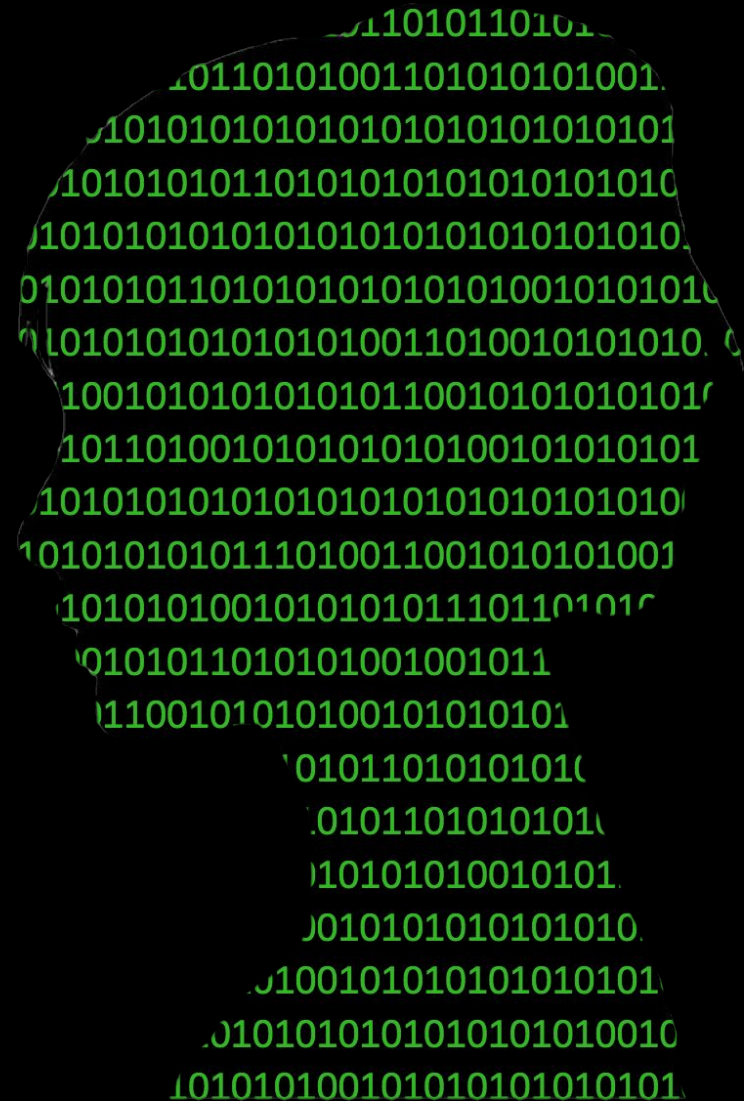


# > Digital > Empowerment > of Girls

AIS2030 Group 16



- > What is Digital Empowerment
- > Authority or Power given to someone to do something through Digital Technology
- > One of the Movements to promote Women's Digital Literacy

(Plan International. (2018). Digital empowerment of girls. *Digital Empowerment of Girls*, 2-3. )

