Pre-Project Survey:

Empowering Women Through Digital Skills

(Berlin, Germany, 02.09.2024 – 10.09.2024)



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About the survey :

This brochure presents the results and analysis of a pre-project survey conducted among 20 participants of our recent training course. The survey was designed to gather essential insights into participants' views on gender roles and stereotypes in Armenia, as well as their perspectives on digital skills for women and the interconnection between these two areas.

Conducted as a vital preparatory step, the survey aimed to ensure that the training content was not only relevant but also responsive to the specific needs and expectations of the participants. By understanding the current landscape of gender-related issues and the role of digital skills in empowering women, we were able to tailor our program to effectively address the most pressing challenges and opportunities.

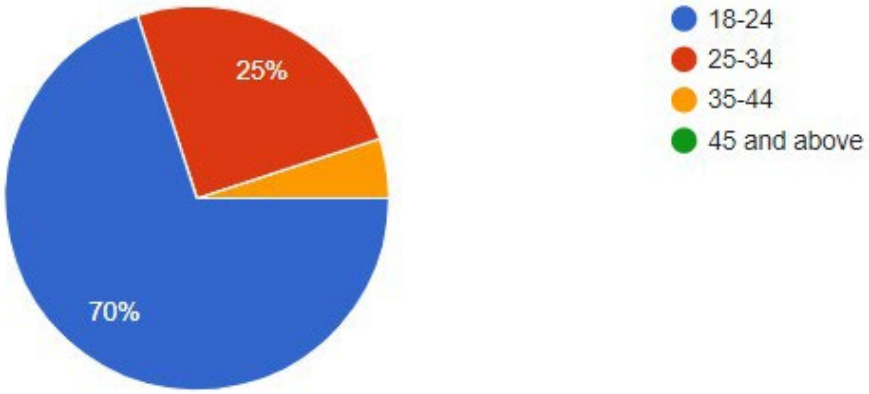
We are pleased to share that feedback from this survey was successfully implemented in the training course, directly influencing its structure and focus.



Section 1: Personal Background

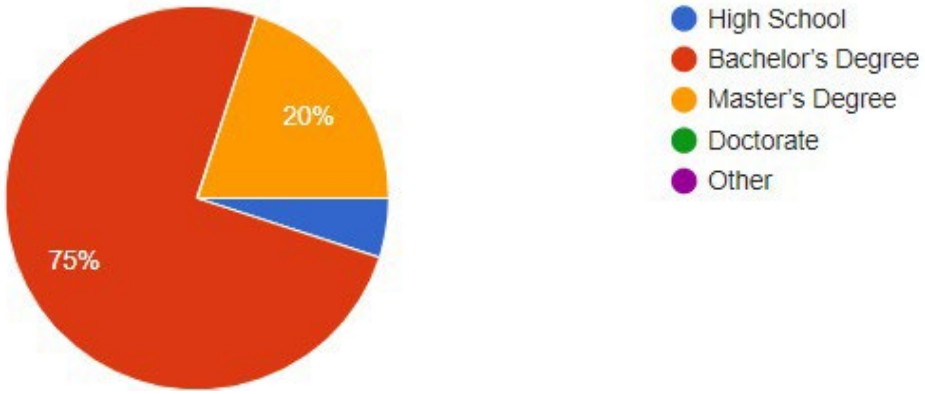
Age:

20 responses



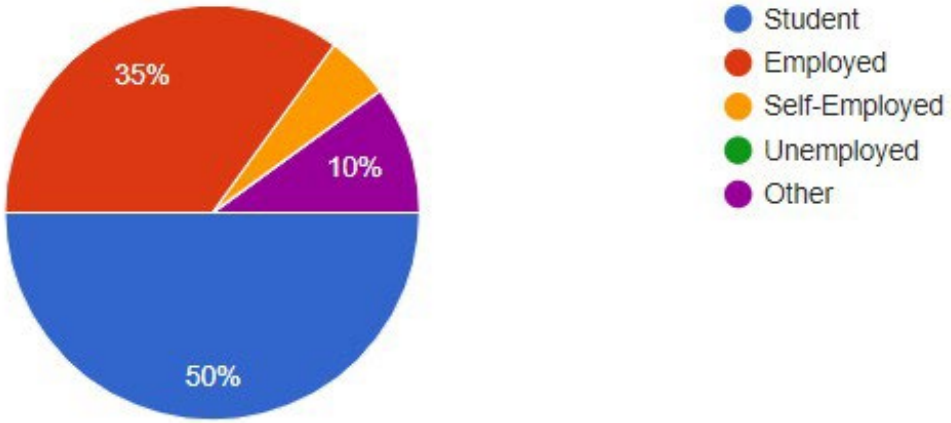
Educational Background:

