

Module 5: Gender Data Uptake and Impact



Overview

Uptake is quick understanding and comprehension. In Gender Data, uptake refers to how easily your colleagues, stakeholders, and others can grasp and eventually apply your learnings and insights. In order to facilitate smooth uptake, you need to ensure your gender data is transferable and translatable.

What are the steps in gender data uptake?

1. Understand the Audience: Create a stakeholder map and a persona
2. Prepare for Publication: Create a Clear Project Description and Glossary
3. Incentive Data Use: Develop a Value Statement
4. Connect Data to Users: Configure Data Access
5. Ensure Sustainability: Gather Feedback and Schedule Maintenance & Continuous Analytics

Understanding your Audience

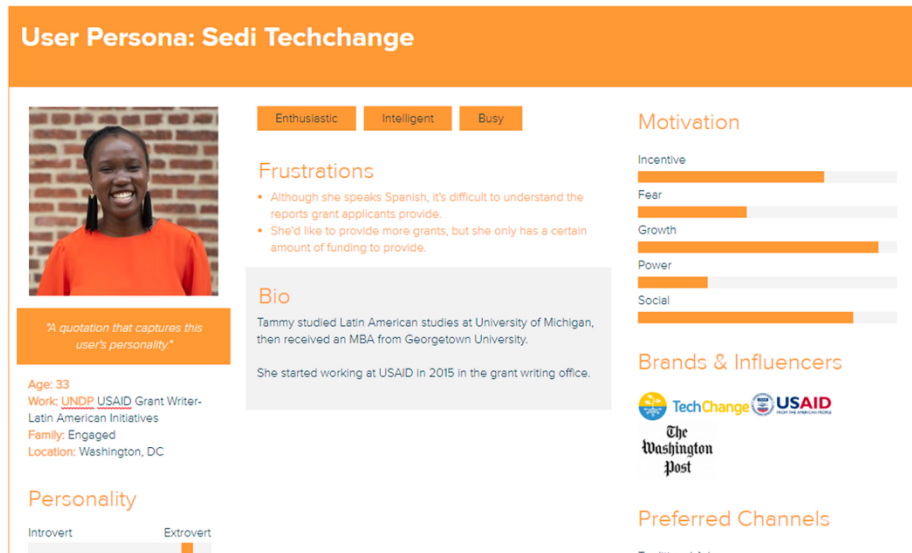
The video below utilizes language such as "customer" and "business." Please replace these terms with those applicable to your use case.

- [What is a Stakeholder Map?](#)
- [Create a Stakeholder Map](#)

What are Personas?

It is critical to understand your audience for data uptake. Creating a persona will help further your understanding. Personas are fictional characters based on research on who different stakeholders of your gender data may be. After you create your persona, it will

be easier to focus your efforts to address stakeholder's needs, motivations, frustrations, and influences.



Prepare for Publication: Create a Clear Project Description and Glossary

A project description is a formally written declaration of the project. This includes the project's context, goals, objectives, and findings. A project description is critical for effectively facilitating your gender data uptake. Although gender data projects may vary, the majority of project descriptions should include:

1. Title and Project Overview
2. Goals and Objectives
3. Project Timeline
4. Data Collection, Processing, Analysis, and Visualization Methodology and Tools
5. Expected Outcomes

Additionally, your project should include a glossary with all the terms necessary to understand your project's context.

Connections to our Case Study

Dr. Carolina Lopez has collected, analyzed, and visualized her county's COVID-19 case and vaccination data. She wants to create a public dashboard for constituents to access. However, she is in need of both financial and infrastructural support. In order to gain the support she needs, she needs to share her findings. She has to create a project description to prepare for publication.

Dr. Lopez has to consolidate the following:

6. Her project's goals and objectives
7. Her project's timeline (and any changes that occurred throughout)
8. Her project's methodology and tools
9. Her project's findings

Ultimately, what is Dr. Lopez's goal in sharing this information? What are her expected outcomes?

