



What is Needed to Achieve Equality in Tech?

Key findings from three of the world's top economies

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According to the World Economic Forum's [Global Gender Gap Report 2023](#), women make up **49.3%** of the global workforce in non-tech occupations, but only **29.2%** of all tech workers. This gender gap has persisted over decades despite cultural shifts and industry initiatives to activate the talent and knowledge of women in tech fields.

A new survey of developers and IT professionals in India and China, along with prior research from the U.S., identifies key factors that help women pursue and succeed in tech industries. This research is part of the #WomenWhoMaster movement led by Logitech's Master Series, which aims to celebrate, amplify, and enable the rise of phenomenal women in tech.

The answers captured uncover three actions to accelerate a global breakthrough in tech equality:



Tackle Microaggressions and Isolation



Encourage Early, Inspire Often



Ignite Interests, Build Community, and Provide Opportunities



As leaders in the tech industry, it's imperative that we elevate our commitment to gender equity. The challenges women face in joining tech are consistent worldwide, and by uniting our efforts now, we have the power to create a significant global impact."



Delphine Donné

VP and General Manager,
Logitech Personal Workspace Solutions

The Tech Landscape Across the World

The tech gender gap manifests in different ways across the countries surveyed, with various underlying factors contributing to these disparities, such as education access and cultural norms.

For example, in India, a smaller percentage of women work and have access to education than in China or the U.S. This is a primary obstacle to increasing the role of women in India's tech industries.

Government policies in these countries influence women's journeys in tech as well. For example:

- In China, major government initiatives promote equal education for girls and boys.
- These initiatives have significantly increased the proportion of women studying tech in universities.
- **54.2%** of women in tech fields in China now have master's degrees, surpassing men.
- Similar government initiatives are not as well-established in India.

To understand the full picture, and to design solutions tailored to specific populations, the survey data must be interpreted against the backdrop of these cultural differences.

Women Participating in the Labor Force

60.5%



China

57.5%



U.S.

33%



India

25% of Women Consider Leaving Tech Because of Microaggressions



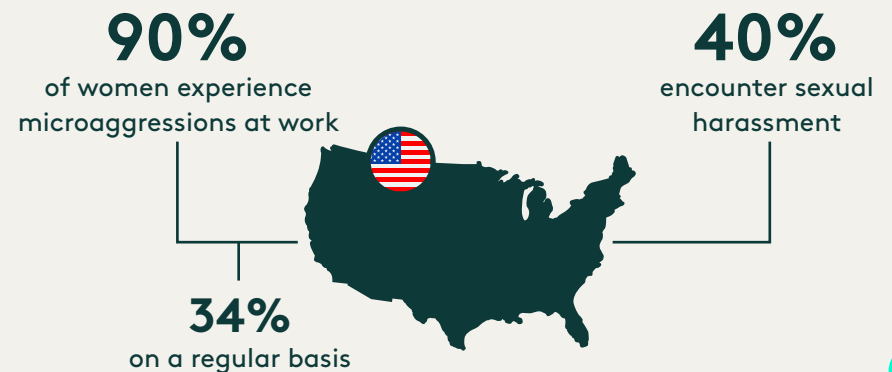
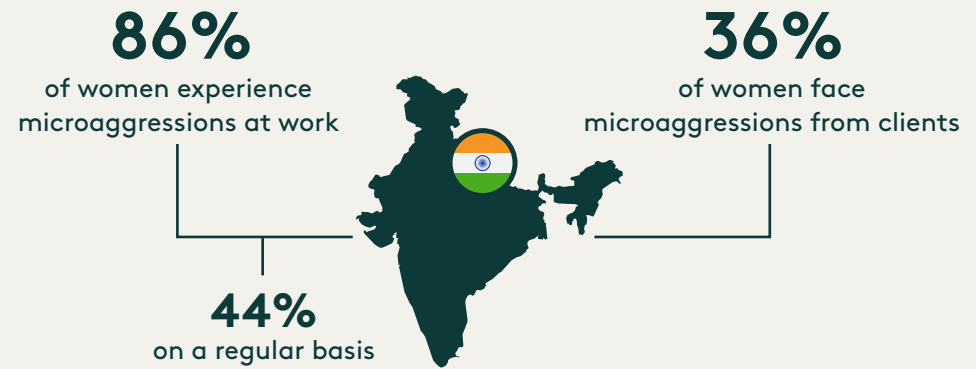
If one-quarter of the professionals in our field are on the verge of taking their skills and experience elsewhere, the time for problem-solving and enacting change is today."