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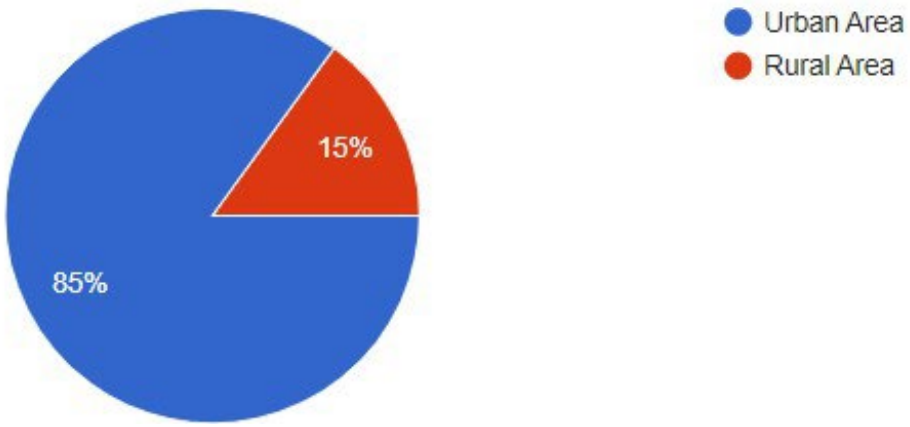
Current Occupation:

20 responses



Location:

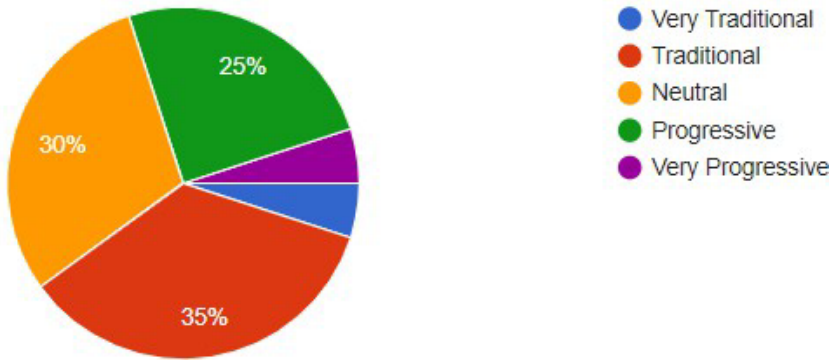
20 responses



Section 2: Understanding of Gender Roles and Stereotypes

How would you describe the role of women in Armenian society?

20 responses



In your opinion, what are the most common stereotypes about women in Armenia?

“ I think some common stereotypes about women in Armenia include the idea that women should prioritize family and marriage over their careers, that they are naturally more suited for domestic roles like cooking and cleaning, and that they should always be modest and conservative in their behavior and dress. There's also a stereotype that women are less capable in leadership roles or in fields like technology and engineering. These stereotypes can be really limiting and don't reflect the true potential and diversity of women in Armenia”.

“There is a common stereotype in Armenia that women are more emotional and sensitive, which leads to the perception that they are less rational and more dependent on men, particularly their husbands or fathers. This often results in their opinions being undervalued in serious discussions or decision-making processes, reinforcing the belief that women need male guidance and support”.

People often assume that all Armenian women are pressured to marry young and have children right away. I’ve seen it happen to so many of my friends, and I’ve felt it too. There’s this unspoken timeline we’re expected to follow, but not all of us want the same things or want them at the same pace.

Analysis

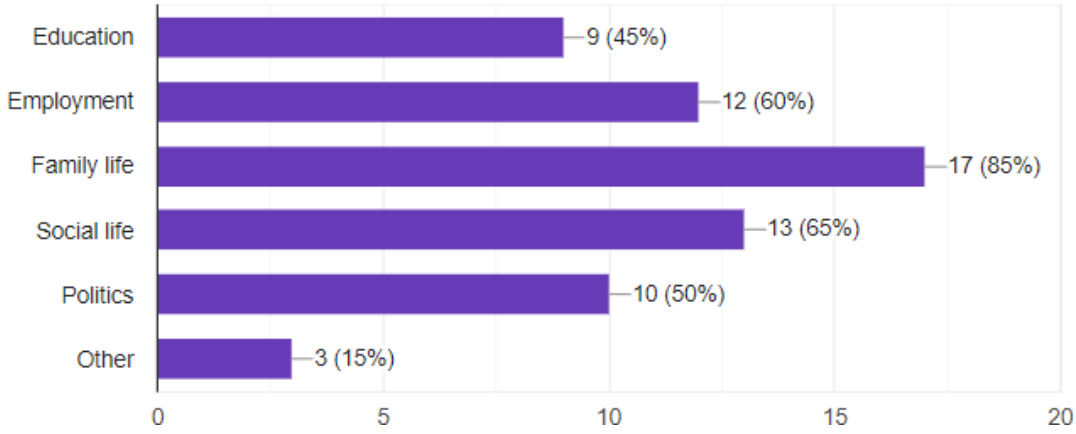
Based on the collected feedback, it is evident that deeply ingrained stereotypes continue to shape the experiences of women in Armenia, particularly in rural areas. These stereotypes often dictate that a woman's primary role is centered around the household—caring for the family, raising children, and managing domestic duties. There is a pervasive belief that women should be modest, submissive, and less involved in leadership roles, with their career ambitions frequently taking a backseat to family responsibilities.

