Gender Gaps Seen Through Advertising Data

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Qatar

Doha

Age

50 | 54

Gender

All | Men | Women

Specific Mobile Devices & Operating Systems

iOS Devices Only

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 4,700 people

Joint work with Ridhi Kashyap, Masoomali Fatehkia, Ian Knowles

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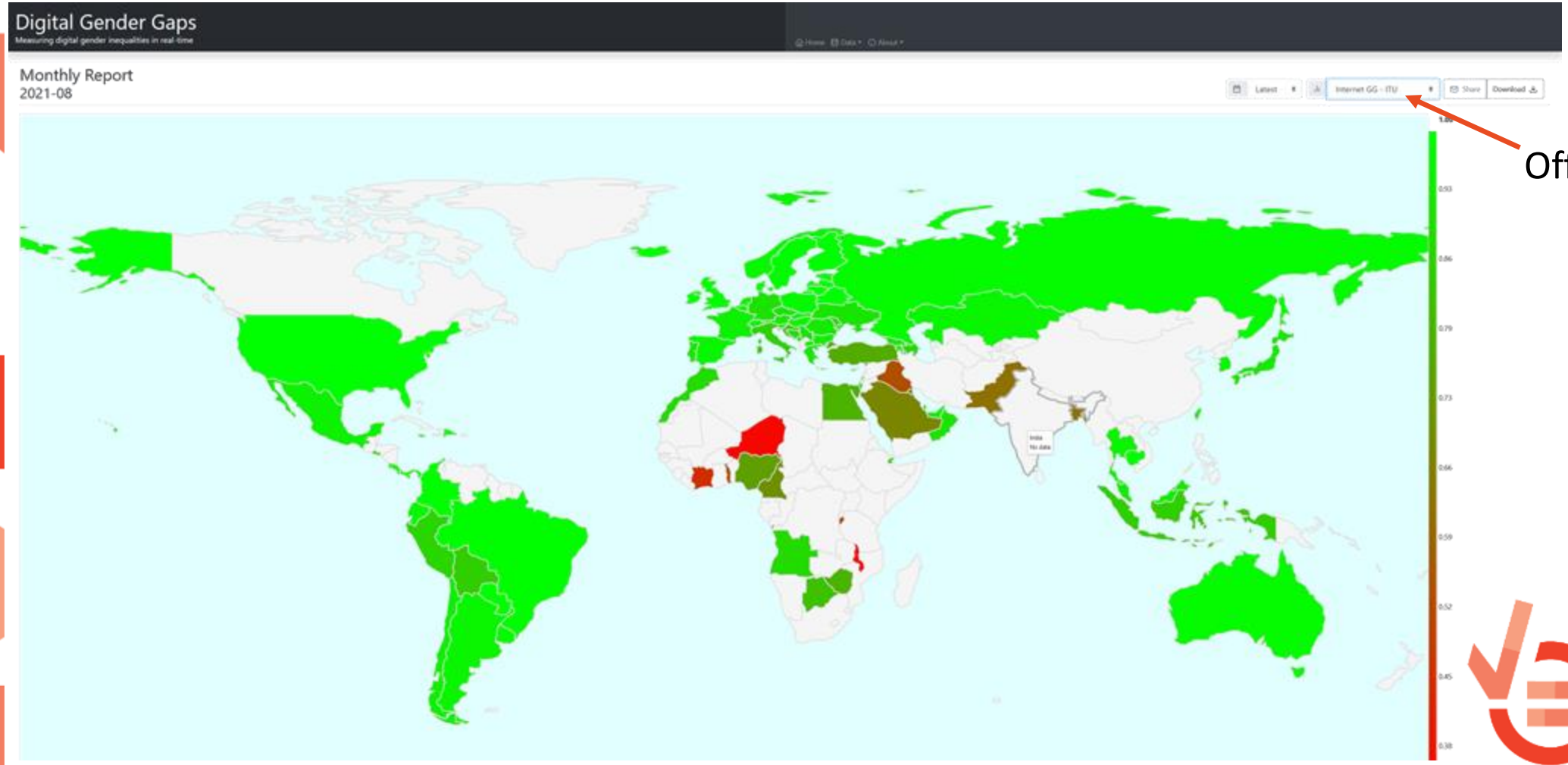