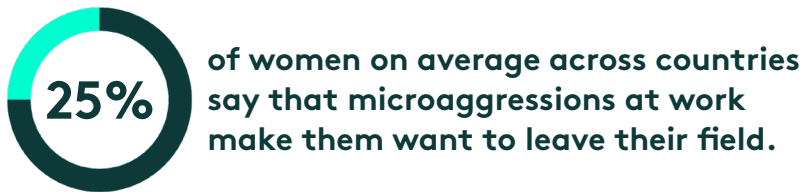
Wei Shen-Cory

Senior Director, Head of Software Engineering, Logitech

Microaggressions remain significant barriers to women feeling safe, supported, and valued in tech professions, particularly in China and India. This includes sexist jokes, feeling excluded by male colleagues, and sexual harassment or unwelcome comments about physical appearance.



Microaggressions may start as early as the interview process:



When women encounter microaggressions, their two most common responses are to fight for belonging or to flee the profession completely.



Fight for Belonging

Flee the Tech Profession



40%

37%



37%

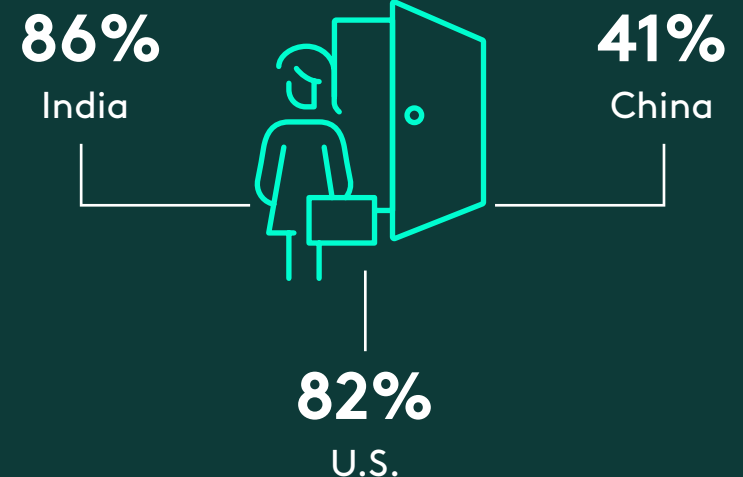
15%



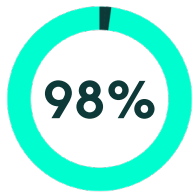
41%

23%

Even if they have not encountered microaggressions themselves, many women have seen other women leave their careers as a result of these behaviors:



Nonetheless, women are determined to continue to contribute to tech fields.



India



China



U.S.

Women would still recommend a career in computer science to another woman

despite facing incivility, disrespect, and other factors.



Even though I've had to fight to show I belong, I'm proud to be where I am, and I'm glad I kept going when it was challenging."



Lavanya Jawaharlal

Co-founder and President of STEM Center USA and Logitech MX Women Who Master Partner

TACKLE MICROAGGRESSIONS AND OTHER BARRIERS

Start with the job interview process, encourage allyship from men, and bolster work environments with women-friendly policies.

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Create a Diverse and Supportive Workplace

Improve recruitment and hiring processes for a more inclusive and supportive environment.



Implement Inclusive Policies

Adopt policies such as comprehensive maternity leave and flexible work options. For example, Logitech's pay equity initiatives ensure equitable pay regardless of gender, racial and other forms of discrimination.



Foster Allyship

Encourage allyship from male colleagues through training and awareness programs.