However, these stereotypes are being increasingly challenged, especially in urban areas like Yerevan, where the atmosphere is more progressive, and women are gaining more opportunities to assert their roles beyond traditional expectations. Despite this, the tension between societal expectations and personal aspirations remains significant, particularly in conservative regions where gender roles are more rigidly enforced.

The stereotypes highlighted by the participants reveal the ongoing struggle many women face in balancing their desire for personal and professional growth with the societal pressure to conform to traditional gender roles. Yet, there is also a clear and growing movement among Armenian women to redefine their roles, pursue leadership positions, and advocate for equality and greater freedom in their personal and professional lives. This push for change, while still met with resistance in some areas, reflects a broader shift towards recognizing and valuing the diverse potential and contributions of women in Armenian society.

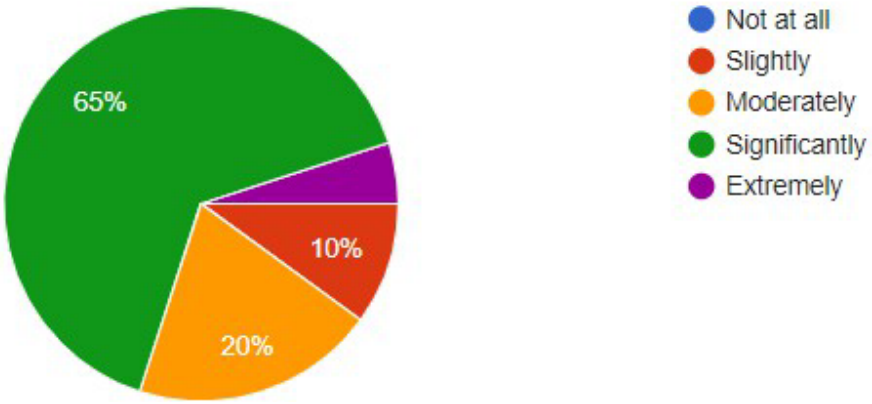
Which areas of life do you think are most affected by gender stereotypes in Armenia?

20 responses



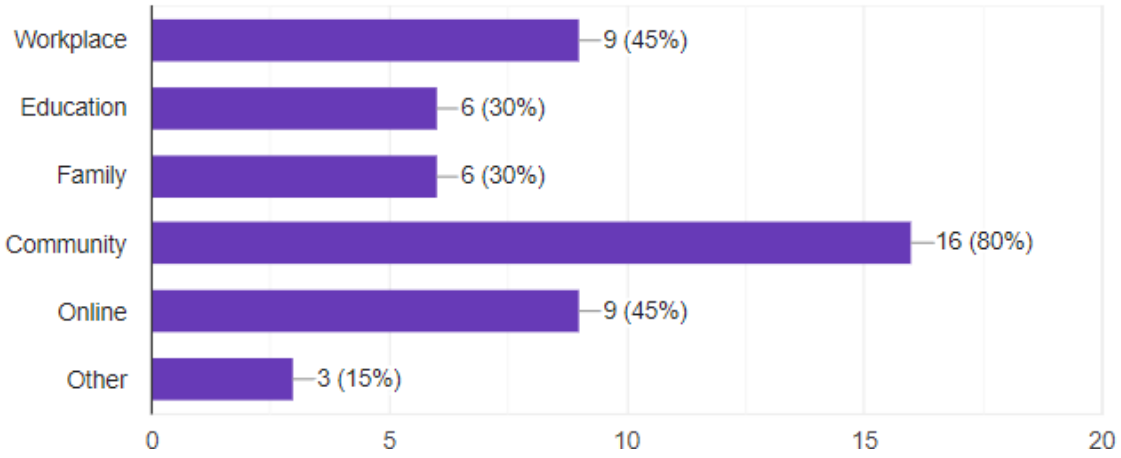
To what extent do you believe these stereotypes affect women's professional opportunities in Armenia?

20 responses



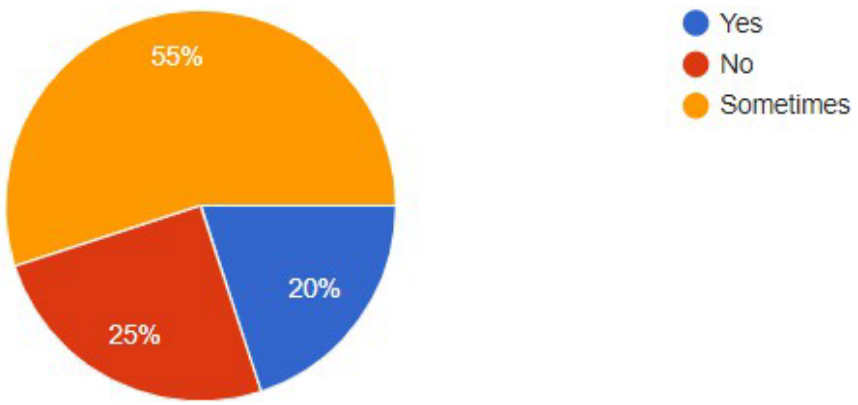
Have you personally experienced or witnessed gender-based discrimination in any of the following areas?

