

Discontinuous Use Barrier

Digital Personas

Decodis' Final Analysis and Insights Deck for:

- Urban Kenya
- Rural Kenya
- Lagos
- Urban Northern Nigeria
- Rural Northern Nigeria
- Urban Senegal
- Rural Senegal

Plus Annexes for country level segmentations



Not actual participant

What do we mean by “discontinuous use”?

While exploring barriers to women’s use of digital services, we stumbled upon a new insight: for a myriad of reasons women do not have immediate and continuous access to their phones. We call these “discontinuities.”

Discontinuities ranges broadly from physical to the financial to the behavioral.

Varying proportions of women need to leave their phones at a charging station, which means that they are left without their phones for hours each week. **These discontinuities are significant in Northern Nigeria.**

Women need to manage the purchase and use of their data bundles to make data last, needing to wait for income until they can buy again (see Affordability deck). **This is particularly true in urban Kenya and rural Senegal.**

Women do not always have access to their phones. Most women share phones in some way, and not all are able to claim them back (see Gender Norms deck). **In fact, women sometimes, even passionately so, feel it is appropriate for their husbands to take their phones when they need them.**

On the psychological side, women who face harassment or disturbing content online, *self-restrict* their engagement to keep themselves safe. This behavior can extend to abandoning an application she sees as unsafe. Although women can say they know how to keep themselves save digitally, they do not express confidence in doing so and so are prone to discontinuities through periodic withdrawal. **This is particularly true in rural areas of Kenya and Northern Nigeria.**

These various types of discontinuities is a less recognized barrier to unencumbered digital use in women’s lives as they result in a “stop-and-start” reality where women face a challenge to learn as well as to use digital services that require sustained access to be useful.

Key insights

(1/3)

In rural Senegal and Northern Nigeria, nearly half of women charge their phones outside the house.

Being reliant on outside charging stations are not necessarily a challenge of cost – women across all 5 locations reported charging costs between \$0.10 – \$0.15 per week.

However, charging outside the home disrupts use for those who do so. Women can spend between 13 – 20 hours per week away from their phone while it's charging. We consider this a disruption – or discontinuity – in digital availability and use.

The locations where this discontinuity is most pronounced is Northern Nigeria where 32% in urban areas and 50% in rural areas charge their phones outside their homes. They spend an average 20 hours per week without their phone.

In Kenya, there is roughly one-third of women who charge their phones outside the home. On average, they spend 19 hours a week in rural areas and 13 in urban areas without their phones.

In rural Senegal, 42% of women charge outside their home. However, they spend less time without their phone than Northern Nigeria.

BOTTOM LINE: Women in Northern Nigeria have significant time without their phones per week, creating significant discontinuities.

Key insights

(2/3)

In our pilot studies in Nigeria and Kenya in preparation for this study, we found that women often spoke about their stress and anxiety resulting from seeing disturbing or inappropriate content. The extent of this stress would make them delete certain apps where this would happen.

We included a skit with the larger sample in this study for this scenario in Kenya and Nigeria.¹

After listening to a (context-relevant) skit about a woman hearing or seeing something disturbing on her phone, only 10% to 19% said it would not affect them.

Between 78%-89% said they take action against the sender of the offensive material such as blocking or having an offender removed from WhatsApp groups or educate potential victims about the issue.

However, these women also mentioned that doubt that these actions would make a difference. If not, they would **withdraw** from digital. Between 49% - 53% Kenya said **self-restricting** from digital use would be their ultimate decision. In Nigeria, between 60% and 70% of women said they would self-restrict.

BOTTOM LINE: A substantial proportion of women across all areas of Kenya and Nigeria said they would withdraw from digital use, especially social media, after seeing violent or offensive content. Women would try to take action, but if they felt those did not would withdraw, or self-restrict, for a period of time.

This creates substantial discontinuities across all areas of Kenya and Nigeria.

¹ After hearing results of Quicksand's field work in Senegal, we decided this skit would not be very relevant.

Key insights

(3/3)

In Kenya and Nigeria, we directly asked about women's strategies to protect themselves online.

We used a skit about a woman being harassed online and a question about what respondent would suggest she do to keep herself safe.

In all regions across Kenya and Nigeria, half the women suggested using digital means (password and blocking) while also mentioning using non-digital strategies (going to law enforcement) as a back-up plan.

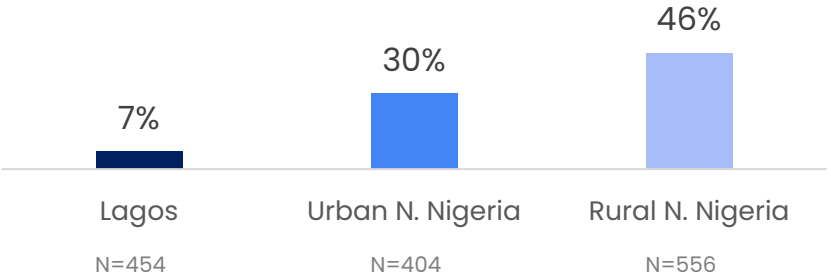
However, our acoustic analysis showed that, in both countries, that rural women who described only digital strategies were less confident than rural women who suggested only non-digital strategies.

This suggests that women may recommend using digital strategies to protect oneself online, but they are not always confident in doing so. In rural Northern Nigeria and rural Kenya, these differences are statistically significant at the 5% level.

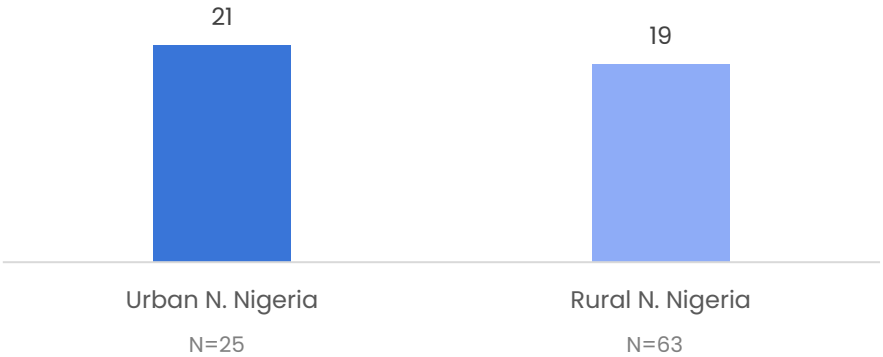
BOTTOM LINE: These results suggest that rural women in Kenya and Northern Nigeria feel less confident about protecting themselves online and therefore **prone to self-restriction as a strategy.**

Insights – Nigeria: Phone charging

Nigeria: % that charge in charging stations



Nigeria: Avg hours per week phone is on charge in charging stations



Charging phones creates significant discontinuities for women in Northern Nigeria.

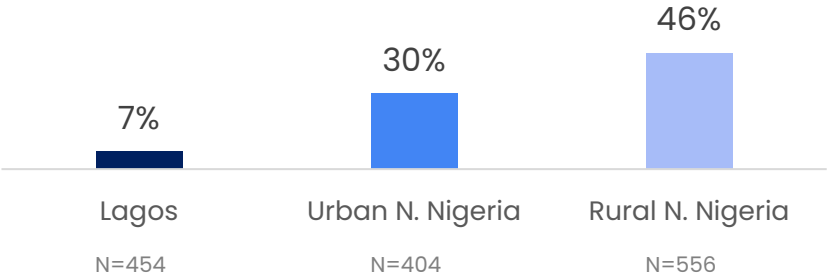
In Nigeria, while Lagos has few women who charge outside the home, there are substantial proportions in Northern Nigeria, especially in rural Northern Nigeria.

In both urban and rural Northern Nigeria, women experience 19 – 21 hours a week of being without their phones, similar to rural Kenya.

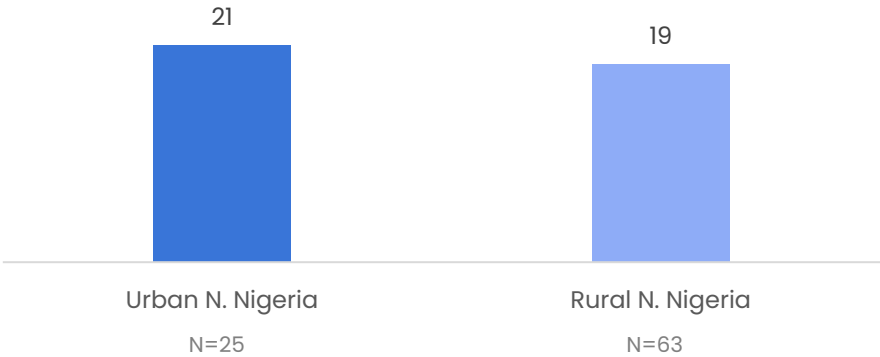
There is one more point of interest about Northern Nigeria: In Northern Nigeria, 50% of women have someone else take their phone to be charged. In Lagos and Kenya, women take it themselves.

Sample Ns – Nigeria: Phone charging

Nigeria: % that charge in charging stations



Nigeria: Avg hours per week phone is on charge in charging stations



Survey questions asked:

QA77 Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café, press 3 if you charge somewhere else.

	Total sample	# of people who were asked QA77	# of people who answered
Lagos	454	454	454
Urban NN	404	404	404
Rural NN	556	556	556

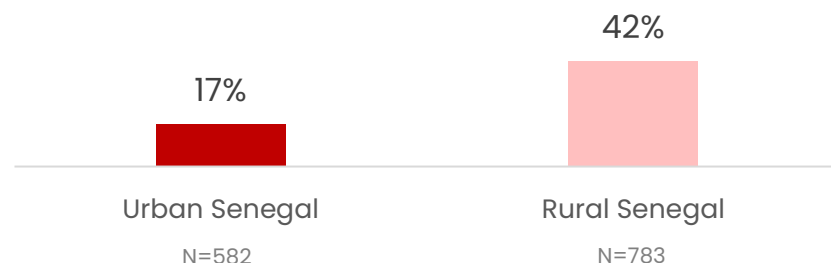
QA82. How many times in a week do you have to take your phone to charge?

QA83. Can you tell approximately how long you're left without your phone when it's at the charging station?

