

What (and Who) Holds Women Back in Tech?



Business Issue

Over the past forty years, women's participation rates in engineering and computer sciences have stayed unchanged or even declined. According to our client, Logitech, changing the environment for women in tech is possible, but the industry needs to make a systemic commitment to Agile principles, including openness to change, being people-centric, and collaboration. These shifts will facilitate more breakthrough moments and address gender inequality. To fully understand the challenges women face and what successful women have done to get where they are today, Logitech embarked on a Computer Science Survey with Ipsos.

Our Solution

We conducted the Computer Science Survey (quantitative research) for Logitech among a sample of 400 adults (200 women and 200 men) between the ages of 18 and 35 years old. Those surveyed had been working for less than 10 years as developers (computer programmers, web developers and software developers) or IT professionals (computer systems analysts, information security analysts, database administrators, network administrators and architects).

Impact

We uncovered the breakthrough factors that help women choose careers in Tech and IT. These are:

- Early influences and real-life role models matter
- Passion is a key driver for entering the tech sector
- Once hired, a job that makes a meaningful contribution to society is very important
- Access to women-friendly communities of support help them persist
- Meaningful action from men makes a difference

Replicating the breakthroughs in more schools, workplaces, and in society at large will support the success of more women in the industry

“Logitech and Girls Who Code share a mission to close the #gendergap in #tech. Our new research report “What (and Who) Holds Women Back in Tech?” sheds light on key barriers women face, so we can better support the success of more women in STEM. #logilife. Thanks to the IPSOS team for the quality of their research.” - Sergio Benavent, Consumer Insights lead at Logitech