20 responses



Do you feel that women have equal access to decision-making processes in your community?

20 responses



What changes would you like to see in your community regarding gender equality?

Creating equal opportunities in education, the workplace and assuming leadership roles regardless of gender. For example, promoting policies that support equal salary, parental leave and professional development for all genders.

I would love to see more support for women who want to pursue careers while also balancing family life. Flexible work hours, affordable childcare, and encouragement from both employers and the community could really help women feel like they don't have to choose between their professional goals and their family responsibilities.

It's time for more women to be represented in leadership positions in all fields—business, politics, and beyond. I'd like to see initiatives that encourage women to take on these roles and provide them with the support and resources they need to succeed. We have so many capable women, but they need the chance to prove themselves.

As gender based discriminations are very common in society and specifically in my community, I would like women to feel more confident and appreciated in labor market. Most of the time women are payed less for the same work as men do. As I work with the refugee women, who have lost their husbands during the war, I see how much potential they have as entrepreneurs, and most of the time that potential is not discovered and used, because of the lack of freedom and opportunities for women.

Analysis

The responses from the survey participants reveal a strong desire for significant changes in their communities to advance gender equality. A common theme is the need for more freedom and autonomy for women to pursue their passions and careers without being constrained by traditional gender roles or societal expectations. Participants expressed a desire for women to have equal access to leadership positions and decision-making roles across all sectors, highlighting the importance of mentorship, leadership training, and supportive policies like flexible working hours and parental leave.

There is also a clear call for increased representation of women in leadership positions, equal pay for equal work, and the removal of barriers in traditionally male-dominated fields. Participants noted that gender stereotypes, particularly in rural areas, continue to limit opportunities for women and that there is a need for more education and awareness campaigns to challenge these outdated beliefs.

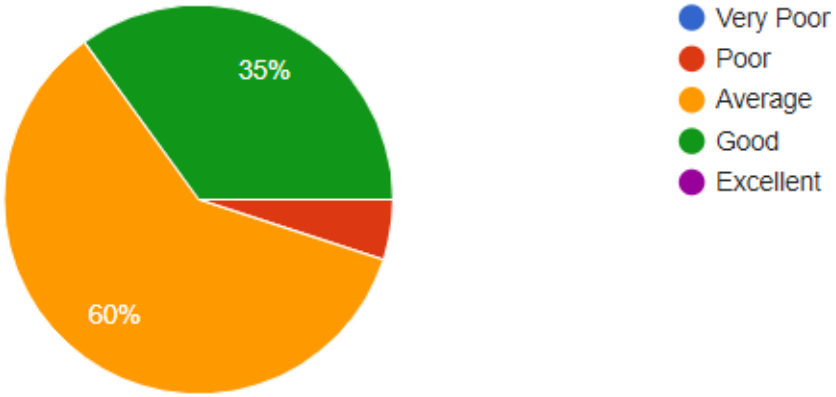
Moreover, many respondents emphasized the importance of improving access to education and professional development for women, especially in regions where traditional gender roles are still deeply ingrained. They advocated for better childcare options and more support for women balancing careers and family life.

Finally, the survey highlights the need for a cultural shift that values gender equality from a young age. By educating both boys and girls about the potential of all individuals, regardless of gender, communities can foster an environment where everyone is encouraged to pursue their goals and ambitions without the limitations imposed by societal stereotypes.

Section 3: Current Digital Skills and Training Needs

How would you rate your current digital skills?

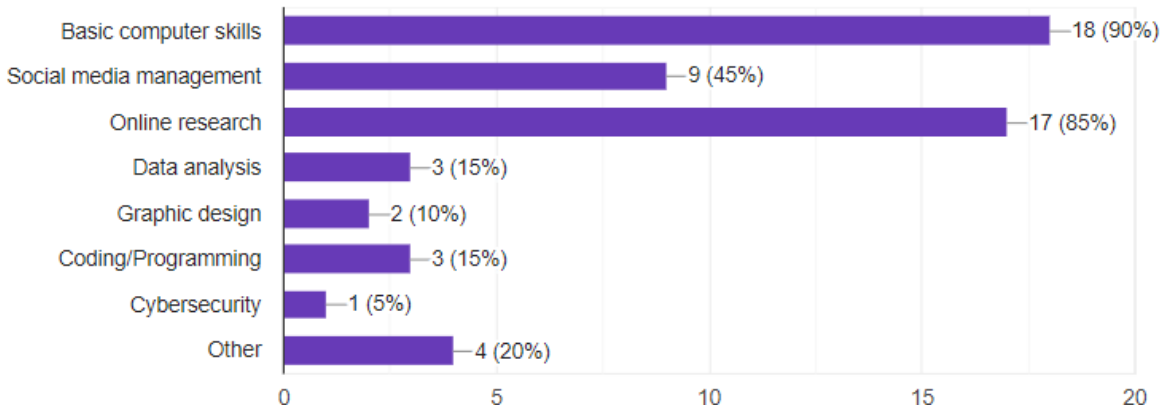
20 responses



Which of the following digital skills do you feel most confident in?