Official ITU data

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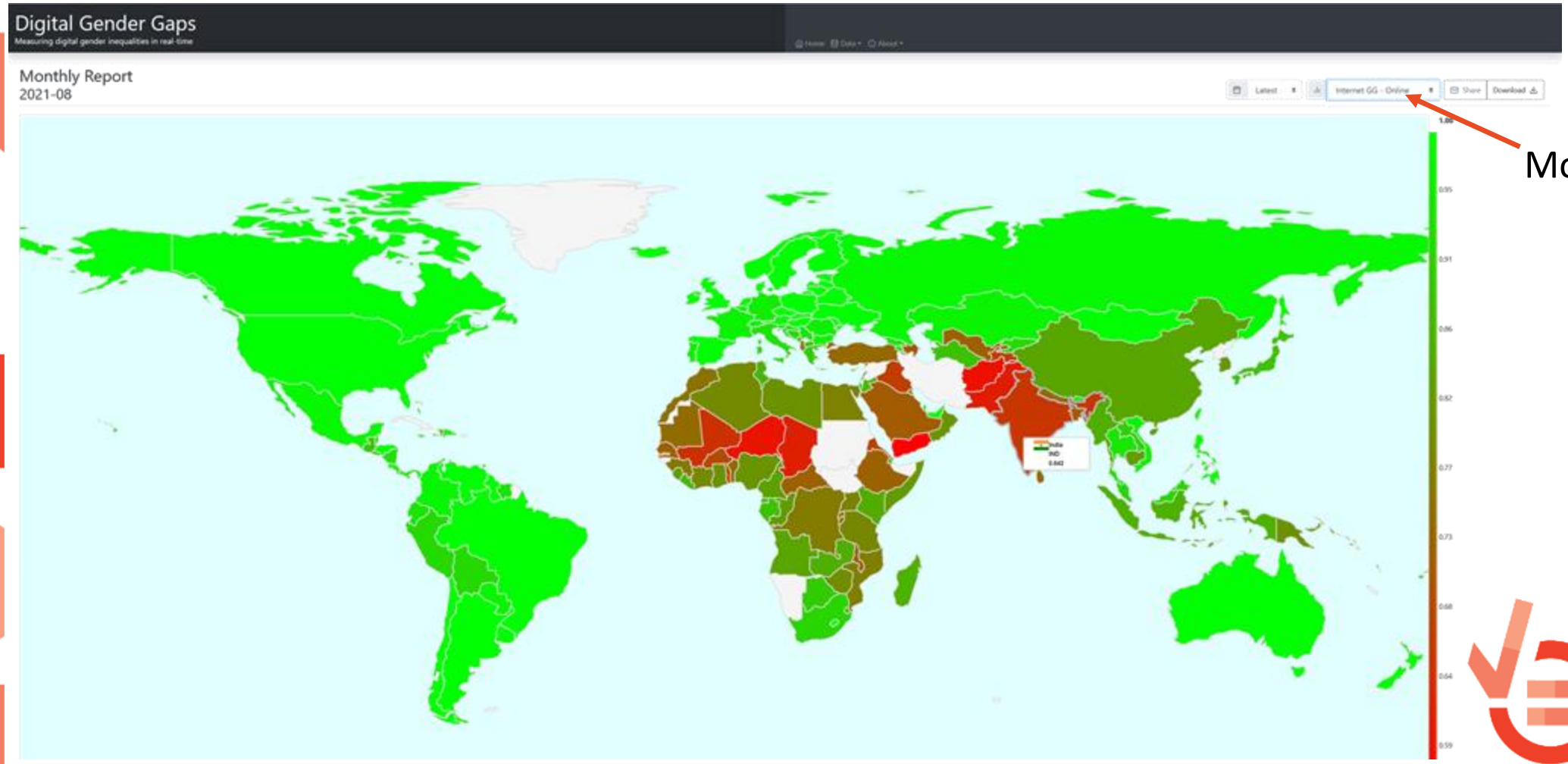