# > How does it affects girl's daily life



Educational Opportunities that might not be available locally



Awareness about girls rights and an eventual increase in confidence



Different Views on Femininity which might break Traditional Ideas



Allows Women to be well connected and propagate Feminist activism



Channels for Self-expression and Engagement in Public Affairs



Better & Increased Job Opportunities

# > Background of Brazil

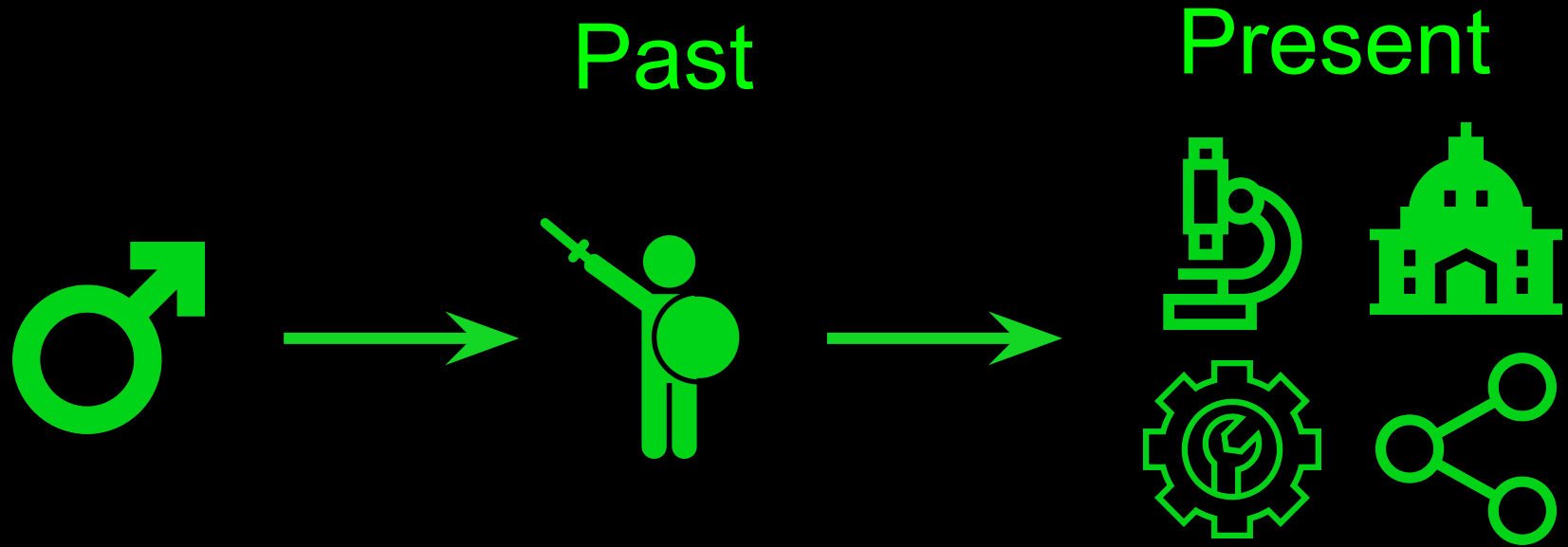


> Iberian culture traditions

> Largest Catholic population in the world

Data from CIA factbook 2018

# > 'Ideal type' Iberian culture

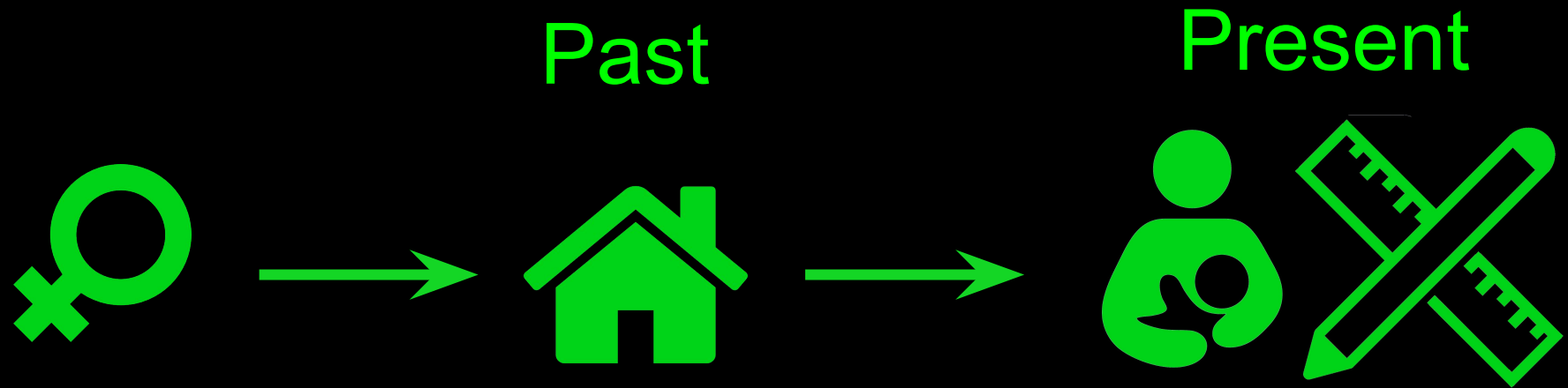


> Machismo: Men with authority and strength and women with the exact opposite

> Male dominate: Men is the leader and working outside

-The Council on Hemispheric Affairs (COHA),

# > 'Ideal type' Iberian culture



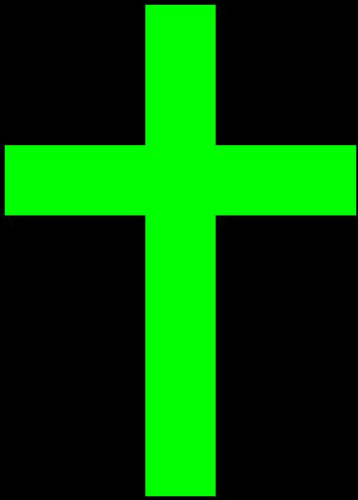
Patriarchal culture keeps women from technology in rural areas

-College researcher Débora Leal

Woman should be 'trained' to 'working at home' and being 'submissive to their own husbands'

-Titus 2:4-5

# ‘Ideal type’: Catholic society



>God rule mankind, man rule the woman