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20 responses



Which digital skills would you like to improve the most during this training course?

Graphic design, cybersecurity, coding and social media management

Coding/programming (I studied HTML and CSS 5 years ago)

computer skills,graphic design, video editing

During the training course, I'd like to improve my skills in advanced data analysis, digital marketing strategies and content creation This improvement in the ability to analyze and interpret data will enable me to make correct decisions when it comes to making marketing campaigns. I would also like to further my understanding of SEO, SEM, and other digital marketing tools that can be used to optimize online presence effectively. Additionally, the improvement of content creation skills in the areas of visual design and video editing will equip me with what my social media content needs to engage and have an impact.

I want to improve my social media management skills.

Graphic design

Data Analysis

I would like to improve my Digital Marketing and Project Management Tools skills since I already have some experience working in a number of marketing organizations, those directions are very interesting to me. And also Graphic Design.

Data analysis, social media management

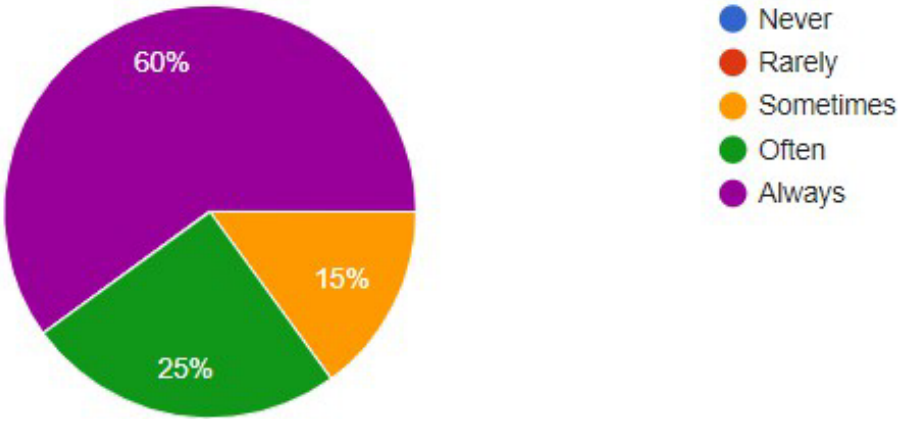
social media mannagement annd graphic design

Data analysis
Cybersecurity

Social media management
Graphic design
Coding/Programming

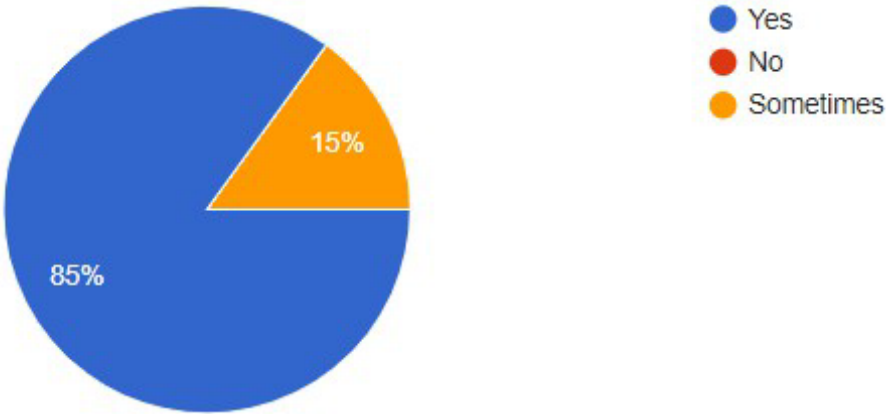
How often do you use digital tools in your daily life (e.g., for work, education, communication)?

20 responses



Do you have access to reliable internet and digital devices (e.g., computer, smartphone) at home?