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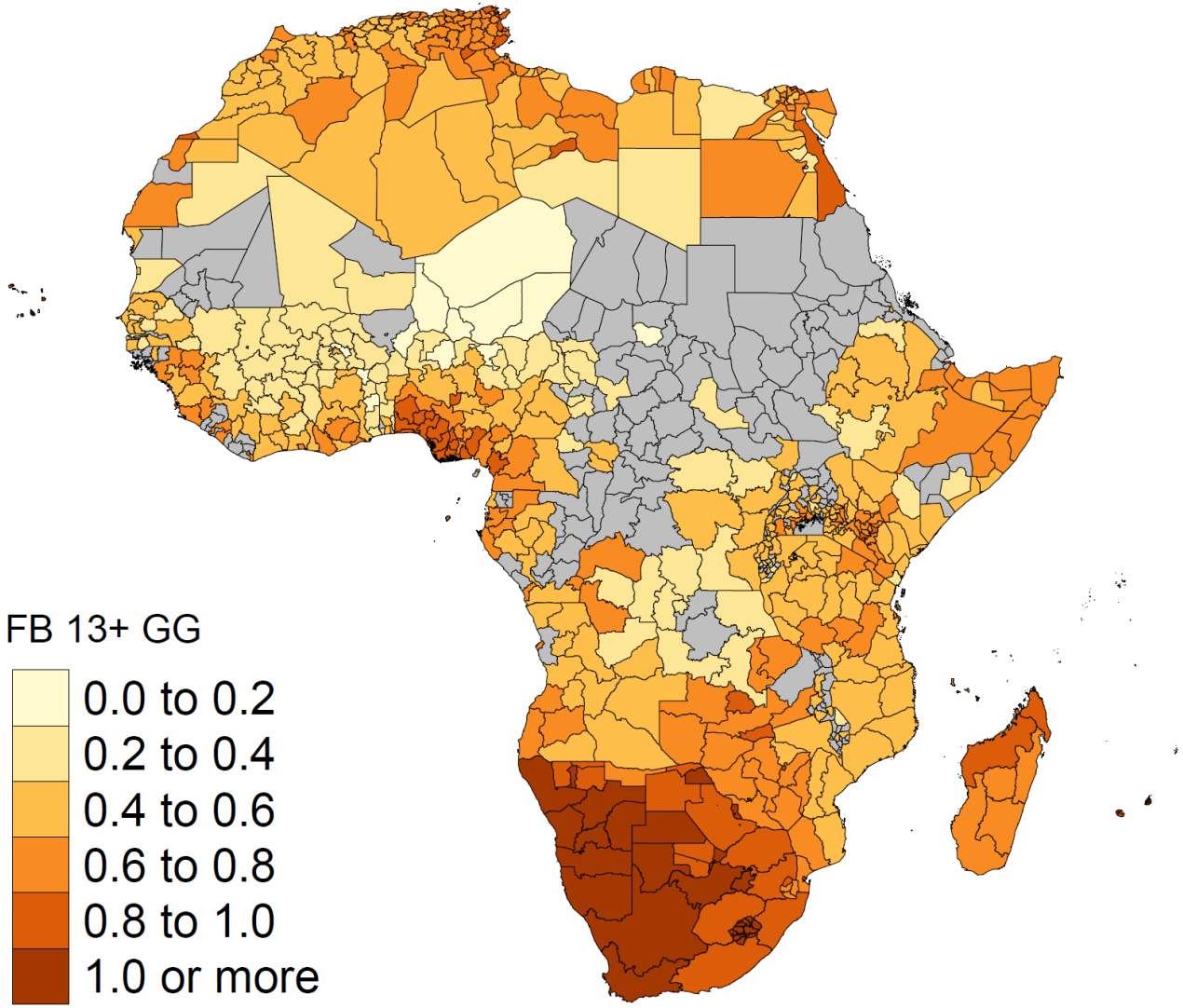
Subnational Variation Across Africa



Covers 90% of population

Missing:
- Sudan
- Areas w/ < 1000 women on FB

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Where is your target audience?