Incentive Data Use: Develop a Value Statement

What is a value statement? A value statement articulates what your gender data provides for stakeholders. Ideally, this statement is succinct and clear in order to align both you and your gender data stakeholders. In this week's second activity, we will work together to create a stakeholder persona to better understand our audience. After creating your stakeholder persona, you may have more insight on how to tailor your project's value statement.

Below is an example of a project description and value statement from the Ladysmith Collective and their data from the Colombia-Venezuela Border.

Gender Data Kit and the COVID-19 Response at the Colombia-Venezuela Border:

<https://youtu.be/wiWychqVfHg>

Connections to our Case Study

Both Dr. Lopez and Rumi's projects require a value statement. They need to succinctly express the value of their gender data to stakeholders in order to garner the support they need to further disseminate the data. Here are some things they should consider:

10. Who are their primary stakeholders? What are the primary stakeholders' values?
11. What does their data ecosystem look like?
12. What value does their data provide?

Connect Data to Users: Configure Data Access

Connection to users can happen in many ways. This could include an organizational press release of the project, including its description and glossary. Additionally, you could share an online dashboard with pre-configured access based on security permissions. Furthermore, you could host trainings, seminars, or another type of educational event to spread your gender data. It is crucial to articulate your value statement to those you share your gender data with.

Connections to our Case Study

Ultimately, Dr. Lopez and Rumi want to share their data with those who could utilize their data meaningfully. They need to consider the following:

- What is their data access strategy?
 - Internal application?
 - Online dashboard?
 - Training, seminar, etc?
- Who has permission to view data?

[UN Women's Guideline to Communicate Gender Data: Who Needs What?](#)

Ensure Sustainability: Gather Feedback and Schedule Maintenance & Continuous Analytics

In order to ensure the relevance and usefulness of your gender data project, it is important to maintain it properly. There needs to be a feedback plan for each gender data project. How will you gather and implement feedback thoughtfully? Additionally, it is important to schedule maintenance and continuous analytics that will be updated to stakeholders. For example, if your data dissemination strategy is an online dashboard, then you have to ensure it is regularly maintained and updated.

Connections to our Case Study

In Dr. Lopez's case, she needs to determine a feedback plan and maintenance plan for her online dashboard. Here are things for her to consider:

1. How will she gather feedback? What is her feedback system?
2. How often will her gender data be updated?
3. Who has permission to edit?

Impact of Gender Data

Impact simply means having a strong effect. However, what exactly does this entail for gender data? Ultimately, gender data impact depends on multiple factors. What are your objectives? What does the gender data show? How can your findings be applied? How can gender data help?

What are examples of gender data impact?

It is important to document the impact of gender data in order to close the gap of gender inequality. Gender data can impact policies and demonstrate opportunities. Here are some examples of gender data impact in different communities.

Gender Data Impact Examples

- [Open Data Watch's Bridging Gender Gaps in Africa](#)
- [Data2X's November 2019 Conference on Big Data, Big Impact](#)
- [Data2X's Big Data, Big Impact: Towards Gender-Sensitive Data Systems](#)
- [Devex's Interactive Explore 25 years of uneven gains for girls](#)
- [Strengthening Gender Measures and Data in COVID-19 Era:](#)
- [What is feminist data governance?](#)

Connections to our Case Study

Ultimately, Rummy wants to positively impact households affected by COVID-19. Rummy has survey data that she wants to use to impact policies. She needs to keep in mind the following:

- How can her data uptake lead to impact?
- What are tangible outcomes she expects from her data uptake?

Case Study

Dr. Carolina Lopez and Uptake

Dr. Lopez wants to convince her city's local government to share her COVID-19 data in order to inform the greater public. She is concentrating on an uptake strategy in order to effectively disseminate her data. Here are some articles that relate to Dr. Lopez's case.

- [COVID-19 Delays Gender Data Collection on Colombian Border](#)
- [Girl Effect's How we are supporting the fight against COVID-19](#)

Rummy and Impact

Ultimately, Rummy wants to positively impact households affected by COVID-19. Rummy has survey data that she wants to use to impact policies. Here are some articles that relate to Rummy's case.