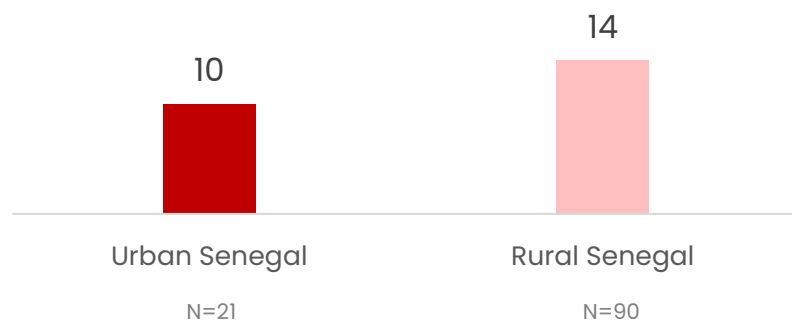
	Total sample	# of people who were asked QA77	# of people who were asked QA82 & QA83 (those who pressed 2 on QA77)	# of responses given to question QA82 AND QB83	# of categorized responses with # of hours that phone was charging
Urban NN	404	404	120	44	25
Rural NN	556	556	257	95	63

Insights – Senegal: Phone charging

Senegal: % that charge in charging stations



Senegal: Avg hours per week phone is on charge in charging stations



Women's phone charging patterns are less of a barrier in both urban and rural areas of Senegal, respectively, than the urban and rural areas of Kenya and Nigeria.

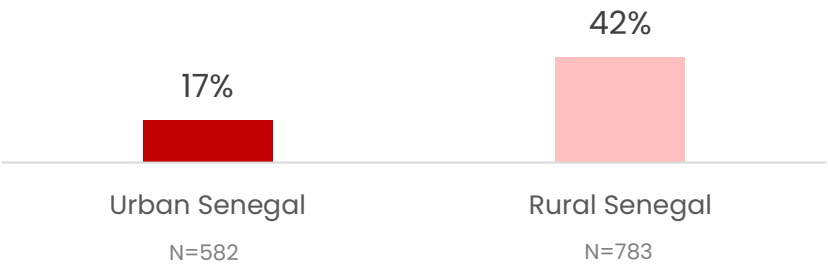
Charging phone phones outside the home is a relatively low barrier for women in urban Senegal, similar to women in Lagos. However, for women in the rural areas, charging outside the home closer to the share in Northern Nigeria.

However, women in Senegal charge their phones fewer times per week – 3 in Senegal vs 4 in Northern Nigeria – plus the amount of time that phones are on charge is lower.

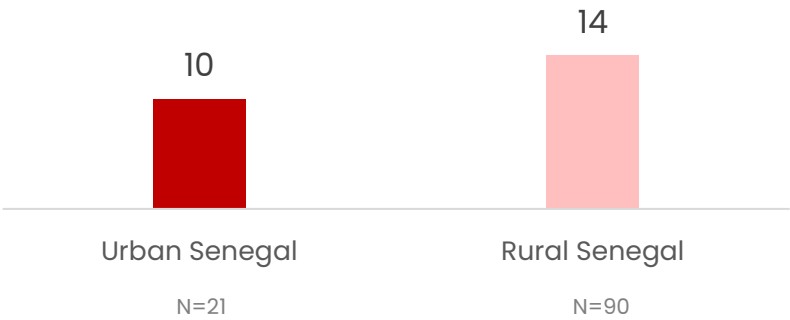
That means, women in rural Senegal experience less discontinuities than in Northern Nigeria, but more than in Kenya, see slides below.

Sample Ns – Senegal: Phone charging

Senegal: % that charge in charging stations



Senegal: Avg hours per week phone is on charge in charging stations



Survey questions asked:

QA36 Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café.

	Total sample	# of people who were asked QA36	# of people who answered QA36	# of people categorized
Urban Senegal	582	582	582	582
Rural Senegal	783	783	783	783

QB21. Can you tell approximately how long you're left without your phone when it's at the charging station?

	Total sample	# of people who were asked QA36	# of people who said they charge outside the home (pressed 2 in QA36)	#of people who charge outside the home and gave catagoried responses about how long they are left without their phone (QB21)
Urban Senegal	582	582	101	21
Rural Senegal	783	783	330	90

Insights – Kenya: Phone charging

Kenya: % that charge in charging stations



Kenya: Avg hours per week phone is on charge outside the home



Women's phone charging patterns create less discontinuities as long as they do not charge outside the home.

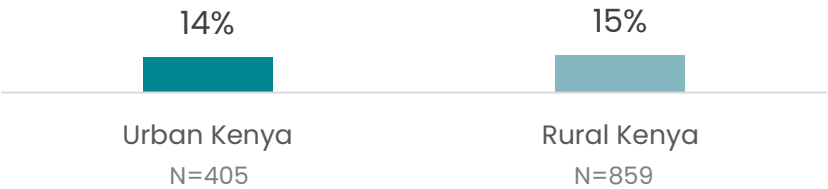
In both urban and rural Kenya, only a small percent of women charge their phones outside the home. However, for those that do, they experience a high degree of discontinuities.

Those who charge their phones outside the home do so an average of four times per week. The difference is that, in rural areas, because there are fewer charging stations, so women's phones are queued up to be put on charge. Therefore, they spend a longer time – up to 19 hours per week – to get access to their phones again.

In urban areas, where there are more charging stations, women are without their phones less time – 13 hours – to get their phones back.

Sample Ns – Kenya: Phone charging

Kenya: % that charge in charging stations



Kenya: Avg hours per week phone is on charge in charging stations



Survey questions asked:

QA77 Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café, press 3 if you charge somewhere else.

	Total sample	# of people who were asked QA77	# of people who answered
Urban Kenya	405	405	405
Rural Kenya	859	859	859

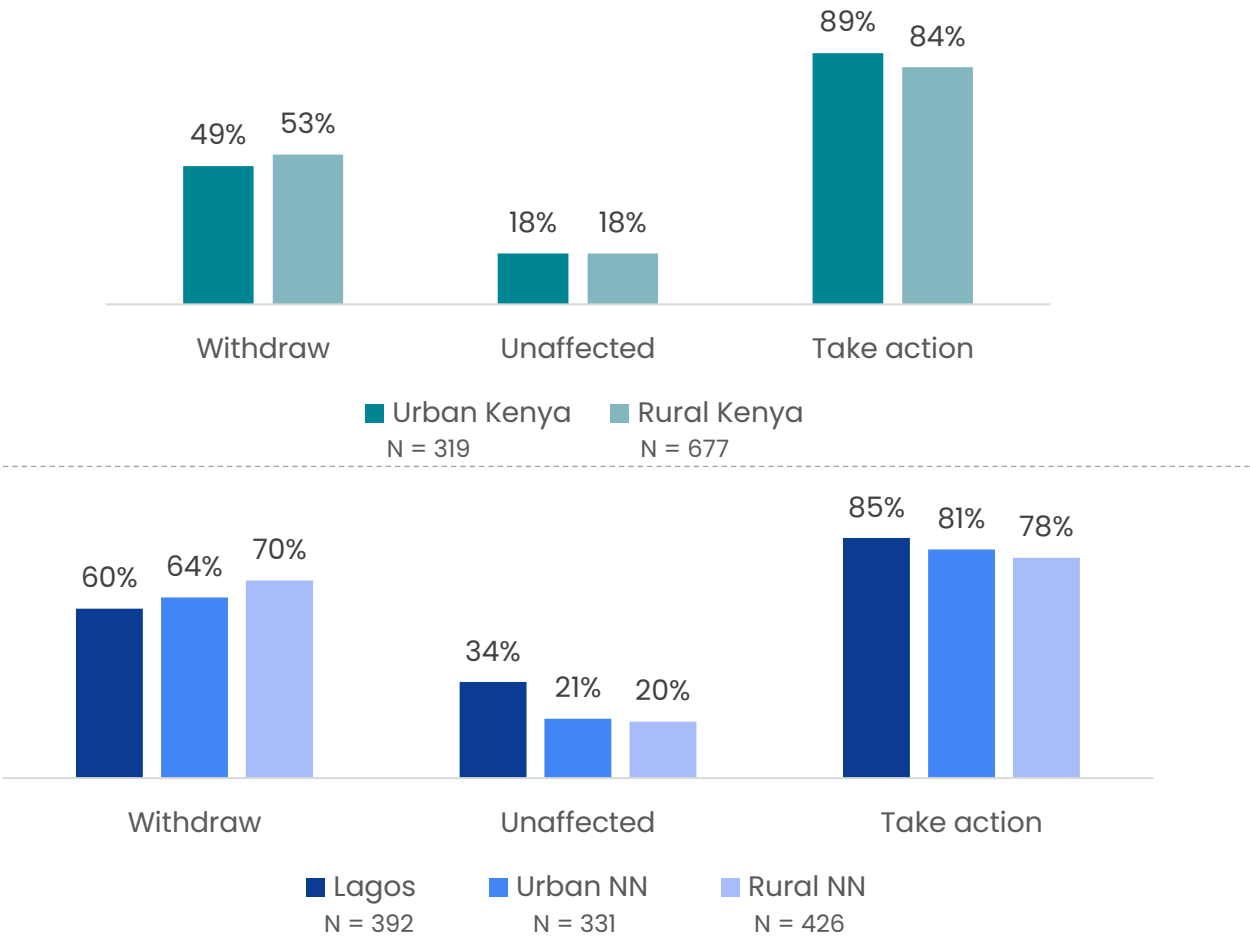
QA82. How many times in a week do you have to take your phone to charge?

QA83. Can you tell approximately how long you're left without your phone when it's at the charging station?

	Total sample	# of people who were asked QA77	# of people who were asked QA82 & QA83 (those who pressed 2 on QA77)	# of responses given to either question QA82 AND QA83	# of categorized responses for both questions
Urban Kenya	405	405	55	54	31
Rural Kenya	859	859	127	109	80

Insights: How women react to disturbing content online

% of women who say they would have each response, multiple mentions



Note: We decided not to pursue this topic in Senegal as it did not come up during Quicksand’s field work.

Seeing disturbing context online causes substantial women to withdraw from engaging in specific digital applications, specifically social media.

In the Digital Personas Pilot study, women spoke consistently about how disturbed they were about violent or offensive content they saw online. Many said it caused them to stop accessing digital apps, mostly WhatsApp, Social Media or Social Videos, in part or in full.

With the larger sample in this study, we wanted to see how many women said they would withdraw from using those apps across the larger sample.

The charts on the left show that a substantial percent of women across Nigeria and Kenya said they would withdraw from digital uses in different ways (see definitions below), with the largest percentage in rural Northern Nigeria.