Locations (Recent or Permanent)

United States

Who is your target audience?

Include people who have **ANY** of the following attributes:

Member Gender

Female

By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on gender or other protected characteristics in ads relating to employment, housing, education or credit. Learn more

AND also have **ANY** of the following attributes:

Company Industries

Information Services, Computer Networking, Telecommunications, Wireless, Computer & Network Security, Computer Software, Information Technology & Services, Internet

Forecasted Results

Target audience size
4,200,000+

Segment breakdown

Function

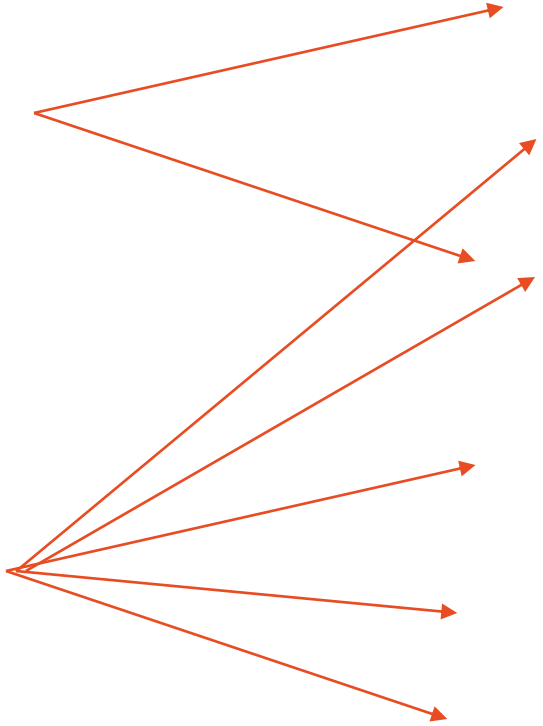
Business Development	10%
Operations	10%
Sales	10%
Engineering	9%
Information Technology	9%

Hide segments

Joint work with Temesgen Tewolde, Ridhi Kashyap, Florianne Verkroost

Gendered Social Capital in IT

LinkedIn users in the US, currently working in IT and not at *Big Five*



amazon

Microsoft

Social connections to Big Five

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Social Capital and the Career Ladder

Seniority	%-female	%-male
Entry level	37.3%	57.3%
Senior	34.1%	58.2%
Manager	34.2%	61.0%
Director	29.4%	65.6%
VP	23.8%	75.0%

Fewer women the more senior the rank.

Connectivity gap lower at more senior ranks.

LinkedIn users living in the US, working in Information Technology & Services sector, *not* working for Amazon, Apple, Facebook, Google, or Microsoft (Big Five), disaggregated by inferred gender and seniority

The right table further disaggregates by the percentage of users who have at least one connection to a LinkedIn user at Amazon, Apple, Facebook, Google, or Microsoft.