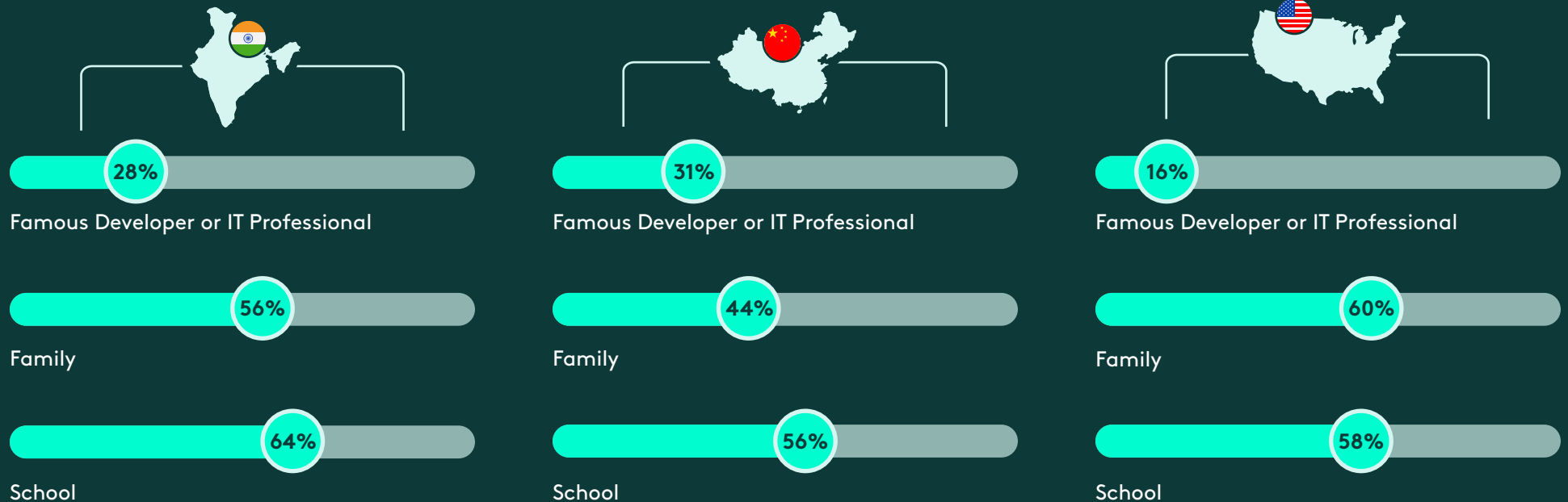
Role Models, Champions, and Sources of Inspiration Can Tip the Scales

Early encouragement from parents, teachers, and counselors can have a huge effect on women deciding to enter tech fields. Role models also play a crucial role, even if they're not part of the family.



21% of subjects point to an influencer as the person who most inspired them to pursue tech.

Primary Source of Inspiration





Having someone who believed in me from an early age was essential. It gave me confidence in myself and the strength to carry on during difficult parts of my journey.”



Kavya Krishna

Founder and CEO at Society of Women Coders and Logitech MX Women Who Master Partner

Parental and family encouragement played a key role in motivating women to enter the tech field, although the level of support varied by country. To truly understand women’s experiences, it’s essential to view the survey data in the context of cultural differences, as all respondents have already entered the workforce. For example:

Similar percentages of women report strong family support.



However,

- **56.8%** of women in the U.S. participate in the workforce.
- Only **32.7%** of women in India participate in the workforce.
- Therefore, there is likely more of a discrepancy in family support between the two countries than the survey shows.