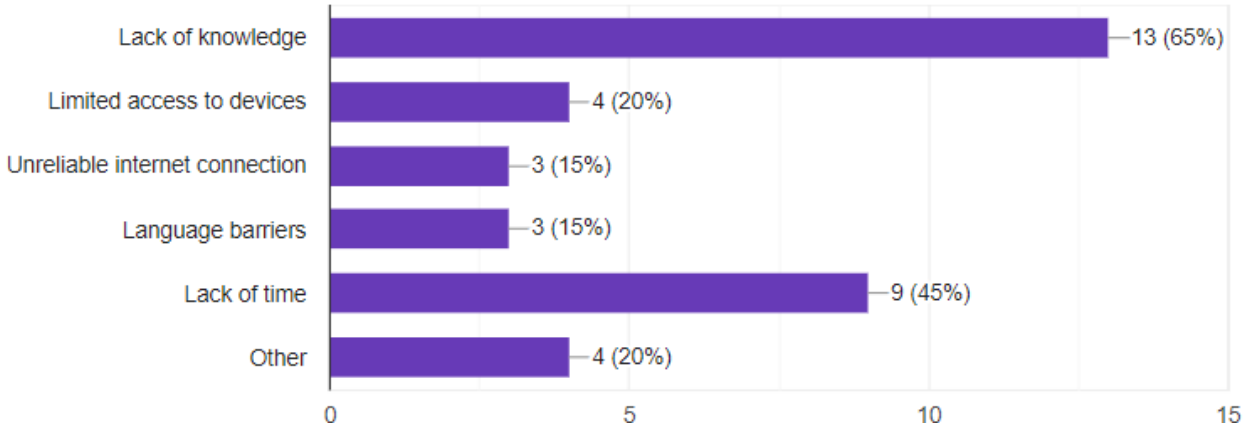
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What challenges do you face in accessing or using digital tools?

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How do you think improving your digital skills could impact your personal and professional life?

Professionally, advanced skills in data analysis, digital marketing, and content creation would enhance my ability to design effective marketing strategies and execute successful campaigns, potentially leading to career growth and new opportunities. Personally, the course will provide me with valuable international experience, new acquaintances, and the chance to enjoy meaningful connections with fellow participants, making the learning process enjoyable and enriching. Additionally, gaining insights from diverse perspectives and networking with other women in digital fields will boost my confidence and broaden my horizons. Overall, the course will equip me with the tools and knowledge needed to excel in my career and positively influence my personal growth and community involvement.

Improving digital skills can enhance productivity, open up new career opportunities, and facilitate personal tasks, leading to greater efficiency and broader professional prospects.

Improving digital skills, especially by using AI tools, can have a significant impact on both personal and professional life. By mastering these tools, we can save time and streamline tasks, making work more efficient and flexible. This allows for better time management, increased productivity, and the ability to focus on more creative and strategic aspects of projects, ultimately enhancing both personal growth and career development.

Analysis

The responses to the question about the impact of improving digital skills reveal that participants see significant benefits for both their personal and professional lives. Professionally, many believe that enhanced digital skills will open up new career opportunities, increase productivity, and make them more competitive in the job market. They anticipate that mastering digital tools will help them perform tasks more efficiently, manage projects better, and potentially lead to promotions and career growth.
Several respondents highlighted the importance of digital skills in today's technology-driven job market, noting that these competencies are crucial for career advancement in various fields, including data analysis, digital marketing, and IT. They also emphasized the value of being proficient in digital tools for improving collaboration and communication, especially in remote work environments.

On a personal level, participants expressed that improving their digital skills would boost their confidence in navigating the digital world, enabling them to manage their online presence, engage in social media more effectively, and stay connected with others. Some also mentioned that these skills would help them balance work and personal life better by improving time management and efficiency.

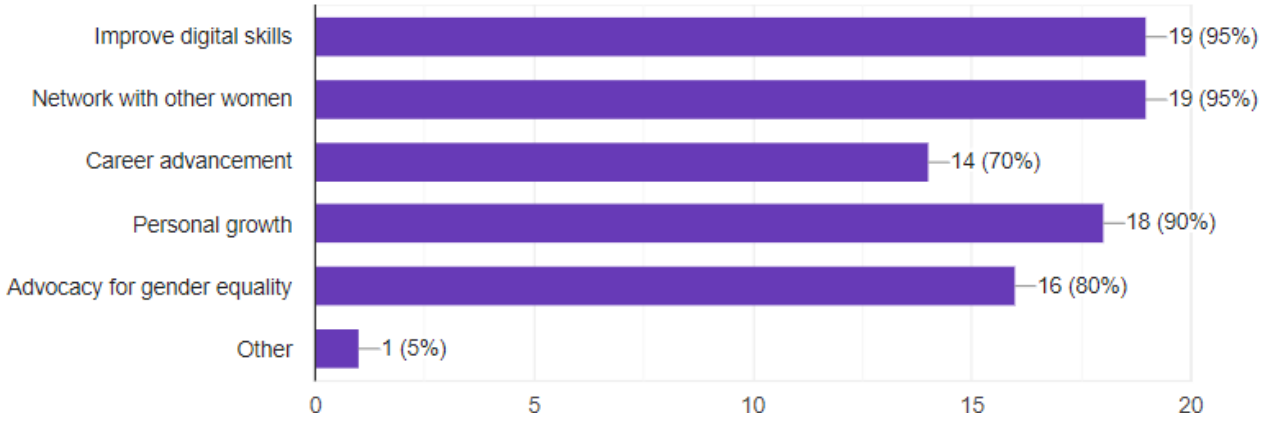
Overall, the respondents believe that strengthening their digital skills will not only enhance their job performance and open up new professional opportunities but also contribute to personal growth, self-confidence, and better management of daily life tasks.