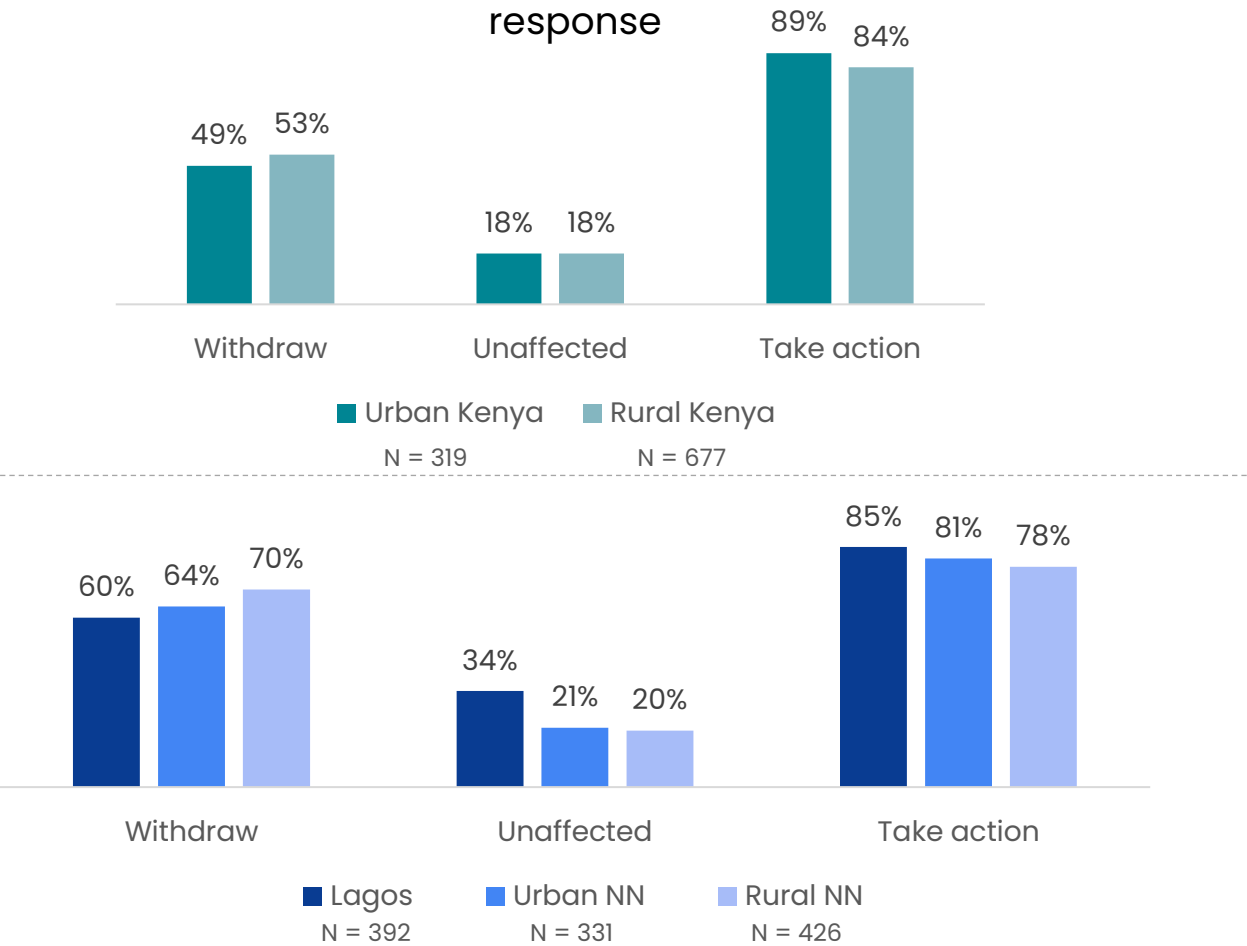
Roughly 50% said they would take some sort of action (see definitions below). However, they also said that if they still saw disturbing content, they would withdraw. A smaller percentage said that they would ignore disturbing content.

Categories

- Withdraw** – Women who express reactions that entail a disengagement or moving away from digital. This includes deleting accounts, leaving groups, or other restricting behaviors
- Unaffected** – Women who expressly state that seeing bad content does not (or would not) affect them
- Take action** – Women who express specific actions to mitigate threat exposure (e.g. using more caution online), to moderate potential threats (e.g. blocking suspicious contacts), to recourse against harmful sources (e.g. reporting offending accounts), or to educate potential victims – themselves included (e.g. learning safe digital practices).

Sample: How women react to disturbing content online

Out of those in region, % who say they have each response



Survey questions asked

These data are drawn from responses of women who mention behaviors in reaction to seeing or experiencing bad content online. A broad range of responses have been grouped into three classes: *withdraw* (responses characterized by a disengagement with digital), *unaffected* (responses indicating that the respondent is not affected by bad content), and *take action* (responses indicating action to be taken that mitigates, avoids, punishes, or otherwise proactively deals with bad content and bad actors).

Categorization of what they did are not only multiple mention (women may express more than one person in a given response), but also picked up across multiple relevant questions.

QC35 What would you do If you were In her situation? (Open-ended response)
Or

QC36 What do you think she can do to protect herself from seeing bad content? (Open-ended response)

Or

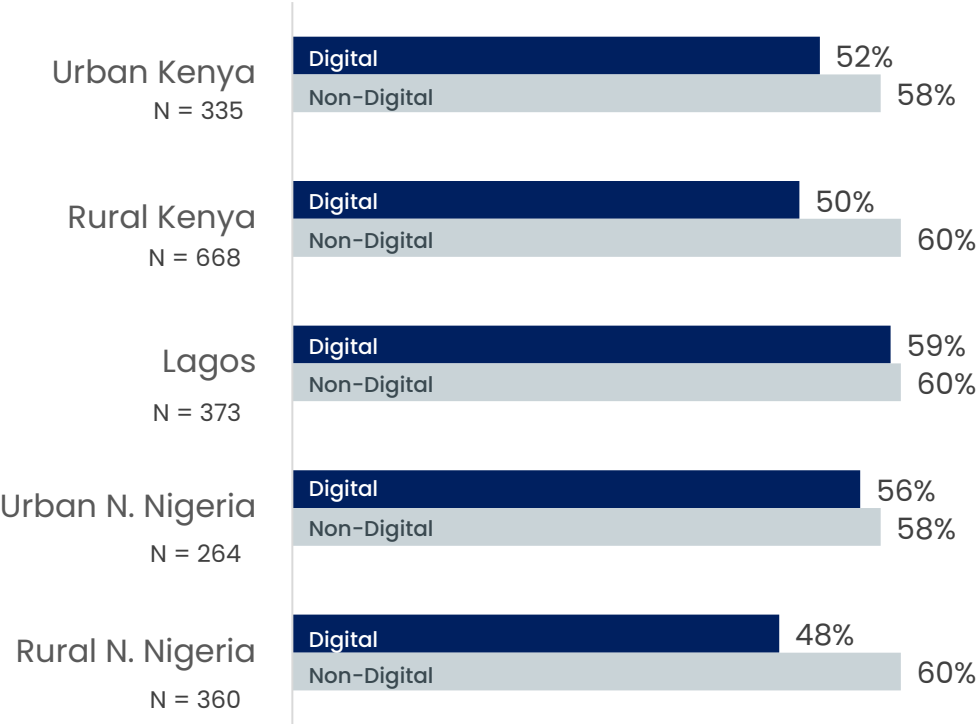
QC37 Tell me If seeing bad content would affect what you do online? (Open-ended response)

	Total sample	# of people who were asked any one of these questions	# of people who responded to any of these questions	# of people with categorized responses to any of these questions
Urban Kenya	405	405	388	319
Rural Kenya	859	859	817	677
Lagos	454	454	418	392
Urban NN	404	404	350	331
Rural NN	556	556	463	426

Note: We decided not to pursue this topic in Senegal as it did not come up during Quicksand’s field work.

Insights – Kenya and Nigeria: Strategies women suggest to handle harassment online

Women who would respond to harassment online with digital and non-digital strategies
(% of women in each region, can mention both)



Note: This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond. See Sample Ns for more details.

About half of women in Kenya and Nigeria say they would seek digital solutions to online harassment

Roughly 50% of women in every location mention using a digital strategy such as putting on passwords or blocking the perpetrator, while the other half say they would use a non-digital strategy such as reporting to law enforcement or staying physically away from the perpetrator.

However, we noticed that some of the women who talk about using digital solutions sounded as if they are **repeating what they have been told to do**.

This led us to question: Do women who say they would use a digital method mean that they would feel resilient or confident in doing so? We use acoustic analysis to investigate, starting on slide 15.

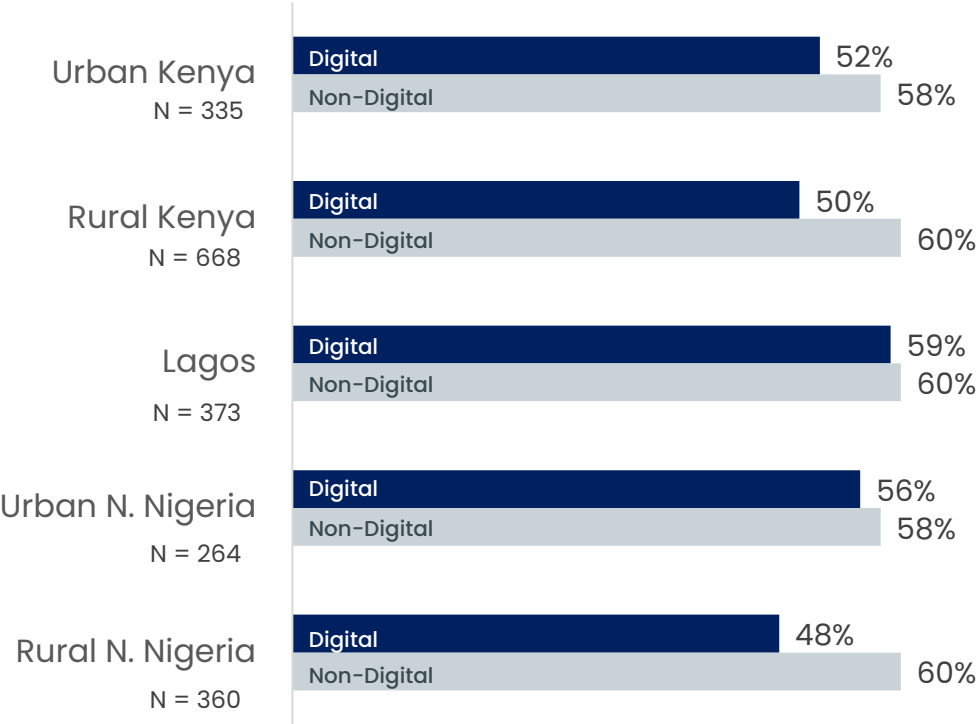
Survey questions asked

- ([Following skit](#) about woman being harassed online) Tell me what you think the woman in the skit can do to protect herself from being bullied on social media or on her phone? (Open-ended, asked to all.)