In all countries, a significant percentage of working women received no encouragement at all from their parents:

No Parental Encouragement



Parents and families in China tend to provide less encouragement to pursue tech, especially to their daughters, often due to a lack of understanding about the tech field or negative assumptions about it:



No Parental Encouragement to Pursue Tech



Parents Considered Tech “Not for People Like Me”

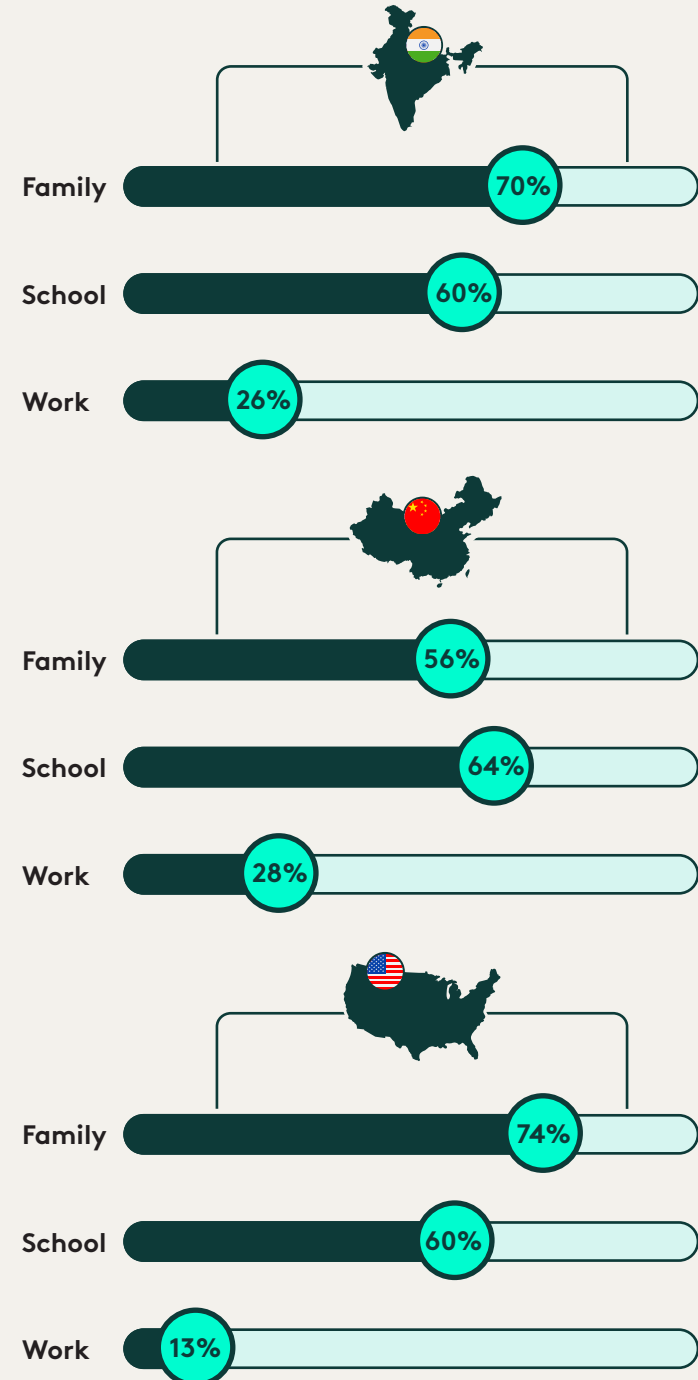


School is another strong source of encouragement, but gender disparities remain in these spaces. In India, boys (**63%**) tend to receive more encouragement from teachers to pursue tech than girls (**49%**), highlighting a possible target for interventions and training.

In China, only **4%** of women received encouragement from school counselors, compared to **16%** in the U.S. and **18%** in India.



Primary Source of Encouragement





I wasn't exposed to technology enough growing up to know how it could transform my life. Now, I want to inspire more children and ensure they get early access to technology."



Moumita Pal

Global Product Marketing Manager Software Solutions at Logitech

ENCOURAGE EARLY, INSPIRE OFTEN

Providing early, consistent inspiration and encouragement to girls and women considering work in science or tech fields can help them start or continue on the path to mastery.

SOLUTIONS



Educate Parents on the Potential of Tech

Implement programs to educate parents on the potential of tech as a promising career for all students. [TechLit Africa](#) is one program that demystifies tech for parents and teachers, showing the value of tech knowledge and generating creative learning opportunities in rural African schools.