Expectations and Goals for the Training Course

What motivated you to participate in this training course?

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What are your primary goals for participating in this training?

As a 21-year-old student and future marketer, my primary goals for participating in this training are to gain new knowledge and enhance my digital skills, which are essential for my career development. I am particularly interested in deepening my knowledge of advanced data analysis, digital marketing strategy development, and content creation with a view to applying the gained insights in my further projects. Moreover, I would like to use the knowledge acquired to write a substantial and effective graduation thesis that reflects the most current industry trends and best practices. Gaining international experience and insights will boost my confidence and provide practical skills that I can immediately apply in my current role and future career.

My goal is to implement changes in my community that will improve women's quality of life and help them consider themselves full members of society. I want to promote gender equality in my community. I want to reduce gender-based workplace discrimination by empowering women with digital skills.

My primary goal for participating in this training about empowering women through digital tools is to gain knowledge about how women fight for their equality. I believe it's a process—we are standing together, empowering one another, and becoming stronger. Through shared understanding of each other's challenges, we help one another and become more competent. This training will equip us with the digital tools and skills necessary to amplify our voices, drive positive change, and continue advancing gender equality

Analysis

The primary goals of participants for joining the training course revolve around both personal and professional growth. Many aim to enhance their digital skills, particularly in areas like data analysis, digital marketing, and cybersecurity, which are essential for career advancement. Participants are also focused on gaining new knowledge, improving their confidence, and applying these skills to their current and future roles.

Networking is another key objective, with many looking to connect with like-minded professionals, share experiences, and build a supportive community. Personal growth is equally important, with participants seeking to learn from others, challenge themselves, and contribute positively to their communities, particularly in promoting gender equality and empowering women through digital tools.

Overall, participants are motivated by the desire to enrich themselves with knowledge, advance their careers, and make a meaningful impact in their communities by applying the skills and insights gained from the training.



What specific outcomes do you hope to achieve by the end of this training course?

I would like to become more proficient in programming as I want to recall the material I have learned before and try myself in this field. I would also like to be able to find the material I need on the Internet faster and especially from reliable sources. It is often necessary to search for information on the Internet due to work.

By the end of this training course, I hope to achieve several specific outcomes. First, I aim to have a solid grasp of key digital skills that I can immediately apply in my professional life, allowing me to take on more complex projects and responsibilities. I also hope to build a strong network of like-minded women, fostering connections that can lead to future collaborations and mutual support. Additionally, I want to increase my confidence in using digital tools and platforms, enabling me to approach challenges with greater self-assurance. Lastly, I aspire to gain a clearer understanding of how I can leverage my digital skills to advocate for gender equality, both in my community and in broader societal contexts, contributing to meaningful change.

By the end of this training course, I hope to achieve a comprehensive understanding of how digital tools can be utilized to empower women and advance gender equality. I aim to acquire practical skills in leveraging these tools for advocacy and support, as well as to develop strategies for overcoming common challenges faced by women in various contexts.

By the end of the training course, I hope to achieve several key outcomes. First, I aim to develop a strong command of essential digital tools and techniques.
Second, I look forward to expanding my professional network by building meaningful connections with fellow participants and industry professionals. This network will provide valuable opportunities for future collaboration, mentorship, and career advancement. Additionally, I want to use my skills to support gender equality and mentor other women in their careers.

Better understanding of online safety practices and how to protect sensitive information.

As I mentioned, I want to acquire new skills in this field, because now you have to have digital skills everywhere. By the end of this training course I want to improve my digital skills, share it with others and get new skills from others.

Analysis

Participants in the training course have various goals, primarily centered around enhancing digital literacy, empowerment, and advocacy. Many aim to gain advanced skills in areas like programming, data analysis, digital marketing, social media management, and cybersecurity. They hope to apply these skills to improve their professional performance, take on more complex projects, and increase their career opportunities.

Additionally, participants aspire to build a strong network of peers and mentors, fostering connections for future collaboration and support. There is also a focus on using these digital skills to advocate for gender equality and empower others, particularly women, through workshops, seminars, and mentorship. Confidence-building, staying updated with the latest trends and tools, and ensuring online safety are also important outcomes participants hope to achieve.

Overall, the training is seen as an opportunity for both personal and professional growth, with a strong emphasis on leveraging digital skills for broader social impact.



How do you think this training could help you overcome the challenges you face in your professional or personal life?