Note: As seen above, in Senegal, we used a different skit after hearing from Quicksand that *women were more concerned about someone seeing what is on their phones and being censored* than being harassed online.

Sample Ns – Kenya and Nigeria: Strategies women suggest to handle harassment online

Women who would respond to harassment online with digital vs non-digital strategies
(% of women in each region, can mention both)



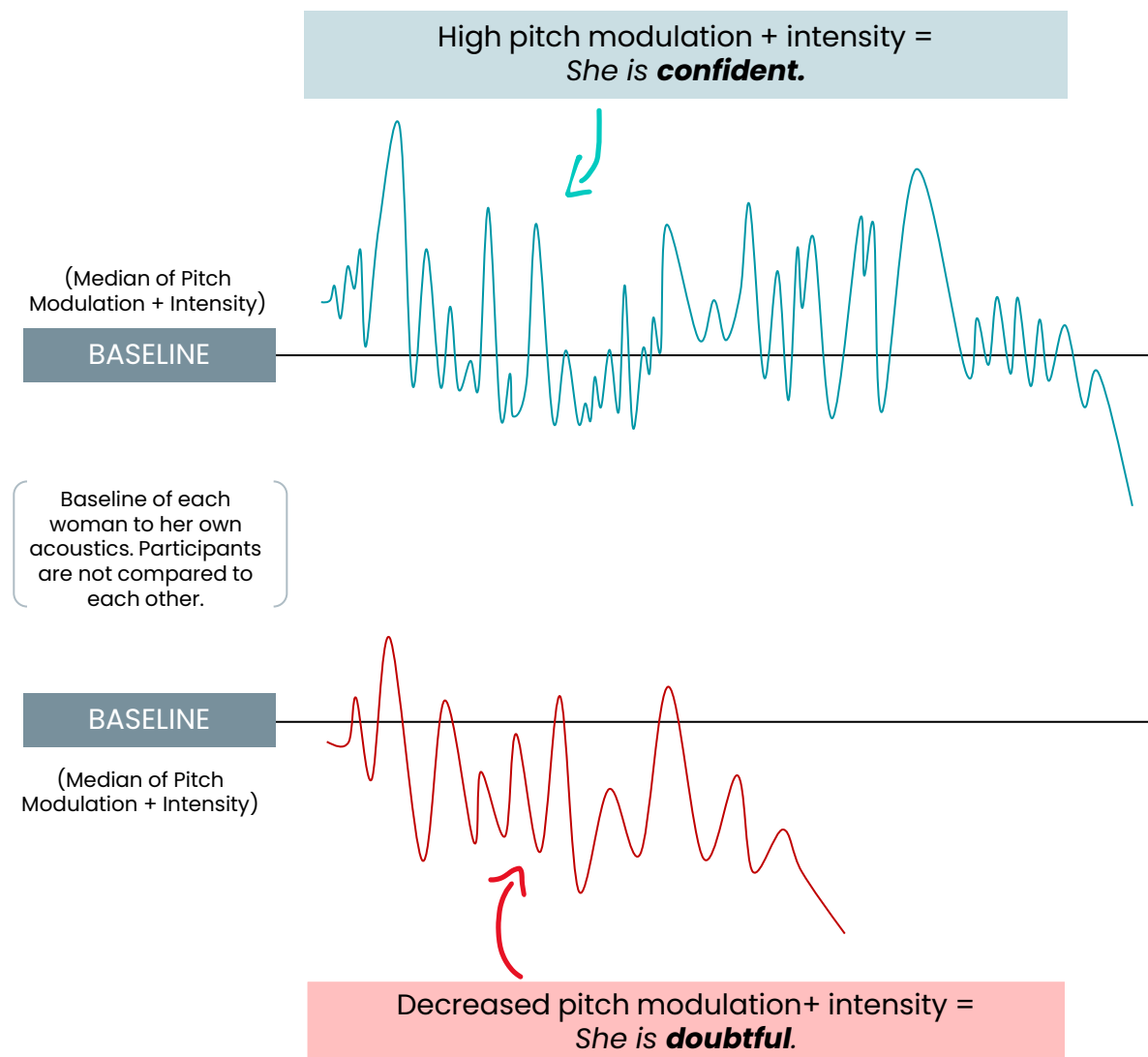
Note: This percentage is taken out of responses which were categorized. Some responses did not fall into a category, and some participants did not respond.

Survey questions asked

- ([Following skit](#) about woman being harassed online) *Tell me what you think the woman in the skit can do to protect herself from being bullied on social media or on her phone? (Open-ended, asked to all)*

	Total sample	# of people who were asked	# of people who answered	# of people whose responses were categorized
Urban Kenya	405	405	351	335
Rural Kenya	859	859	719	668
Lagos	454	454	387	373
Urban NN	404	404	269	264
Rural NN	556	556	369	360

Methodology: Describing how we use acoustic analysis



These graphic representations are not from actual responses but are illustrative.

A brief explanation of acoustic analysis

We use an acoustic methodology, i.e. extracting a range of speech signals from women's voices, to dimension not just what they say but *how* they say it and with what emotion.

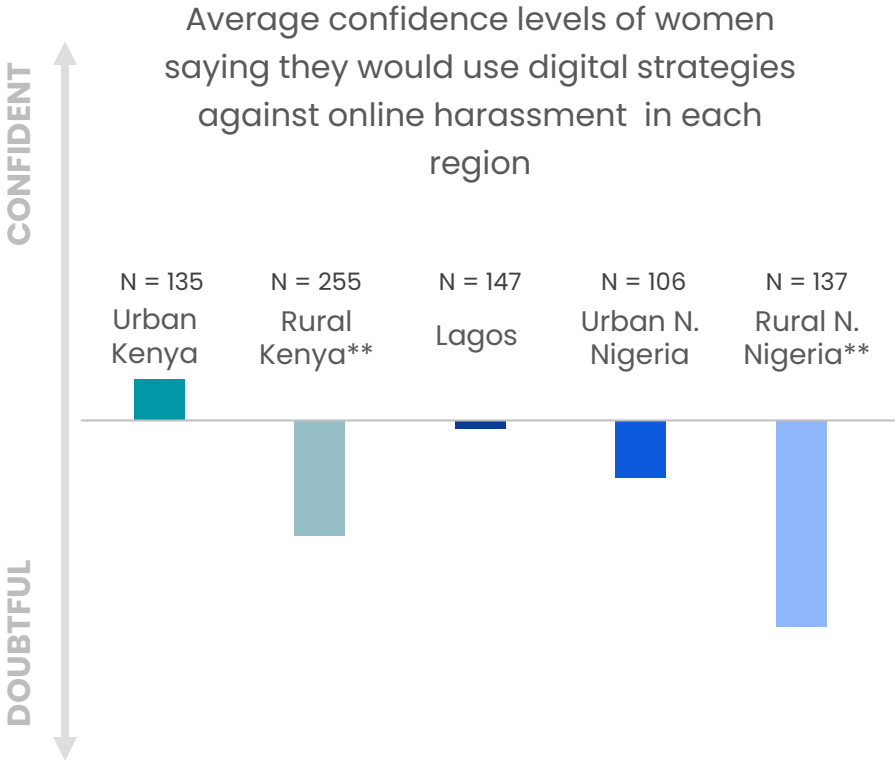
Each acoustic measure we use is a composite of speech signals based on the question and context of responses. In the case of both examples of acoustic analysis in this deck, we rely on a composite measure of pitch modulation (how much a woman's voice goes up and down over her responses) and intensity (how loud a woman speaks).*

Note that women's acoustic measures are baselined to their own voice in other questions, not to each other. This allows us to use acoustic analysis despite women speaking languages or dialect.

The illustrative charts to the left show the composite measure reflecting the degree to which women are speaking with confidence (above the median) vs doubt, i.e. below the median of her other responses.

This measure of confident/doubt is intuitive when considering the current situation. When a woman is confident, she'll speak at length and with more volume. When a woman is doubtful, she speak for a shorter length of time and more quietly.

Insights – Kenya and Nigeria: Doubtful about using digital strategies



**Statistically significant at the 5% level.

Women may say they use digital strategies, but they are not saying so with confidence.

The chart to the left compares the acoustic measure as applied to women who said they would ONLY use digital strategies.

These data show that, across the board, women in all areas except for urban Kenya and Lagos are very doubtful when talking about using digital strategies to protect themselves online. In rural areas of both countries, women are more confident when talking about non-digital strategies than digital ones at a statistically significant level (see below).

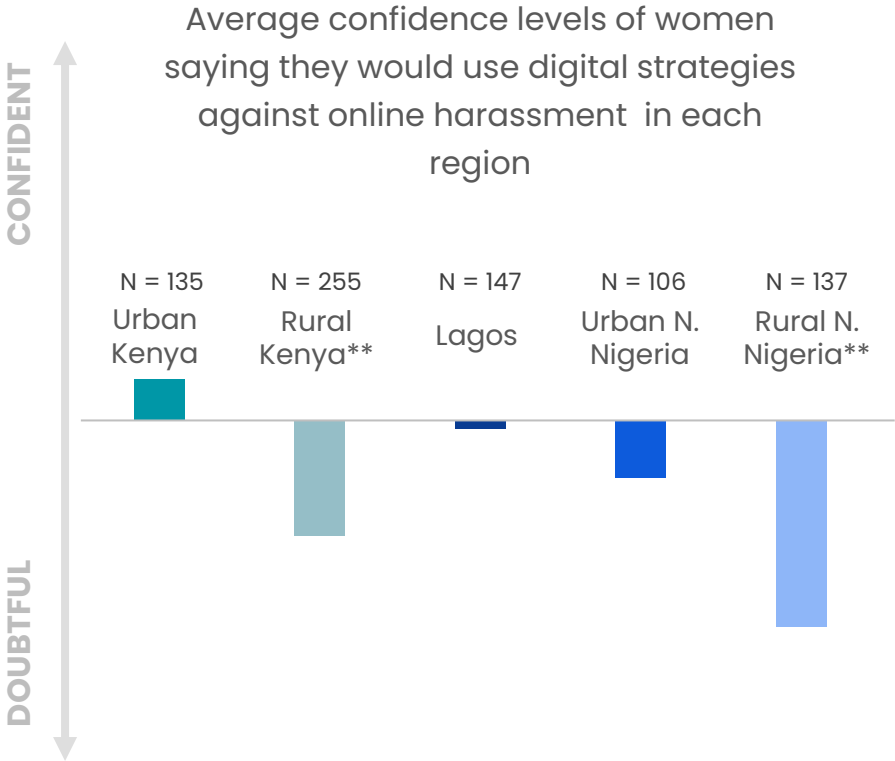
This carries a different message to a different binary yes/no response about using a password [shown in annex](#). We asked women about whether they used passwords (see annex) and find that close to 70% in all areas, except for rural N. Nigeria, say they do.

