

Decoding the Subtleties of **Women's Relationship** with Technology

Alina Khan — Tabadlab



Understanding the nuanced contours that exist in how women in the Global South understand, interact with, and adopt technology



It's critical to acknowledge and address these barriers ...

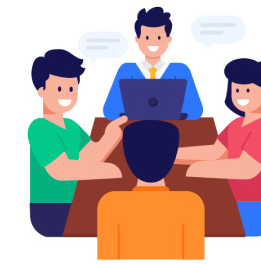


To increase women's digital adoption and uptake by developing use cases, services, and platforms that cater to **women's lived experiences and realities**

The gendered **personal** experience of technology — gathering insights from conversations and encounters with women



Focus Group Discussions



Policy Roundtables



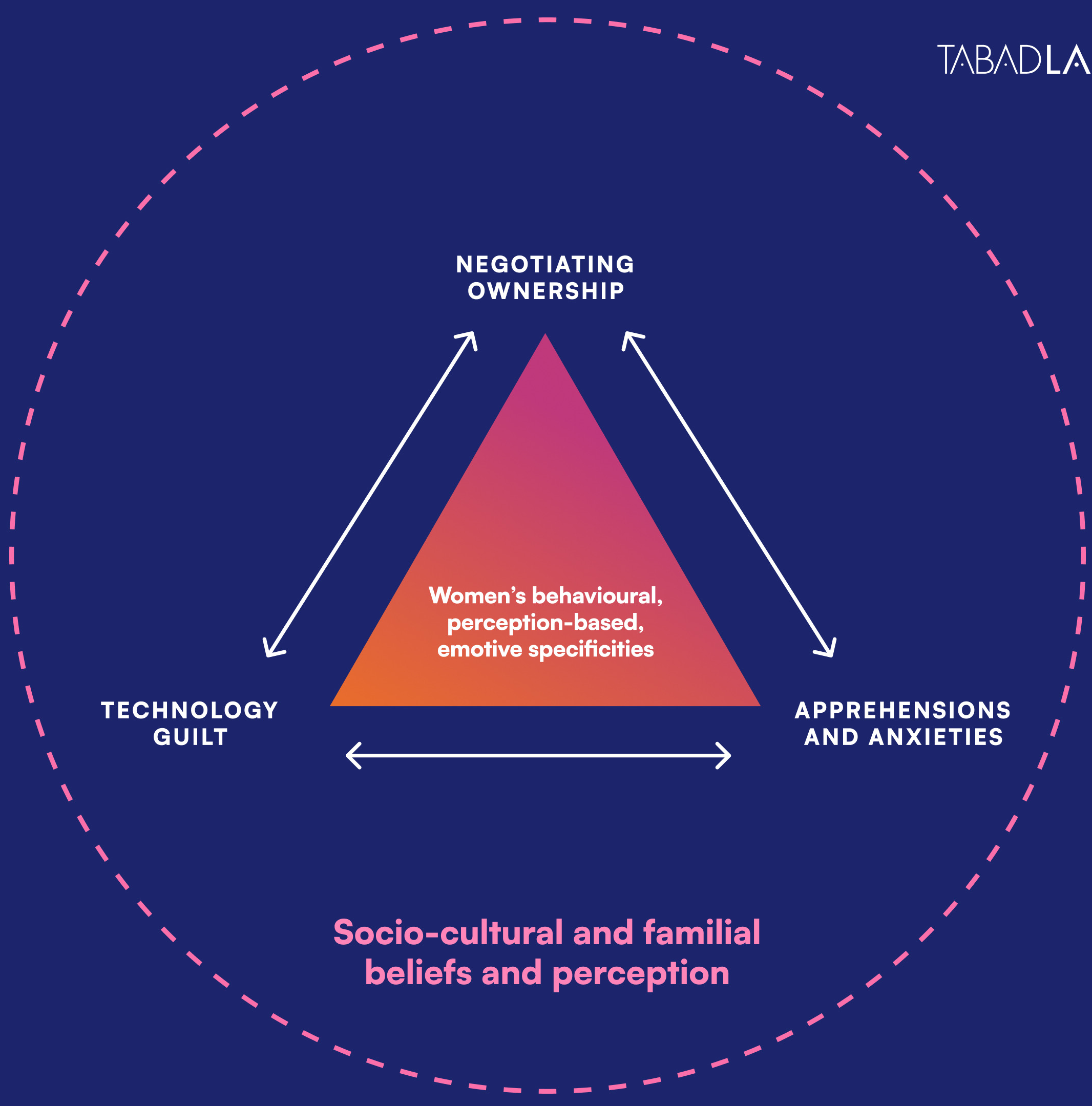
Consultations



Conferences

Conceptual Framework

The intersecting complexities of women's relationship with technology



Socio-cultural and familial beliefs and perception

Negotiating Ownership — The Family and the Self

WHAT IS IT?



The perceived threat of technology by the family creates apprehension about the 'unsafe' online space resulting in surveillance and suspicion of women's online activity



- Compelled to put the technological needs of the **family first**
- Don't and/or can't attach a **sense of ownership** to devices

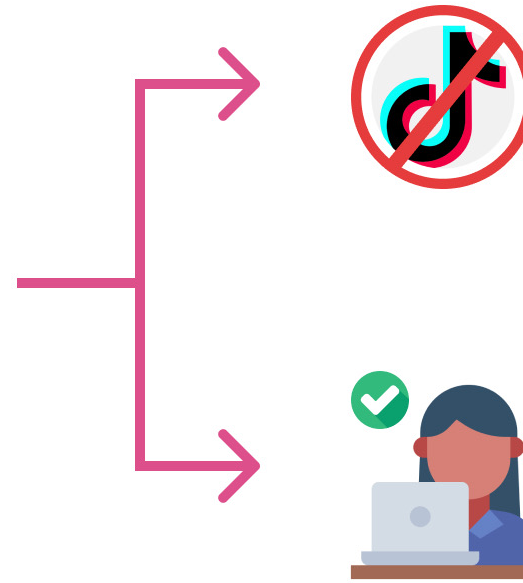
WHY IS IT IMPORTANT?

- **Ownership** does not equate to **use** and vice versa
- Similarly, **derived access** stemming from using a 'family' phone and not a 'personal' phone **does not translate to ownership**

Technology Guilt

WHAT IS IT?

Women constantly pressured to account for technology that is granted as a privilege and favour and not a fundamental right



Hesitate to conceptualise technology as fun or recreational

Legitimise digital consumption by focusing on 'good' and 'productive' use cases

WHY IS IT IMPORTANT?

Women's **socio-culturally shaped perceptions of technology** affects their day-to-day usage choices to shape their online activity and consumption patterns

Apprehensions and Anxieties

WHAT IS IT?

Women deal with overwhelming **pressure to hold on to technology** in the face of the possibility of access being curtailed which could result in them being **“left behind”**

- constant emotional labour of negotiating access
- lack of confidence in their tech abilities in the face of constant doubt



WHY IS IT IMPORTANT?

Must take into account **changing the mindset of those around women** who have more control over monitoring their relationship with technology

Efforts to improve digital adoption by women should ...

- Be mindful of women's lived experiences and contextual realities
- Recognise the subtle emotive and behavioural specificities of women's relationship with technology

Ensure that existing gender inequalities are not reproduced or exacerbated

The use of digital can become a deeply personal endeavour for women for

1. Becoming 'active agents'
2. Building confidence and self-esteem
3. Exercising an independent sense of self

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