- [Building Bridges, Not Walking on Backs: A Feminist Economic Recovery Plan for COVID-19](#)
- [Family-friendly policies and good workplace practices in the context of COVID-19](#)
- [Who cares during crisis? New global gender data on time poverty during COVID-19](#)

Activities

Create a Project Description & Value Statement

Step 1: Decide who to make a project description for: Dr. Lopez or Rummy

Step 2: If applicable, review Dr. Lopez or Rummy's journey throughout our course. (review the 'Case Study' section in each week's modules)

Step 3: Write the following:

- Project Title:
- Project Overview:
- Goals and Objectives:
- Project Timeline:
- Methodology and Tools:

Step 4: Answer the following questions with your informed opinion:

- Which stakeholders should Dr. Lopez or Rummy target?
- What do you think the project's value statement should be and why?
- What is one expected project outcome?
- What is the project feedback plan?

Keep in mind, this is merely an activity to get your mind ready for the final project. Please cap your efforts to 30-60 minutes. You may go more in-depth for your final project.

Step 5: Join the discussion! Comment on another course participant's post.

Develop a Stakeholder Map and Persona

What are Personas?

It is critical to understand your audience for data uptake. Creating a persona will help further your understanding. Personas are fictional characters based on research on who different stakeholders of your gender data may be. After you create your persona, it will be easier to focus your efforts to address stakeholder's needs, motivations, frustrations, and influences.

Develop a Stakeholder Persona

Step 0 (Optional): Sketch out a stakeholder map

Step 1: Create a free account in Xtensio [here](#).

Step 2: Once you are in the dashboard, click the red "+" tab at the top right and then click "use template." Next, click the "user persona" template.

Step 3: Once you are on the template page, click on the box you wish to edit and start making changes. Delete sections that are not relevant.

You can choose to create a persona on:

- Potential stakeholder of Dr. Lopez's project
- Potential stakeholder of Rummy's project
- Potential stakeholder of your own project

Step 4: Once you are done, click on the "get link" icon on the top right corner. Click to make the setting public and copy the link or the embed code to share in the below thread. You can also download or take a screenshot of the user persona and share as an image in the forum below!

Step 5: Provide a screenshot or a link in this discussion thread! Comment on at least one other person's persona.

Unpacking Intersectionality.

Step 1. Fully watch both videos below.

Step 2. Reflect on intersectionality in your own work and organization. Where are your current gaps?

Step 3. Join the discussion and answer at least one question in the discussion forum thoroughly.

The Urgency of Intersectionality: <https://youtu.be/akOe5-UsQ2o>

Disabilities Advocate Haben Girma | Connecting Point | Oct. 22, 2019:
https://youtu.be/UZoxqZc_VFo

Setting up a Mode Analytics Account

How to create an account on Mode Analytics

Refer to the video or follow the steps below to create an account on Mode Analytics.

[A step-by-step video is accessible here.](#)

1. A prerequisite to taking this course is creating an account on Mode Analytics. So click here to begin to set up your free account.
2. It is like signing up for any other website. You can use your email or you can directly connect to your Google or log in through Google or slack.
3. Use your email ID and click continue
4. Verify your email through the link received on your email ID
5. You will now reach your account setup page. Set up your account with a username and password and click continue
6. On the next screen, you don't need to connect to any database. All the data that we will be using in the course is available through our sample datasets. So just click the button that says "Start using Mode with sample data".
7. You should be in the SQL editor now
8. Let's now learn how to navigate and use the SQL

How to work with SQL Editor in Mode Analytics

Refer to the video or follow the steps below to work with SQL Editor/Python Notebook in Mode Analytics. [A step-by-step video is accessible here.](#)

1. After creating your account, you should be in the SQL Editor which is an untitled report

2. Let's navigate a bit and click on the three dots on the left and you should see the left navigation panel.
3. Go to the My Work tab where you will see all your reports.
4. You will not have any reports at the beginning, so create a new report by clicking the "New Report" button.
5. After creating a new report, you can now use the SQL editor to explore the dataset: career_nub.gender_data.
6. Go ahead and write your first SQL query:
`"SELECT * FROM career_nub.gender_data LIMIT 100;"`
7. To run the query, you have to select the query and then hit the Run Selected button.
8. You're now ready to begin learning SQL!