This tells us that only asking whether women use a password or not does not reflect her knowledge, ability or confidence to protect herself online.

Statistical significance test

In addition to calculating the confidence levels for women saying they would *only* use a digital strategy, we calculated the same for those who said they would *only* use non-digital strategies. Statistical significance of difference was determined using a two-tailed t-test between median pitch measures of women expressing digital versus non-digital strategies in each location.

Sample Ns – Kenya and Nigeria: Doubtful about using digital strategies



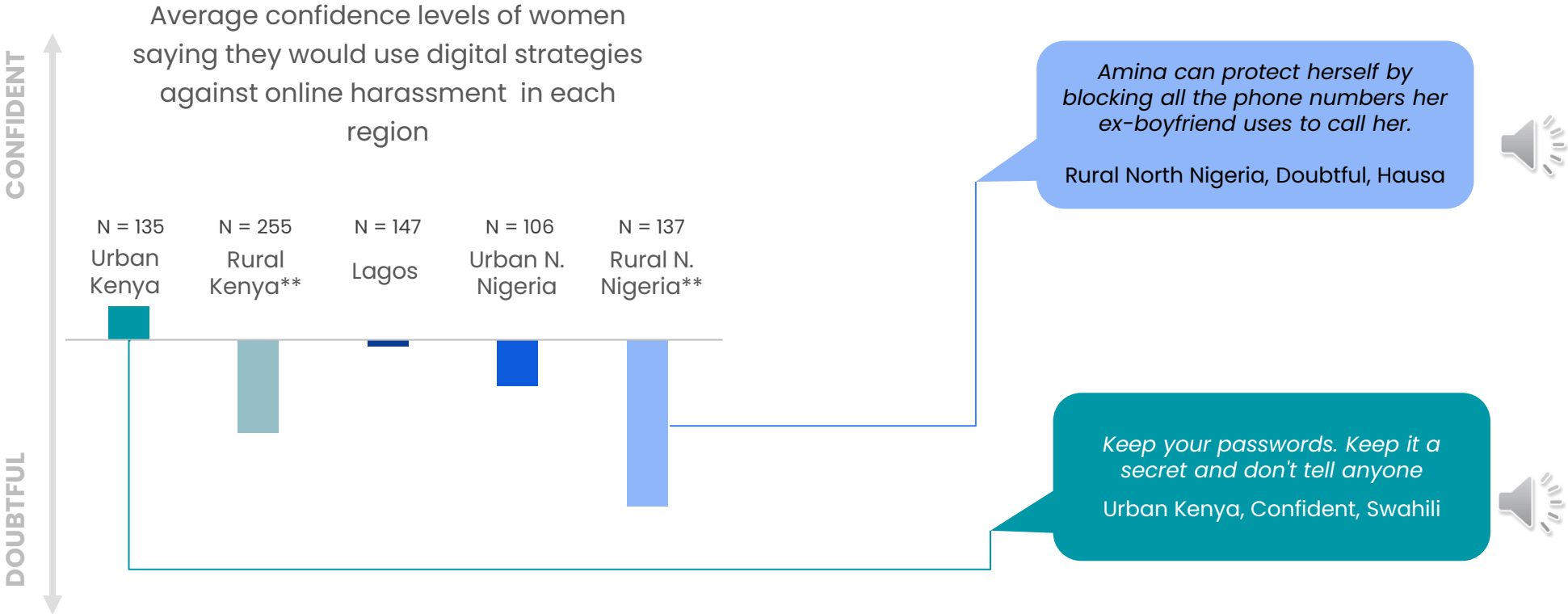
**Statistically significant at the 5% level.

Survey questions asked

- ([Following skit](#) about woman being harassed online) *Tell me what you think the woman in the skit can do to protect herself from being bullied on social media or on her phone? (Open-ended, asked to all)*
- Note that in order to more accurately understand how women feel about digital strategies, we only ran voice analysis on women who only mentioned digital strategies. If they said they would use both, we did not include them in this analysis.

	Total sample	# of people who were asked	# of respondents who answered	# of respondents who would use ONLY digital strategies
Urban Kenya	405	405	351	135
Rural Kenya	859	859	719	255
Lagos	454	454	387	147
Urban NN	404	404	269	106
Rural NN	556	556	369	137

Quotes and audios – Kenya and Nigeria: Doubtful about using digital strategies



**Statistically significant at the 5% level.

ANNEX 1

Discontinuous Use: Charging Phones

Charge outside home by

- Age
- Marital status
- Household size
- Poverty Level

as measured by Poverty Probability Index (PPI)¹

Times charging outside home per week by

- Household size
- Poverty Line

Who takes the phone to be charged by

- Location

Hours without phone due to charging per week by

- Age
- Marital status
- Household size
- Poverty Line

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

Explaining the PPI

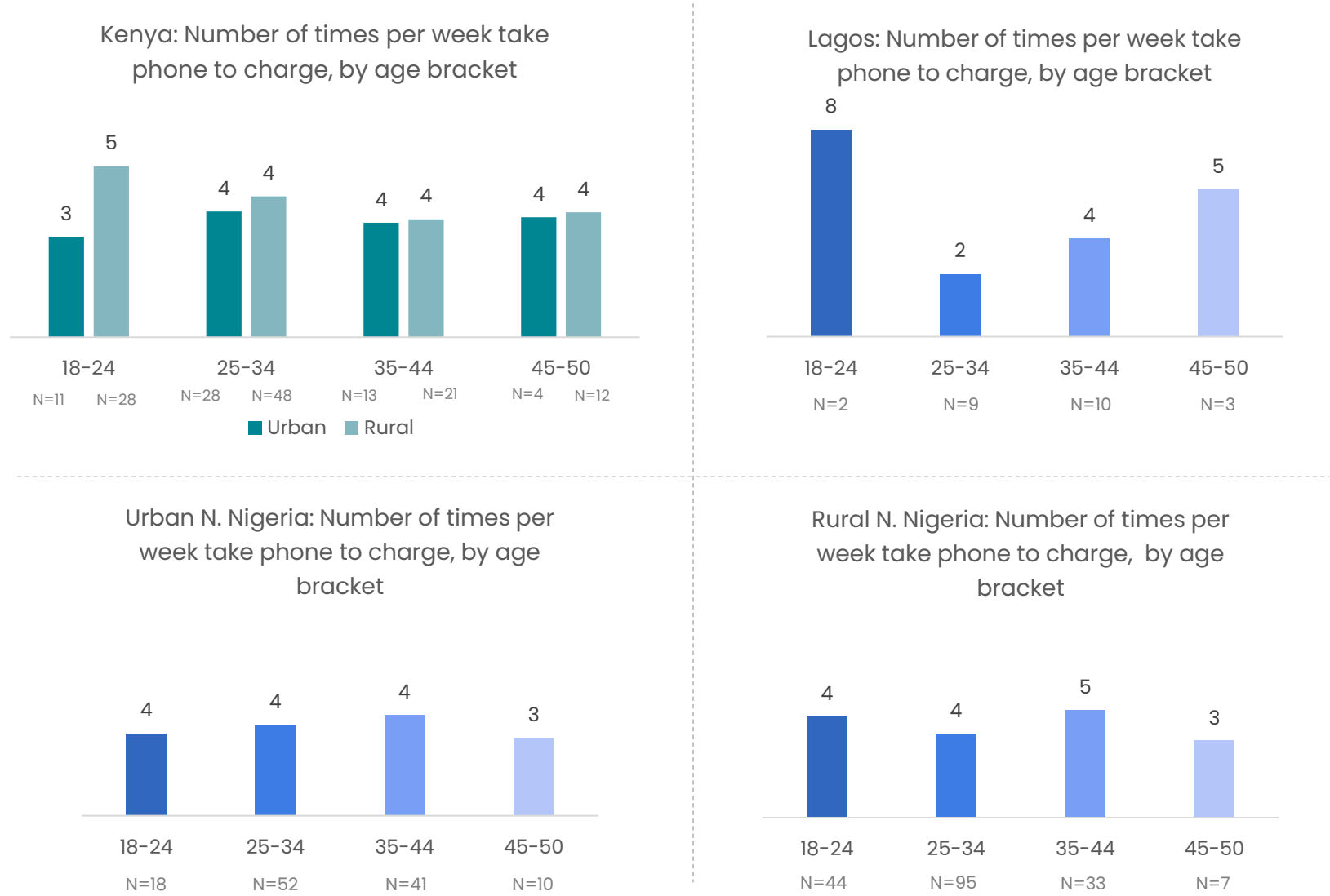
The PPI is a poverty measurement developed over decades by NGOs that wanted to know whether the people they were serving were above or below the national poverty line. The PPI is a metric based on 10 questions, which are then used to provide the likelihood that the household is living above or below the national poverty lines.

PPI data was collected at recruitment of each woman in the sample.

The PPI is calculated and managed by Innovations for Poverty Action (IPA).