Woman is not ‘permitted’ to ‘teach or to exercise authority over a man’.

-Timothy 2:11-12

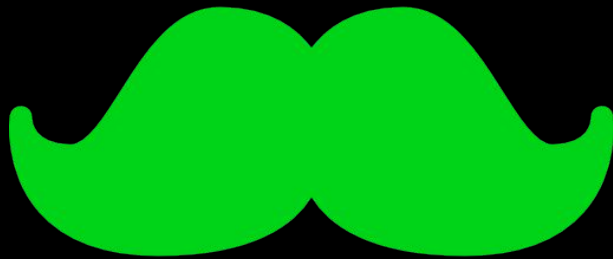
>Bishop is mainly male dominate

First Brazil woman bishop is voted in 2018



> Why this situation persist

## On-Going Patriarchal Tradition



Family Institution



Workplace



Government



On-Going Patriarchal Tradition

Family Institution

Why this situation persist

Men: External Matters



Legitimized to own a phone

Women: Domestic Matters

Mobile phone = lazy

Network = unsafe

On-Going Patriarchal Tradition

# Workplace

## Influenced by Patriarchal idea

- >Women is less likely to run a start-up entrepreneurs
- >Women is hard to get a job related to ICT
- >Women get lower payment

*According to city officials*

On-Going Patriarchal Tradition

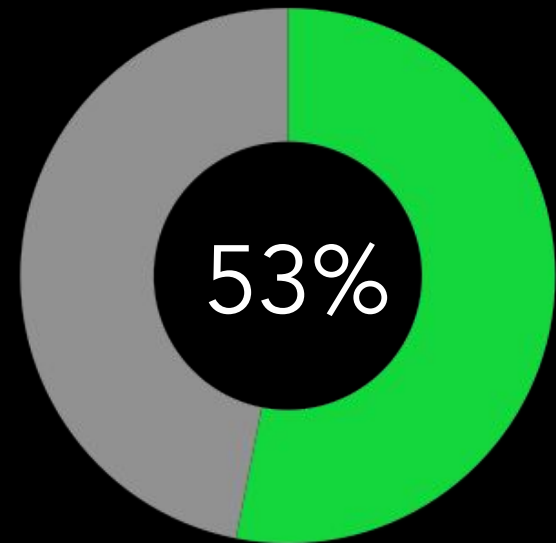
# Government

- > Bureaucrats still believe in **Patriarchal society** ideas
- > The policies **were introduced** publicly in the country, but **not practically acted**

# > Digital Infrastructure in Brazil

- In 2017, all the national operators in Brazil had availability 4G scores >50%
- average speed of 4G: 19.67Mbps (HK:17.73Mbps)

4G network covered 90% of population, but only 59% chance to access the network successfully