Implement Training Programs for Educators

Implement training programs for teachers to encourage equal support for tech growth regardless of gender. [Fondation Pacte](#) uses short films to raise awareness of hidden biases for parents and teachers. It also shows students examples of successful professionals who may not fit their preconceptions about tech to expand the idea of what is possible.

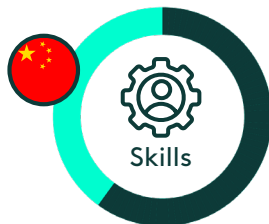
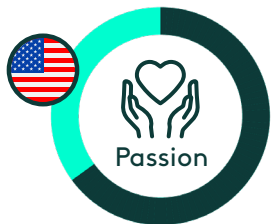


Amplify Female Role Models

Highlight and elevate female role models in tech through media and community programs. The Logitech MX [Women Who Master](#) movement is a great example of how to amplify the voices of women leading tech forward.

Passion, Aptitude, Community, and Support Keep Women in Tech

Women who persist in tech are most often driven by a combination of passion, aptitude, and community. These three features feed into each other to spur greater involvement and more opportunities in the future. Having communities of support, such as networking events, dedicated women's programs, or women's groups, can also help them thrive.

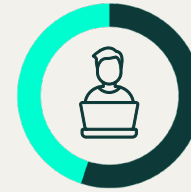


In the U.S., the top reason women pursued computer science was passion (**35%**). In China, the top reason was being good at science or math (**40%**). In India, women chose computer science because they had a natural talent for it (**41%**).



Additionally many women also indicated a desire to find a well-paid job (**35%**).

Technology Access and the Urban/Rural Divide



In China, only **28%** of women said they were good with computers before their tech career, compared to **45%** of men. This highlights a need to provide girls with early access to technology so they can develop confidence and see how their skills in science and math apply to areas like computer science.

Also, in both China and India, urban and rural survey subjects responded differently.



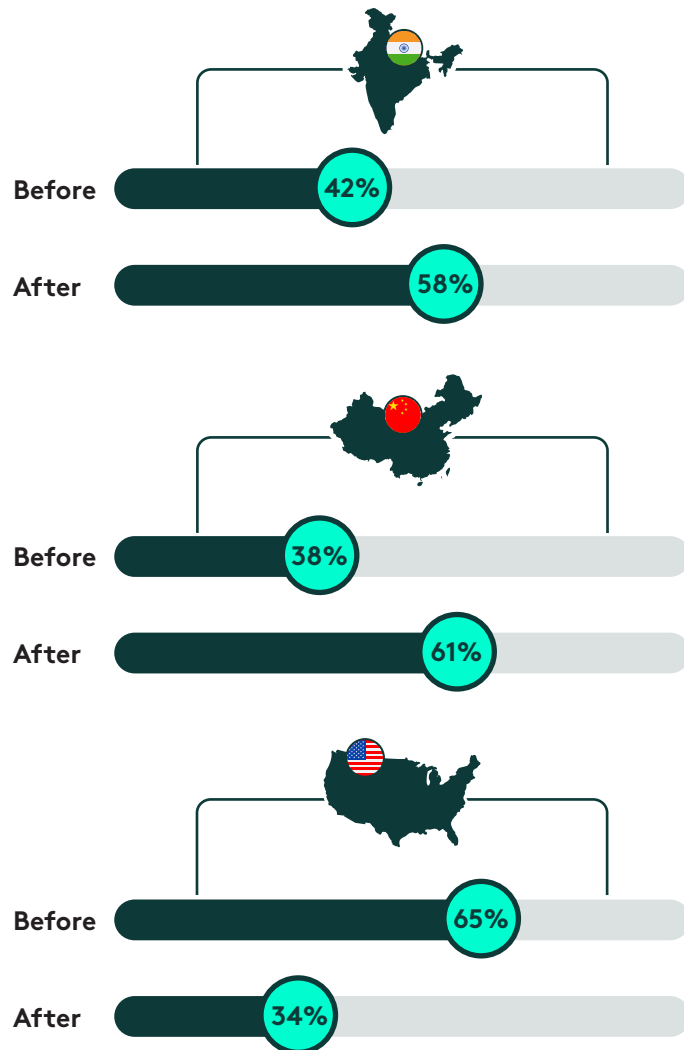
Young girls in urban locations were more likely to have access or exposure to technology at an early age.