More information is here: www.povertyindex.org/

Charge outside the home – Times per week, by age bracket



Survey question asked:

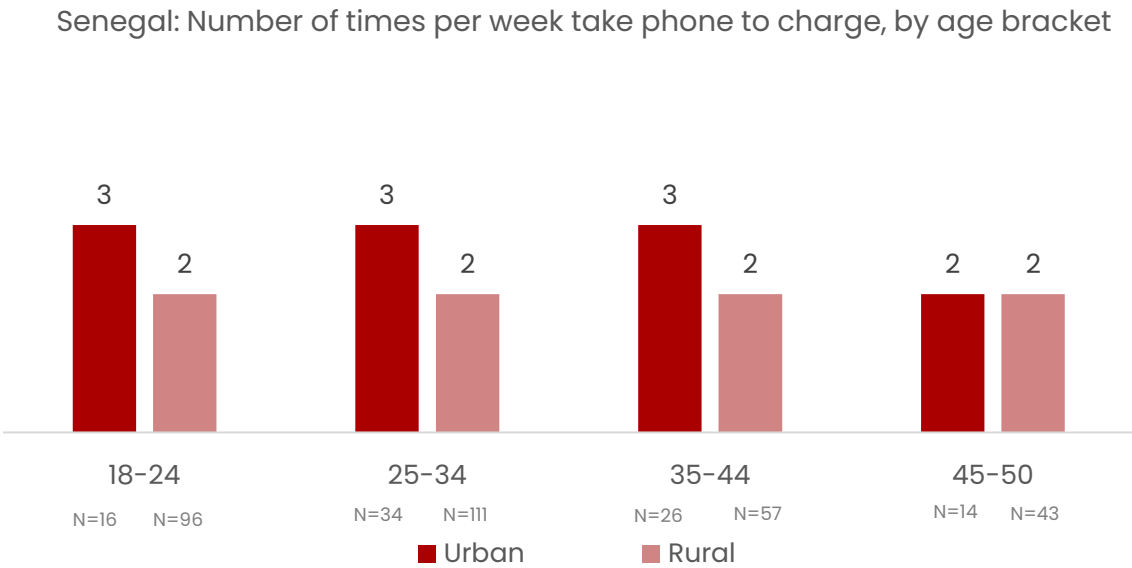
Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

Of those who do not charge at home:
How many times in a week do you have to take your phone to charge?

Can you tell approximately how long you're left without your phone when it's at the charging station?

Note that these charts are only for those who charge outside the home.

Senegal: Charge outside the home – Times per week, by age bracket



Survey question asked:

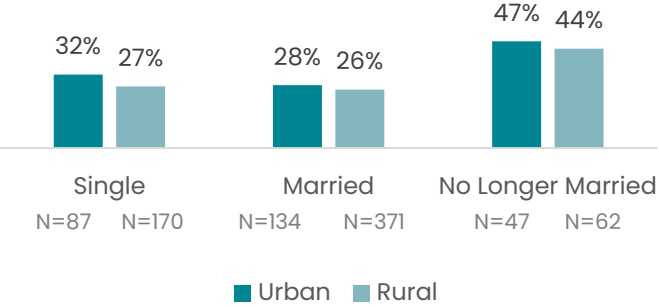
Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

*Of those who do not charge at home:
How many times in a week do you have to take your phone to charge?
Can you tell approximately how long you're left without your phone when it's at the charging station?*

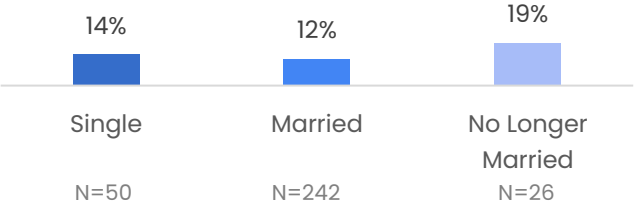
Note that these charts are only for those who charge outside the home.

Charge outside the home, by marital status

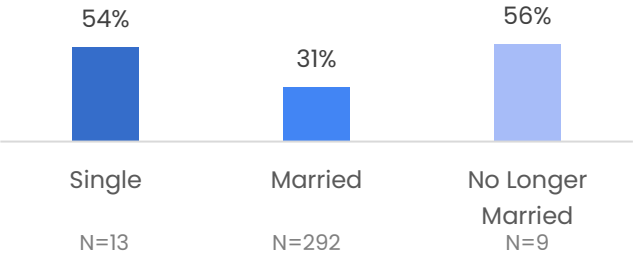
Kenya: % that charge outside the home, by marital status



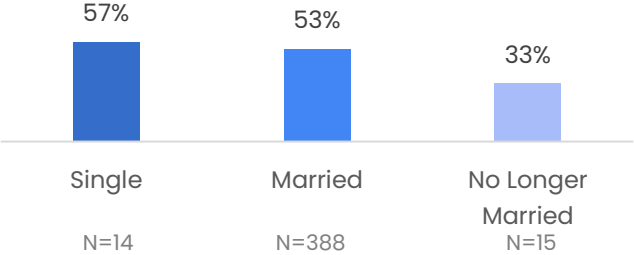
Lagos: % who charge outside the home, by marital status



Urban N. Nigeria: % who charge outside the home, by marital status



Rural N. Nigeria: % who charge outside the home, by marital status



Survey question asked:

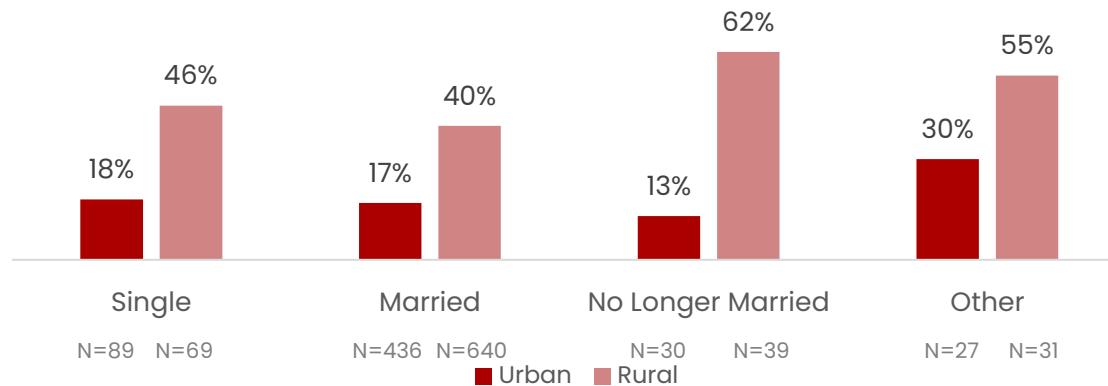
Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

Of those who do not charge at home:
How many times in a week do you have to take your phone to charge?

Can you tell approximately how long you're left without your phone when it's at the charging station?

Senegal: Charge outside the home, by marital status

Senegal: % that charge outside the home, by marital status



Survey question asked:

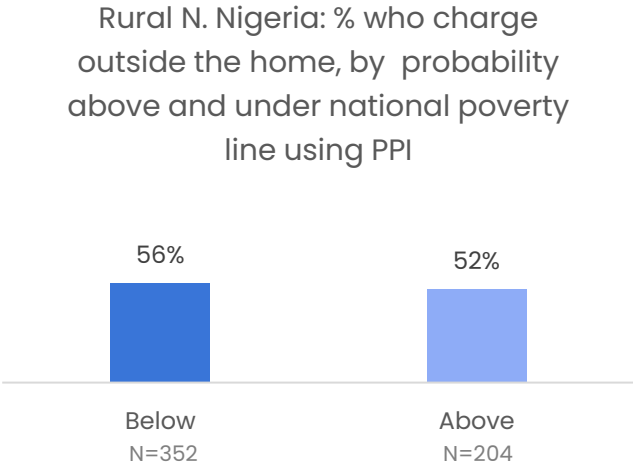
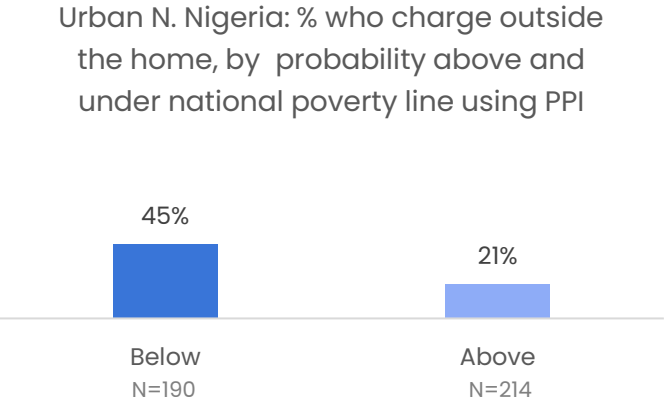
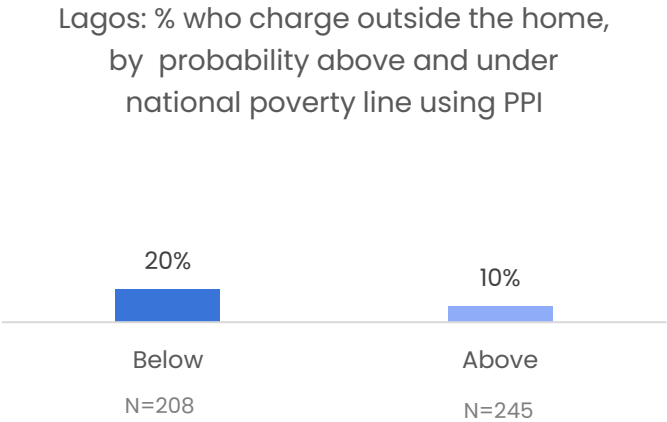
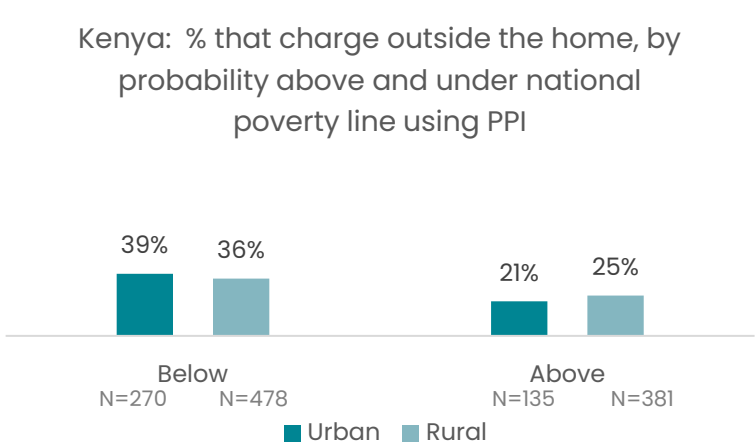
Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

Of those who do not charge at home:

How many times in a week do you have to take your phone to charge?