# > The Mobile Gender Gap in Brazil

$$\text{Gender Gap in ownership or use (\%)} = \frac{\text{Male owners or users (\%)} - \text{Female owners or users (\%)}}{\text{Male owners or users (\%)}}$$

## Mobile Ownership



## Mobile Internet Use



*Based on GSMA, The Mobile Gender Gap Report (2018)*

# > The Difference between mobile ownership gap and internet usage gap



## ***Mobile ownership gap:***

84% of women own a phone

## ***However***

- 37% women do not know how to use mobile



## ***Internet usage gap:***

***The internet service usage of women***



69%



66%

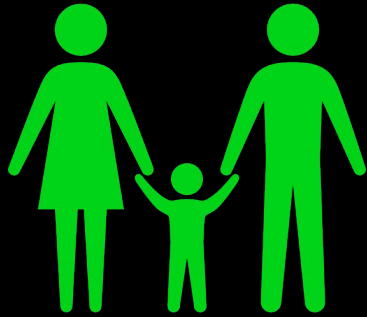
**women are less likely to use internet as**

- not access to internet (47%)
- parents do not approve (12%)

## > Impacts of mobile ownership gap and Internet usage gap

- Lower female enrolment rates in higher education, especially in STEM fields
- Create a vast variety of new opportunities for entrepreneurship
- Hinder women to receive latest information
- Prevent women from fully benefiting from opportunities offered by digitalization

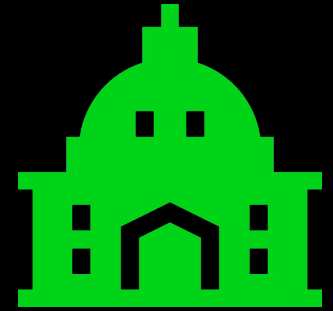
> How could we solve it



Stereotypes in  
Family Institution



Gender disparity in  
WorkPlace



Government  
support X



???



# > Suggestions

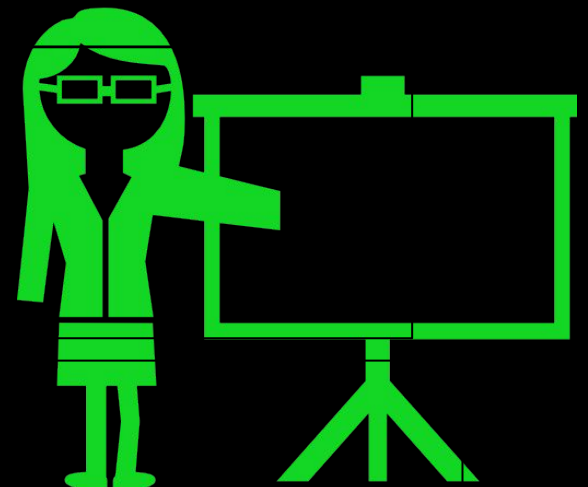
## >Internet Technology Conferences by Female Speaker

>Motivation

>Speakers from Urban Area

## >Internet Technology Class Only for Female Students

>Accessible Education

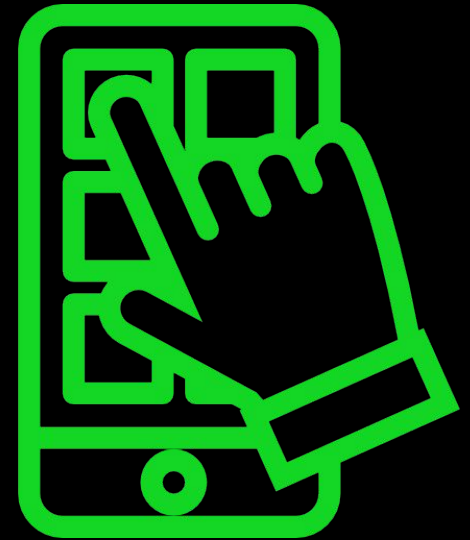


# > Suggestions

> Mobile Phones with Learning apps

> Basic Access

> Mobile infrastructure  
in Brazil



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> Thank you.

> Q & A