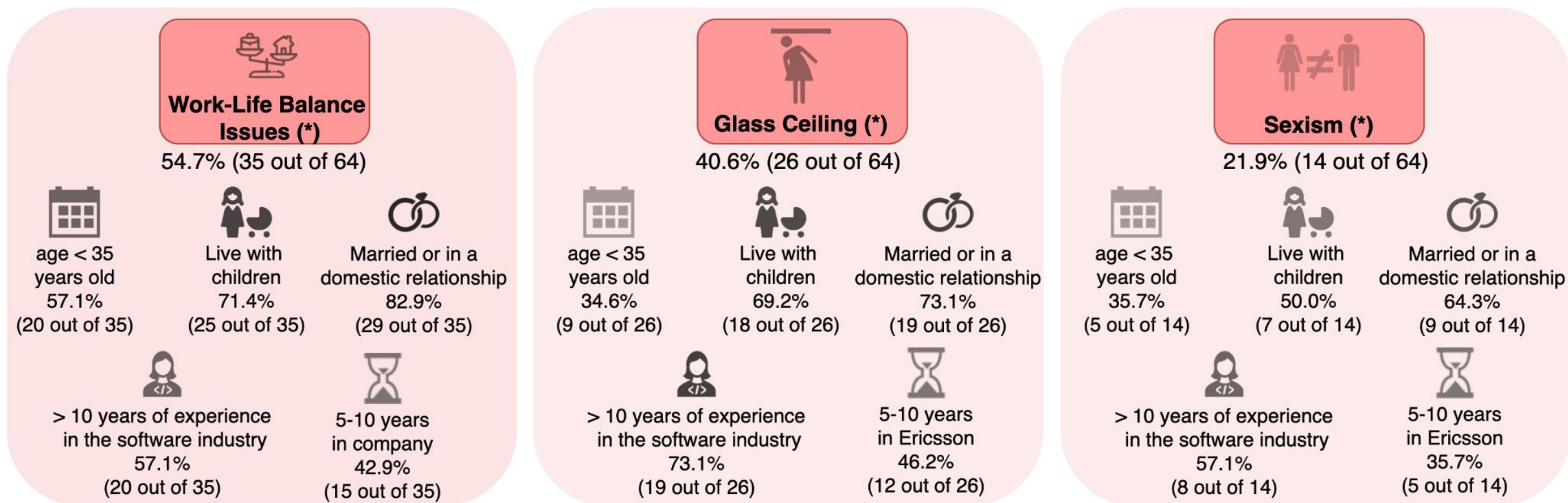


# Suggestions to Increase Women's Rates





# Segmented Analysis of Top3 Challenges



	More Experienced vs. Less Experienced	More Years in Company vs. Less Years in Company	Older vs. Younger	Married vs. Single	Child vs. no child
Work-Life Balance Issues	3.17**	1.09	2.51	5.08**	3.29
Glass Ceiling	0.48	1.29	0.38	0.76	1.46
Sexism	0.46	0.34	0.47	0.37	2.13

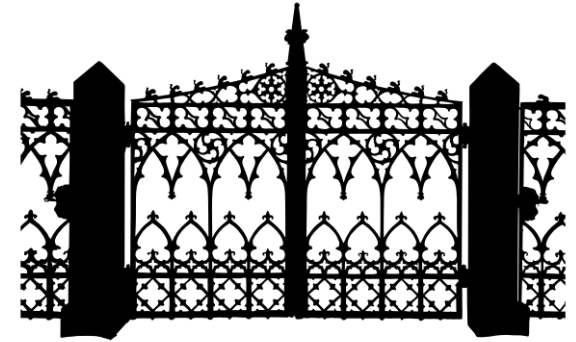
# Discussion



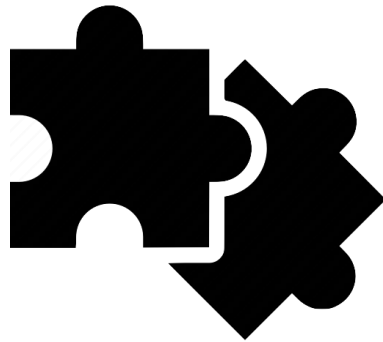
Work-Life Balance Issues  
faced by caretakers



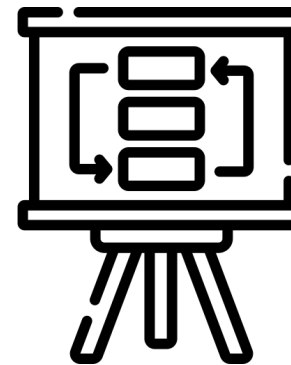
Prepare women to break  
the glass ceiling



Some problems come from  
beyond the company gates



Combining synergistic  
suggestions



Implications to the  
company



# Take Away

- Even with the commitment with diversity and inclusion, women still perceive challenges and call for changes.
- The cultural structural sexism is mirrored in the professional environment.
- There is still a long work ahead for the company, for the software industry, and for us, as society, to create a more diverse and inclusive environment.
- We hope our results will enlighten actions towards reducing the perceived challenges and increasing awareness about the hurdles imposed on women that negatively influence diversity in the software industry.

**Thank you**

