Gendered use of ICT among the BOP Women of emerging Asia

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WSIS, Geneva, 14 May 2013
Most countries lack national level survey data on ICTs

• There is a lack of nationally representative surveys on ICT access, ownership and use
  – If available, often data is not easily accessible

• Meaningful interventions cannot be made without understanding existing ICT use
  – Individual level as opposed to household level data is needed to understand ‘Gendered use’ of ICTs

• LIRNEasia survey targets only the Bottom of the Pyramid (BOP) due to budgetary constraints - ideal is a nationally representative survey
Objective: To understand how the Bottom of the Pyramid (BOP) interacts with ICTs (mostly phones) to better inform policy

- BOP = Socio-Economic Classification (SEC) D&E
  - Roughly coincides with those earning ~ USD 2 / day
- Teleusers = Those who have used a phone in the 3 months prior to the survey
- Over 30,000 face-to-face interviews in 7 countries since 2005
- Representative sample of BOP teleusers: gender; urban and rural
- Multi-stage stratified sampling, random selection of households and individuals
- Quantitative and Qualitative surveys
## Sample size of 2011 survey

<table>
<thead>
<tr>
<th>2011</th>
<th>Bangladesh</th>
<th>Pakistan</th>
<th>India</th>
<th>Sri Lanka</th>
<th>Thailand</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOP Teleusers</td>
<td>2,050</td>
<td>1,835</td>
<td>3,181</td>
<td>1,200</td>
<td>800</td>
<td>9,066</td>
</tr>
<tr>
<td>Margin of error @ 95% CL (%)</td>
<td>± 2%</td>
<td>± 2%</td>
<td>± 2%</td>
<td>± 3%</td>
<td>± 4%</td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>1,006</td>
<td>778</td>
<td>1,414</td>
<td>484</td>
<td>392</td>
<td>4,074</td>
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<tr>
<td>Females</td>
<td>1,044</td>
<td>1,056</td>
<td>1,761</td>
<td>716</td>
<td>408</td>
<td>4,985</td>
</tr>
</tbody>
</table>

- Roughly equal gender split in sample
- Mean age:
  - Males: 33.6 years
  - Females: 32.2 years
1. ACCESS AND USE (FROM OUR SURVEY)

MOST HAVE ACCESS BUT LESS OWNERSHIP
BOP females used the phone less frequently than males.
And tend to use other phones more than their own mobile phone, except in TH

Most frequently used method in the 3 months prior to the survey (% of BOP teleusers), 2011

- Other household members personal phone
- My workplace / Office phone/employers phone
- A neighbour's phone (can include friend or relative)
- A friend's or relatives phone (who is not a neighbour)
- Public access phones (e.g. Public pay phone booths, telecomm)
- I use the household (common) phone
- I use my own phone
Not surprising because significant gender divide exists in South Asia – fewer women own phones

### Mobile phone ownership (% of BOP teleusers), 2011

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
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<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>32%</td>
<td>86%</td>
<td>50%</td>
<td>56%</td>
<td>21%</td>
<td>75%</td>
<td>69%</td>
<td>86%</td>
<td>91%</td>
</tr>
</tbody>
</table>

- Bangladesh
- Pakistan
- India
- Sri Lanka
- Thailand
But female mobile phone ownership is increasing over time

Female mobile ownership (% of female BOP teleusers)

- BD was not included in the 2006 survey
- PH was not included in the 2011 survey
- IN 2011 data cannot be used for trend analysis
2. WHAT TYPE OF USE (FROM OUR SURVEY)
Some use of mobiles for business, financial or work-related purposes by women. But less frequently than men.
Internet use is very low overall; women lower than men; awareness problems in BD and IN

Internet use (% of BOP teleusers), 2011

Not heard of the Internet
Not used the Internet in last 12 months
Used the Internet but can't remember when
Less than once a month
At least once a month
At least 2-3 times a month
At least once a week
At least twice a week
Daily

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>15%</td>
<td>19%</td>
<td>82%</td>
<td>81%</td>
<td>0%</td>
<td>0%</td>
<td>17%</td>
<td>30%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Pakistan</td>
<td>96%</td>
<td>98%</td>
<td>80%</td>
<td>70%</td>
<td>89%</td>
<td>91%</td>
<td>76%</td>
<td>81%</td>
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Use the Internet (%)

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<th>Male</th>
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<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>3%</td>
<td>0%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>0%</td>
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<td>Pakistan</td>
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<td>India</td>
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<td></td>
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</tr>
<tr>
<td>Sri Lanka</td>
<td>12%</td>
<td>9%</td>
<td>24%</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Thailand</td>
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www.lirneasia.net
Not much difference seen in types of use among males and females

Perception of how access to a phone has improved different aspects of the respondent’s life (mobile owners), 2011; 5 countries

1= no change; 5 = greatly improved

- Social status/ recognition in the community
- Relationships with family and friends
- Ability to act or contact others in an emergency
- Efficiency of your day to day work
- Ability to reduce travel
- Access to finance
- Access to information you need in your job
- Ability to plan and make decisions relating to your...
- Ability to contact people related to your work or job
- Ability to find out about employment/work opportunities
- Ability to save money
- Ability to make more money

Female  Male
Poonam Devi, beautician from Bihar, India. Employed thanks to her mobile phone

- When her husband lost his job, she was forced to enter work-force.
- She obtained training in beauty treatments. Her phone number was her business card, and was widely shared in search of job opportunities
- Got a job when a beauty-parlour owner called her mobile
- Now uses her phone to get new (after hours, private) clients
- Her mobile phone is her life line
- Now the chief wage earner of (Avg income USD 40 per month)
- Has the ability to send her children to a private school
Types of questions that need to be asked at national level surveys

• To understand gender differences individual level data is needed as opposed to household

• For basic understanding: Access and Use
  - What is the most frequently used phone?
  - Where do you access the Internet from?

• For next-level understanding: What type of use
  - What government services do you access from your phone?

Thank You

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