Beware: Selection/Survivorship Bias

In Pakistan there are:

- 8.3 million women vs. 34 million men (18+) Facebook users
- This gender gap is expected based on other indicators

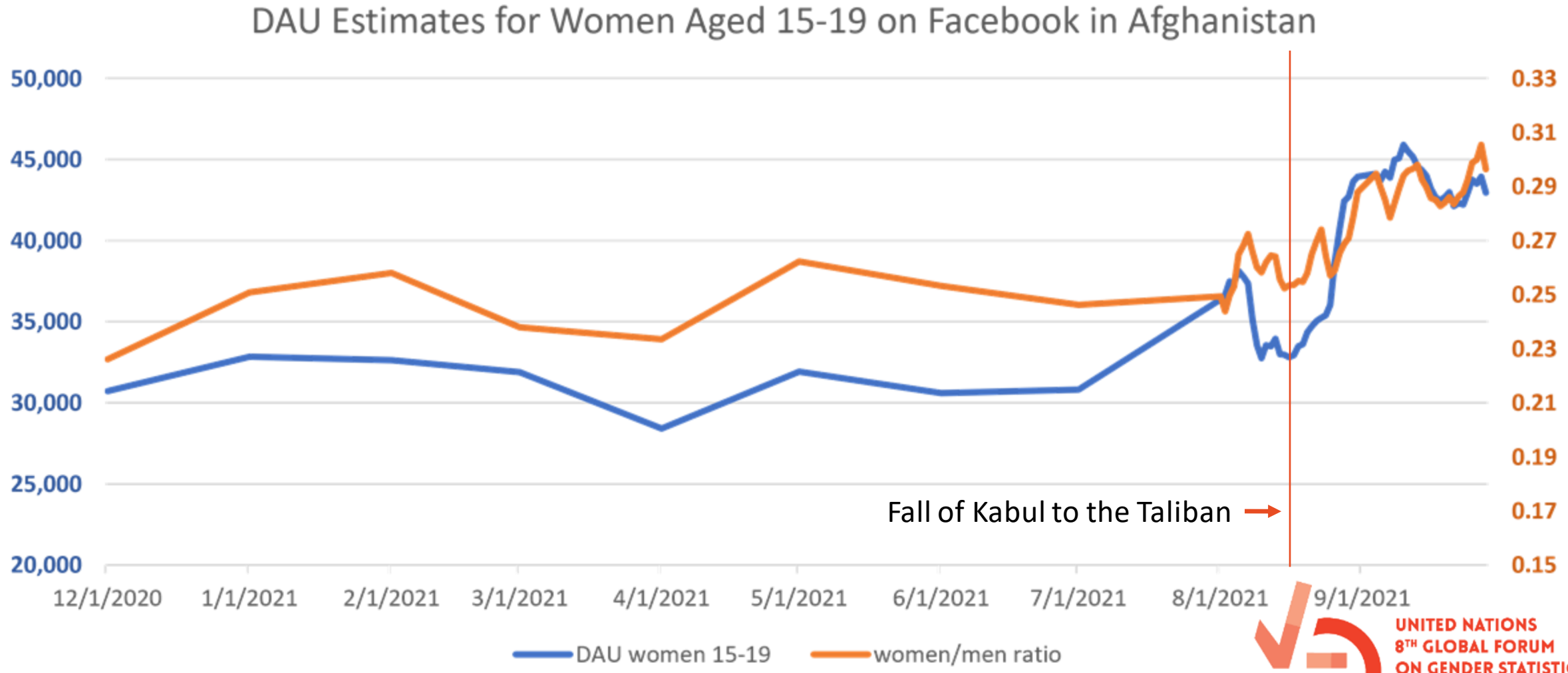
But, among those women who are on Facebook:

- 7.2% (600k) have access to an iOS device vs. only 5.0% (1.7M) for men
- 1.8% (150k) self-report MA/PhD vs. only 1.5% (520k) for men

Difficult to extrapolate to the “general public”