How to work with Python Notebook in Mode Analytics

Before you set up the Python notebook, run the following query in your SQL editor:

1. `SELECT * FROM career_nub.gender_data`. Make sure to uncheck the "Limit 100" button on the top
2. This will generate a query ID that you can see in the last section of the URL. Copy this query ID:
 - a. Eg of query id:
https://app.mode.com/editor/career_nub/reports/c2a33954975a/queries/972e54b23781
 - b. This is just an example. It will be different for each user when you run this command through your account.
3. Go to the left panel and click on the "Python Notebook" button to create a New Python Notebook
4. Use the query id from the URL that you copied above and use the following code to create a new dataframe:
 - a. `gender_df = datasets['query_id']`

5. The dataframe is created and all the data should now be available in that dataframe
6. You're now ready to begin learning Python!

Completing the SQL and Python Final Project Activity

This activity will walk you through the basic concepts for extracting and analyzing data using SQL and Python. After you've completed the basic concepts, you'll answer the report questions. We recommend you complete both the SQL and Python sections, as these are the most common languages used in the field. However, you may choose to complete only the SQL portion if you wish.

- Basic SQL Concepts -
<https://datadotorg.box.com/s/v664alsv4pmyu6m9tv1ch0dkbxwny34e>

You can find an accompanying document [here](#) that makes it easy to copy and paste the codes into Mode editor.

- Let's now move to some of the advanced topics in SQL and solve questions to prepare our report.
- SQL Report Questions -
<https://datadotorg.box.com/s/um4nqhvba36s70ooejgp9di2uwutmhgx>

You can find an accompanying document [here](#) that makes it easy to copy and paste the codes into Mode editor.

- Python

Now that you've completed the SQL portion of the activity, let's move on to using Python. Just as you did with SQL, first we'll walk through the basics of Python, then move to answer the report questions.

Python Basic Concepts -
<https://datadotorg.box.com/s/qljsk6t0nsqvg7eddsvmxethwl7apjgn>

- You can find an accompanying document [here](#) that makes it easy to copy and paste the codes into Mode editor.

Let's now move to some of the advanced topics in Python and solve questions to prepare our report.

Python Report Questions -

<https://datadotorg.box.com/s/l9ihkn6anc7vc4e5ghfk7x27cumu2f08>

- You can find an accompanying document [here](#) that makes it easy to copy and paste the codes into Mode editor.
- Now you are ready to move on to the next section, writing the report!

Writing the Report

SQL and Python Activity Final Project Report

Using these technical concepts practiced in the proceeding activity, you are now able to prepare a report on various development indicators through a gender lens. This will enable policymakers to make data-driven policies and prioritize gender development projects.

Demographic Indicators	Education Indicators	Health Indicators	Labor Indicators	Financial Indicators	Other Indicators
					
Analyze trends in total and percentage of female population across countries over a period of time	Analyze literacy rate and other education trends across countries through a gender lens	Analyze health indicators like life expectancy, mortality rate, and HIV across countries over a time period	Analyze the percentage of female employment in agriculture, industry, and services	Analyze financial inclusion through a gender lens with indicators like debit card ownership among adult females	Analyze other indicators like HCI, opportunities available to women to get a job or to open a bank account

Development Indicator Analysis through a gender lens

The case study will help students learn more about gender-related statistics while analyzing raw data through Data Science programming languages - SQL and Python.

Report Conclusion

The report should be prepared to study various development indicators across all countries of the world through a gender lens. It should cover the following areas of interest below. Once you have completed your report, submit it to count as your final project submission for this course (and getting you one big step closer to earning a certificate!)

