

Gender Imbalance in Digital Technology (Role Models in Tech)

Project overview

This SDS-sponsored project is a partnership led by University of Stirling, with Edinburgh Napier University, and Ada Scotland Festival. The project builds on Skills Development Scotland's (SDS) ongoing work to understand the causes of the current gender imbalance in digital technology roles in Scotland and to identify what works to address this imbalance. Specifically, this short study investigates initiatives based in tertiary education which aim to encourage more girls and women to study computing/ IT/ digital technology subjects. The focus is initiatives (including events and marketing) which use *role models* in some way. The aim is to identify what works in these initiatives (according to their context), primarily by creating and analysing a database of initiatives in Scotland. A student survey will provide additional data about what works. The aim is to identify good practice and to propose success factors in effective examples. The outputs will be published on the Ada Scotland Festival and shared widely across relevant networks.

There is more information about the project here: <https://ada.scot/role-models/>

Privacy notice

Skills Development Scotland (SDS) are the Data Controllers for this project.

The project collects a minimum of personal data. This privacy notice describes why we collect that data and how we process and store it.

[The legal basis is to carry out our research, which is part of the role of the organisations involved and in the public interest.](#)

This survey is our “edit-a-thon” to populate our database of initiatives

We are asking people involve in initiatives to encourage female participation in tech, which used role models in some way, to describe these by completing our template. We are collecting this data, to a look for factors which seem to influence success. Some contact data is gathered to facilitate this process. Anonymised data will be published as part of the output of the project and made available via the Ada Scotland Festival website. The template details which information will be published and which will be used for research only. The data from this survey is [held securely by JISC](#) and will also be stored in an Ada Scotland database. Data will be available to the project team, including researchers from Ada Scotland, University of Stirling, Edinburgh Napier University, and SDS. Some data about the initiatives (labelled “public” on the form) will be published on the [Ada Scotland website](#).

Case studies

We may create more detailed case studies based on the initiatives entered into the database. We will seek further consent about information gathered in this phase.

Workshops

We gather enough contact information to host workshops and focus groups associated with the project. This information is held by University of Stirling and available only to the project team. Information derived from workshops and focus groups, not including personal information, will be used in this study and may also be published in reports, papers and articles. Only anonymised information will be published or shared externally in any way. Recordings of workshops are not held beyond the end of the project.

How long do we keep it for?

We may hold onto personal data, such as email addresses for up to 10 years.

Your rights

You can request access to the information we process about you, or ask us to correct or remove your personal information, at any time.

Or, for any questions about this research and the data processing involved, contact Professor Carron Shankland: carron.shankland@stir.ac.uk