Joint work with Ridhi Kashyap, Ian Knowles

Recent Changes in Afghanistan



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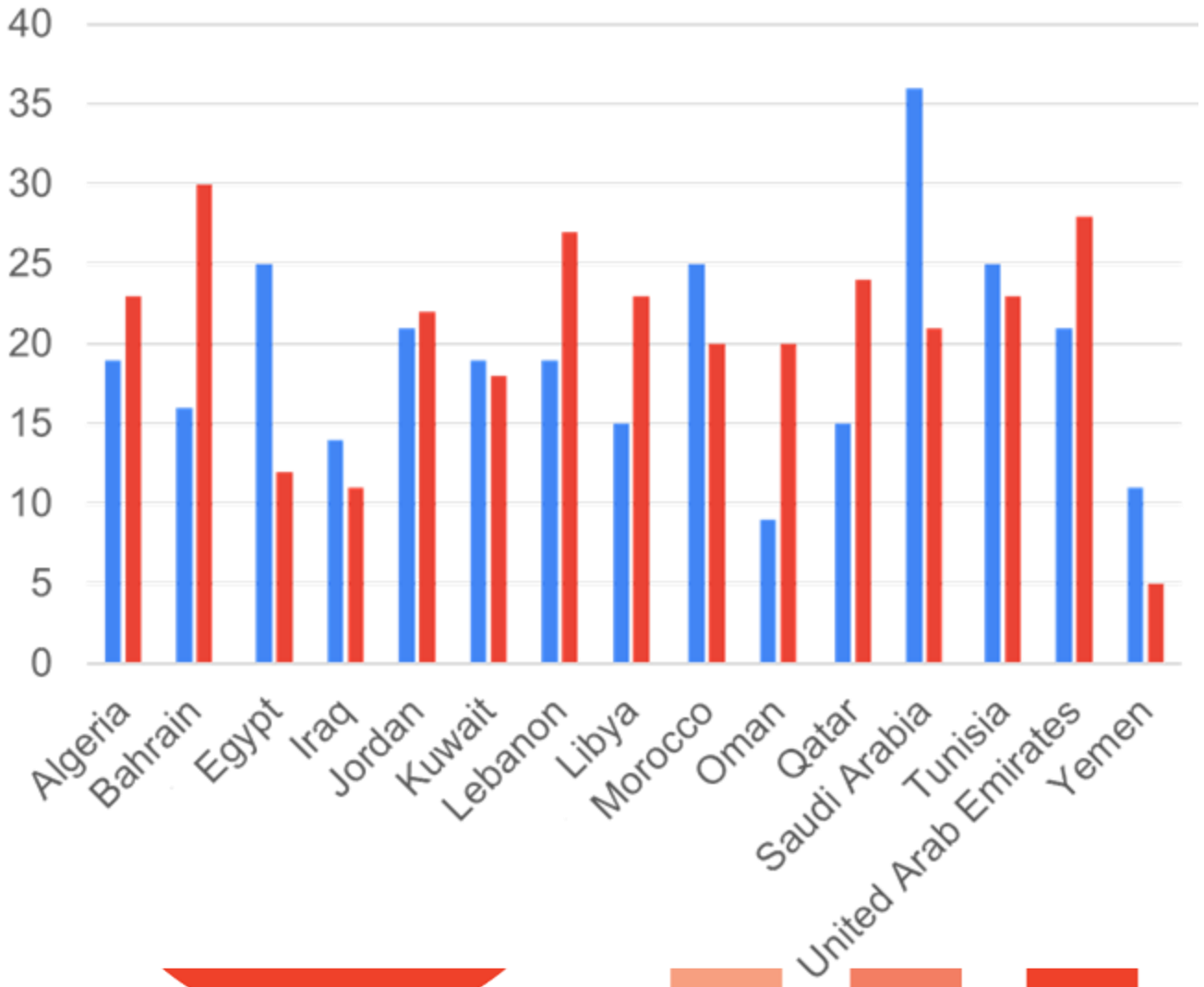
Joint work with Hamdy Mubarak, Kareem Darwish

Hard to Derive Root Causes from Big Data



% women in public tweets (active engagement)

% women targetable for ads (passive engagement)

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Blackbox and Data Sharing Challenges

The Washington Post
Democracy Dies in Darkness

Technology

Facebook made big mistake in data it provided to researchers, undermining academic work

Company accidentally left out half of all of its U.S. users in providing data to a research consortium

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