Can you tell approximately how long you're left without your phone when it's at the charging station?

Charge outside the home, by Poverty Level



Survey question asked:

Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

Of those who do not charge at home:

How many times in a week do you have to take your phone to charge?

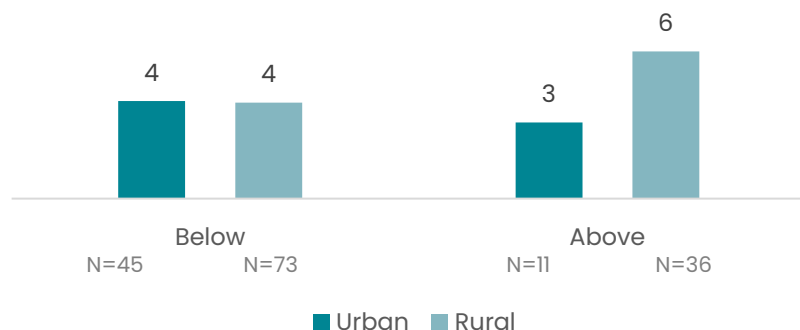
Can you tell approximately how long you're left without your phone when it's at the charging station?

Poverty Level measured by Poverty Probability Index¹ (PPI)

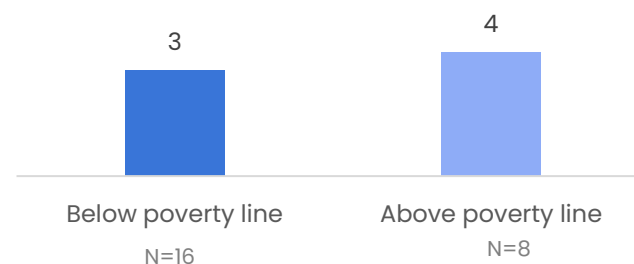
¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

Charge outside the home – Times per week, by Poverty Level

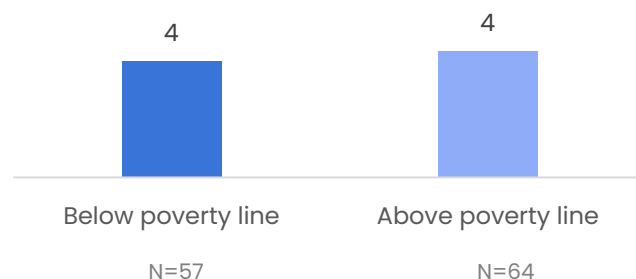
Kenya: Number of times per week take phone to charge, probability above and under national poverty line using PPI



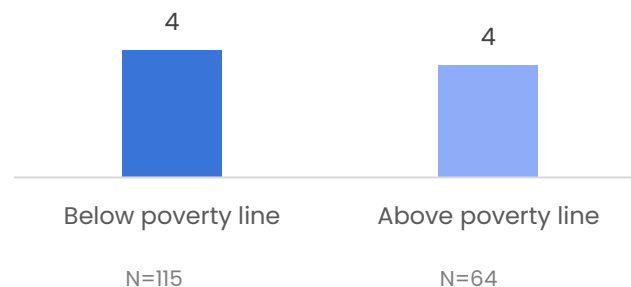
Lagos: Number of times per week take phone to charge, probability above and under national poverty line using PPI



Urban N. Nigeria: Number of times per week take phone to charge, probability above and under national poverty line using PPI



Rural N. Nigeria: Number of times per week take phone to charge, probability above and under national poverty line using PPI



Survey question asked:

Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

Of those who do not charge at home:

How many times in a week do you have to take your phone to charge?

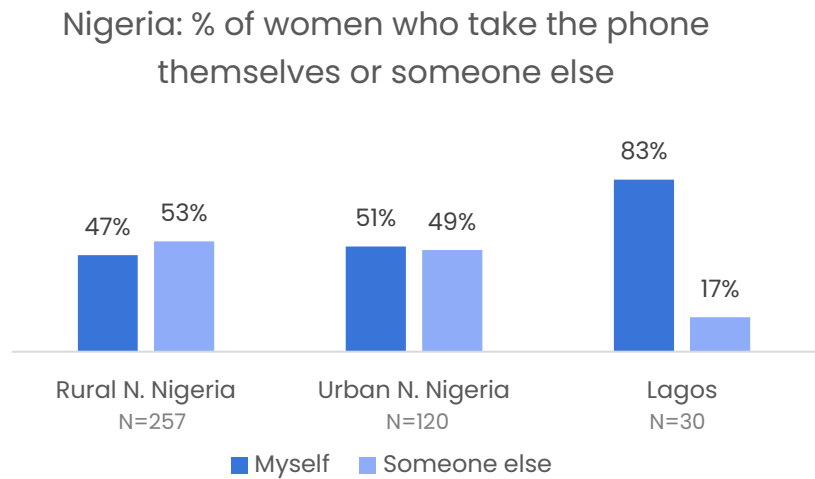
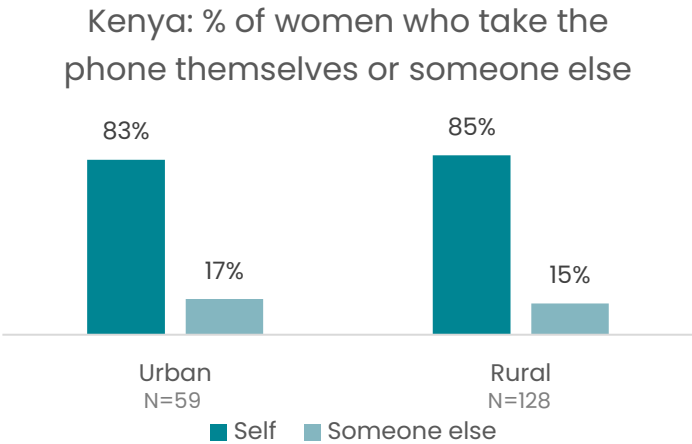
Can you tell approximately how long you're left without your phone when it's at the charging station?

Note that these charts are only for those who charge outside the home.

Poverty Level measured by Poverty Probability Index¹ (PPI)

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

Charge outside the home – Who takes the phone to be charged by location



Survey question asked:

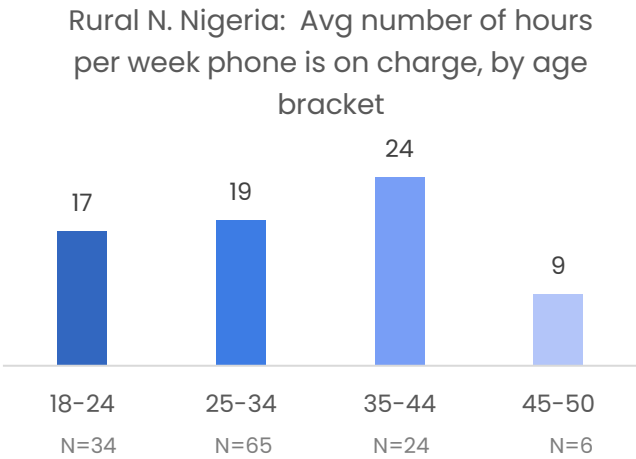
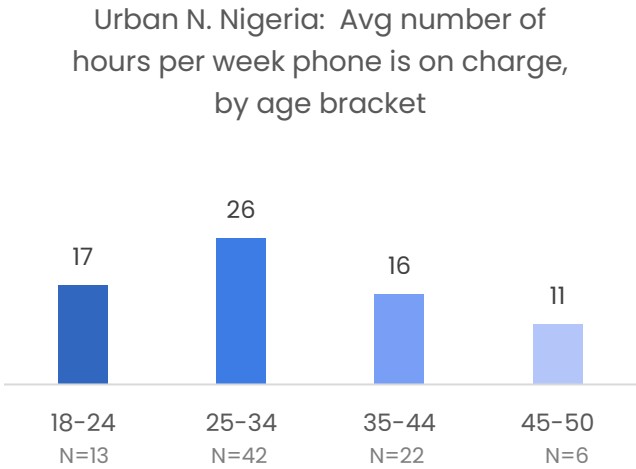
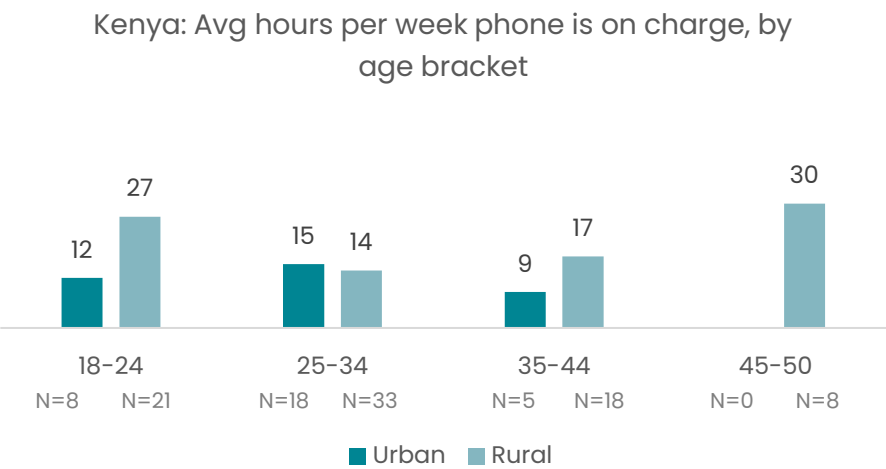
Do you usually take your phone to be charged yourself, or does someone else do it for you?

Press 1 for you usually go to charge the phone yourself, or

Press 2 for someone else usually goes to charge the phone for you.

Note that these charts are only for those who charge outside the home.