Here are the statistics of various development indicators that can be derived through the dataset. These statistics are critical for the organization to advise policy-makers in each country on development programs across different impact verticals.

Demographics Indicators

- The total female population per year increased from 3.5Bn in 2012 to 3.8Bn in 2020
- We see that the global female population has increased from 3.5 Bn or 49.57% of the total population in 2012 to 3.8 Bn or 49.58% of the overall population in 2020
- Countries with the highest percentage of the female population in 2020 are Nepal, Hong Kong, Latvia, Lithuania, and Ukraine
- Recommendation: The countries with the worst percentage of female population should run programs to prevent female foeticide and adopt ways to promote the birth of a girl child.

Education Indicators

- We see that the countries with the lowest adult female literacy rate in the year 2019 are Pakistan and Togo
- Between 2012 and 2019, the adult female literacy rate increased from 54% to 72% in Bangladesh
- Switzerland has the least percentage of females out of primary school out of the total children out of primary school. Cameroon ranks the lowest
- Recommendation: Countries with low literacy rates should run programs to bring females at par with males. Bangladesh has taken good steps to increase the female literacy rate by 18% over a period of 7 years. While there is still a long way to go to achieve 100% female literacy, Bangladesh can share the learnings from its journey so far. Though Cameroon has improved the percentage of female children out of primary school out of the total children out of primary school from 92% to 76%, there is still a long way to go and the country should take steps to address this.

Health Indicators

- We see that among SAARC countries, Maldives has the highest life expectancy for both females at 81 years and males at 77 yrs, with the lowest being in Afghanistan for both females (67) and males (64)
- Pakistan has the worst under-5 mortality rate for both females and males with Maldives being the best for both genders. Afghanistan has the least life expectancy for both females (65) and males (62)
- The bottom 5 countries in terms of the prevalence of HIV in females are South Africa, Lesotho, Botswana, Mozambique, and Zambia.
- Recommendation: Afghanistan should look into the reasons for low life expectancy and take steps to improve it. Pakistan must take steps to reduce the under-5 mortality rate by providing better neonatal care facilities. HIV awareness programs should be run in countries with a higher prevalence of HIV among females.

Labor Indicators

- Employment in agriculture for females has reduced from 32% to 27% between 2012 and 2019
- Employment in the industry sector for females has also dropped a bit from 16.3% to 15% between 2012 and 2019
- Employment in the service sector for females has increased from 51% to 57% between 2012 and 2019
- Recommendation: Overall we see a shift in female employment from Agriculture to the Services sector. This is great progress. Women role models would further encourage female employment in the services sector.

Finance Indicators

- There is an increase in the percentage of adult females, who own a debit card from 36% in 2014 to 43% in 2017 indicating an increase in financial inclusion
- The countries with the lowest percentage of females with debit card ownership are South Sudan, Afghanistan, Chad, Sierra Leone, and Liberia
- Recommendation: Debit card ownership is an indicator of financial inclusion. The organization should partner with countries to run financial inclusion and financial

awareness programs in the countries that rank lower on this metric. More females should be encouraged to apply to and adopt digital mode of payment, like debit cards.

Other Indicators

- The Human Capital Index for females in India has improved from 0.45 in 2017 to 0.5 in 2020
- The best 5 countries in terms of the Human Capital Index for females are Singapore, Hong Kong, Finland, Korea, and Estonia
- The worst 5 countries in terms of the Human Capital Index for females are Chad, Niger, Mali, Liberia, and Angola
- The number of countries where a woman cannot get a job the same way as a man has dropped from 23 in 2012 to 17 in 2021
- There are still 5 countries where a woman cannot open a bank account the same way as a man. These are Bhutan, Equatorial Guinea, Guinea-Bissau, Kenya, and Suriname.
- Recommendation: There are still some countries where a woman cannot get a job the same way as a man and the countries should take steps to ensure equality for women.

Congratulations on successfully completing all parts of the case study! Don't forget to submit your report to count as your final project submission.