This will increase knowledge and relevant digital skills in handling complex marketing projects competitively at a professional level. It will offer insight into international market trends through international digital tools and strategies, hence making one more adaptive, resourceful, and innovative. Improved communication, negotiation, and conversation English skills will, on a personal level, better equip me for interaction within an international environment. International exposure through connections made with other peers of diverse backgrounds boosts my confidence and motivation. This will, therefore, contribute to the development of a marketer and a woman by boosting my self-confidence and drive to pursue and attain set goals despite the barriers.

This training can help overcome professional and personal challenges by expanding career opportunities and improving problem-solving abilities. It can also enhance communication and organization, making daily tasks more manageable and opening doors to new projects.

As I transition to working freelance, this training will be invaluable in helping me excel in my work by equipping me with the skills to effectively use digital tools and AI. Additionally, it will provide me with strategies to advocate for my rights and navigate challenges related to gender equality, both professionally

This training could help me overcome challenges in both my professional and personal life by equipping me with essential digital skills. Professionally, gaining expertise in these areas will improve my ability to tackle complex projects and make informed decisions, enhancing my effectiveness and career prospects.

Additionally, expanding my network through the training will provide valuable connections and support, helping me navigate career challenges and explore new opportunities. Personally, the confidence gained from mastering these skills will empower me to handle digital tools more effectively and advocate for gender equality, contributing to a more balanced and fulfilling career and personal life.

Building digital skills will build confidence in using technology, reducing anxiety about new tools and digital environments.

Of course. Because I'm sure I'll do my best to acquire new skills.

This training is a great opportunity to grow both personally and professionally. First of all it will lead me through digital skills in nowadays tech-driven world. I will share the experience gained in the course and mentor other women in their journeys. I will make connection and networks which I think will be very useful in personal life as well.

Analysis

Participants believe this training will help them overcome professional and personal challenges by equipping them with essential digital skills. Professionally, they expect the training to enhance their ability to handle complex projects, improve efficiency, and stay competitive in their fields. These new skills will help them tackle technical challenges, manage tasks more effectively, and make informed decisions.

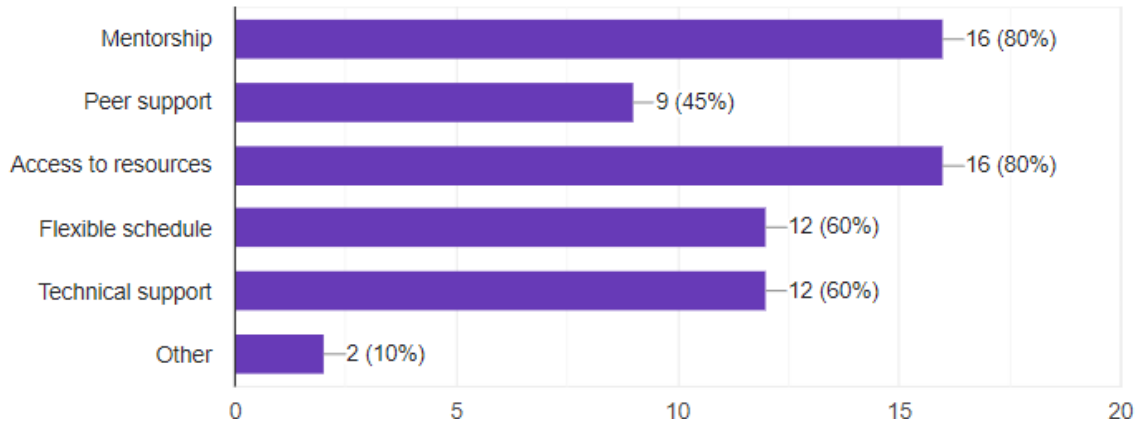
Personally, the training is seen as a confidence booster, reducing anxiety around technology and helping participants feel more capable in navigating digital tools. The networking opportunities will provide valuable support, inspiration, and potential collaborations, further aiding them in overcoming career and personal obstacles. Additionally, the training will empower participants to advocate for gender equality and navigate challenges related to this cause, contributing to a more balanced and fulfilling career and personal life.

Overall, the training is viewed as a means to build both technical proficiency and self-assurance, leading to personal and professional growth.

What kind of support would you need during the training course to achieve your goals?

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20 responses



Conclusion

The survey highlights the significant impact that enhanced digital skills can have on women in Armenia, addressing both professional and personal challenges. Participants expressed a strong desire to overcome gender stereotypes and barriers, improve their digital literacy, and gain confidence in navigating technology. This training is designed to meet these needs by providing essential skills in areas such as data analysis, digital marketing, and cybersecurity.

Participants aim to use their newly acquired knowledge to excel in their careers, tackle complex projects, and advocate for gender equality. The training will also facilitate networking with like-minded professionals, fostering supportive connections that can lead to future collaborations and mentorship opportunities.

By addressing the specific needs identified in the survey—such as the demand for advanced digital skills, increased confidence, and the ability to challenge traditional gender roles—this program will empower women to make meaningful contributions to their fields and communities. It will help bridge the gap in digital competencies, enabling participants to drive change, enhance their career prospects, and support a more inclusive and equitable environment in Armenia.