How Do We Find the Tipping Points?

The international survey data shows that certain points in women's journeys are especially important to their continued pursuit of tech fields. There are critical periods in each country when intervention can have the most impact.

Interest in Computer Science Before/After College



Communities of Support Build Resilience and Support Tech Equality

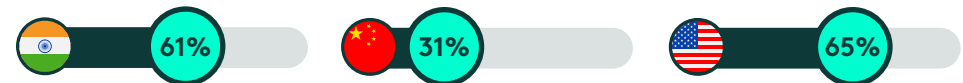
The vast majority of women in tech report feeling isolated either during their studies, during their professional lives, or both.

Percent of Women Who Feel Isolated



One antidote to this problem is communities of support and tailored resources, such as computer science programs specifically for women. These are popular forms of support with women in each country surveyed.

Percent of Women Who Have Taken Computer Science Classes for Women



IGNITE INTERESTS, BUILD COMMUNITY, AND PROVIDE OPPORTUNITIES

Education and industry allies can take concrete steps to nurture women's passion and aptitude, provide opportunities, and create support spaces for women to learn and thrive.

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Provide Early Access to Tech Subjects in School

Provide students early exposure to tech subjects in school curriculums. With its workshops, films, and school programs, [Fondation Pacte](#) offers girls the inspiration, encouragement, and real-life role tech models that will drive them forward.



Amplify Initiatives That Link Tech Subjects to Real World Applications

Create and promote initiatives that link tech subjects with real-life applications to ignite passion. [Girls Who Code](#) is helping spread the love of computer science across the world and connecting girls with resources to further their growth.



Foster Nurturing Environments

Foster environments that nurture scientific aptitude from a young age. Logitech partners with schools and summer camps to give students early exposure to tech, with events like an "International Career Day" for students ages 7-12 and a day of tech job immersion for girls.



Provide Early Access to Technology

Provide early access to technology. Organizations like [TechLit Africa](#) provide more than 10,000 kids across 33 schools in Africa access to the tools they need to develop digital skills.

Methodology

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To build on insights from the Logitech MX 2022 survey of women in tech in the U.S., Ipsos surveyed 320 women and 320 men working in tech in India and China.

All survey participants were between the ages of 18 and 35 years old and had been working for 10 years or less as developers (computer programmers, web developers, front- and back-end developers, full-stack developers, application and systems software developers, and software engineers). The survey was conducted in India and China from November 27, 2023 to December 8, 2023.



Logitech MX #WomenWhoMaster Series Highlights

You can't be what you can't see. The Logitech MX #WomenWhoMaster movement is proud to support initiatives that provide girls and women with skills, role models, and strong career pathways.

Here's what we've been up to lately:



Logitech "The Human Component" Video

In a new Logitech video produced by BBC StoryWorks, a young Kenyan girl named Leddy is inspired to reach for the stars after Logitech introduces her to a trailblazing astronaut.



Speaking on Closing the Gender Gap at the AI+X Summit

Logitech had the great pleasure of hosting a panel at the AI+X Summit in Zurich to discuss the gender gap in tech, and how we can help future leaders realize their passions.



360 Commitment to Closing the Gender Gap

Yuko Nagakura is one of the many examples showing Logitech's 360 commitment to closing the gender gap. When she was 17, Yuko was featured in Logitech MX's "Meet the Masters" series. She was already challenging the status quo and making waves in tech. Two years later, she landed a summer internship with Logitech, inspired, encouraged, and supported by Logitech leaders.



Women Who Master Series

Learn more about the #WomenWhoMaster Series: www.logitech.com/mx/women-who-master.

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