Charge outside the home – Hours per week that phone is charging, by age bracket



Survey question asked:

Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

Of those who do not charge at home:

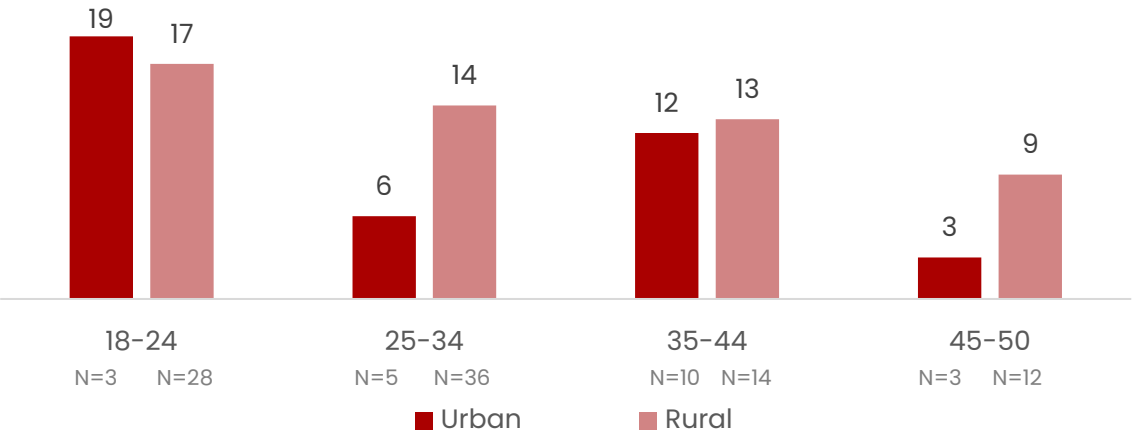
How many times in a week do you have to take your phone to charge?

Can you tell approximately how long you're left without your phone when it's at the charging station?

Note that these charts are only for those who charge outside the home.

Senegal: Charge outside the home – Hours per week that phone is charging, by age bracket

Senegal: Avg hours per week phone is on charge, by age bracket



Survey question asked:

Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

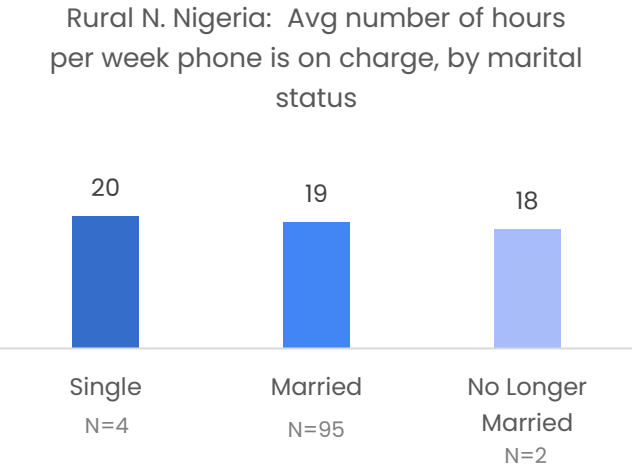
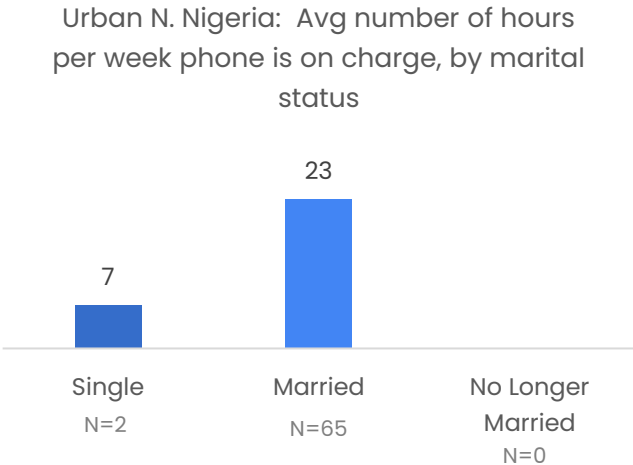
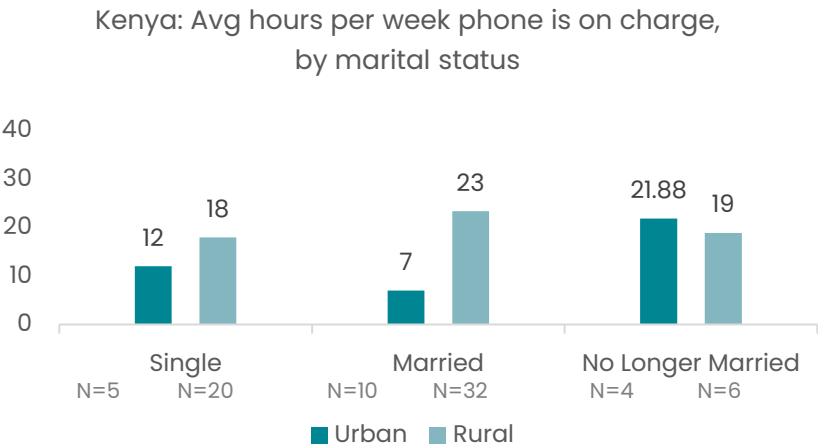
Of those who do not charge at home:

How many times in a week do you have to take your phone to charge?

Can you tell approximately how long you're left without your phone when it's at the charging station?

Note that these charts are only for those who charge outside the home.

Charge outside the home – Hours per week that phone is charging, by marital status



Survey question asked:

Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

Of those who do not charge at home:

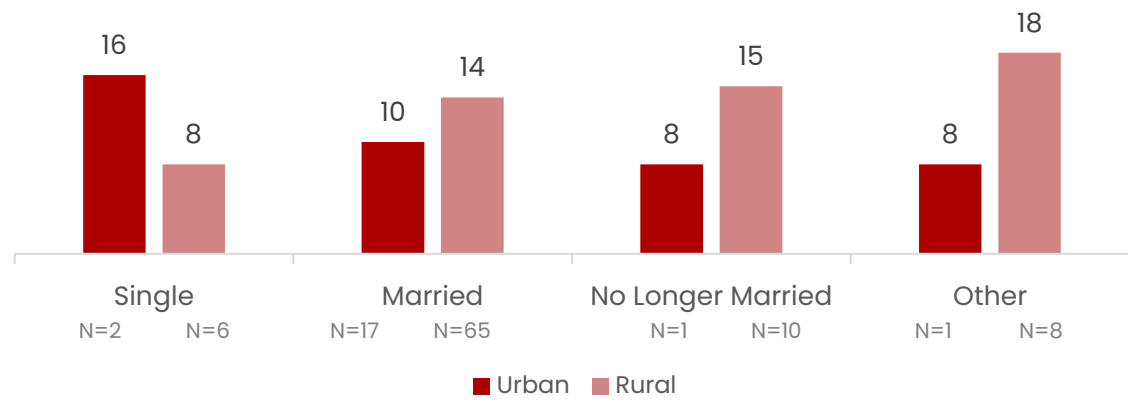
How many times in a week do you have to take your phone to charge?

Can you tell approximately how long you're left without your phone when it's at the charging station?

Note that these charts are only for those who charge outside the home.

Senegal: Charge outside the home – Hours per week that phone is charging, by marital status

Senegal: Avg hours per week phone is on charge, by marital status



Survey question asked:

Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

Of those who do not charge at home:

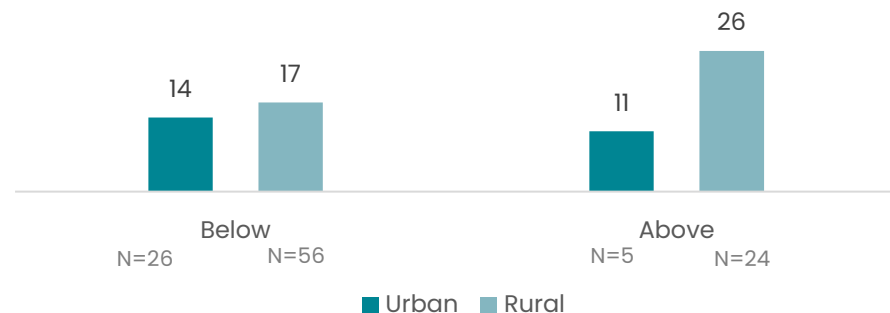
How many times in a week do you have to take your phone to charge?

Can you tell approximately how long you're left without your phone when it's at the charging station?

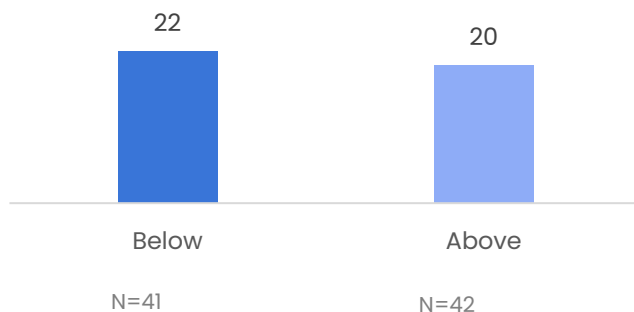
Note that these charts are only for those who charge outside the home.

Charge outside the home – Hours per week that phone is charging, by Poverty Level

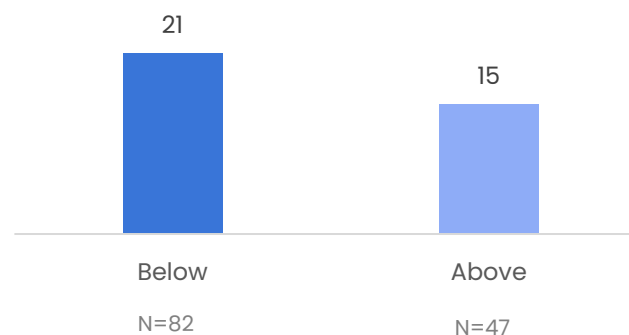
Kenya: Avg hours per week phone is on charge, by probability above and under national poverty line using PPI



Urban N. Nigeria: Avg number of hours per week phone is on charge, by probability above and under national poverty line using PPI



Rural N. Nigeria: Avg number of hours per week phone is on charge, by probability above and under national poverty line using PPI



Survey question asked:

Where do you mostly charge your phone? Press 1 for at home, press 2 for at a charging station/business center/cyber café

Of those who do not charge at home:

How many times in a week do you have to take your phone to charge?

Can you tell approximately how long you're left without your phone when it's at the charging station?

Note that these charts are only for those who charge outside the home.

Poverty Level measured by Poverty Probability Index¹ (PPI)

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

ANNEX 2

Safety: Disturbing content online

General

- Skit
- Definitions of categories

This theme was not addressed in Senegal

Responses by country and region segmented by

- Age
- Marital status
- Education level
- Poverty Level
as measured by Poverty Probability Index (PPI)¹

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

Skit

As part of our methodologies, we used skits to present a situation to participants and ask them how they would react if they found themselves in the same situation.

To understand how women react, or would react, when exposed to disturbing content while using the internet, we played them the following skits:

KENYA

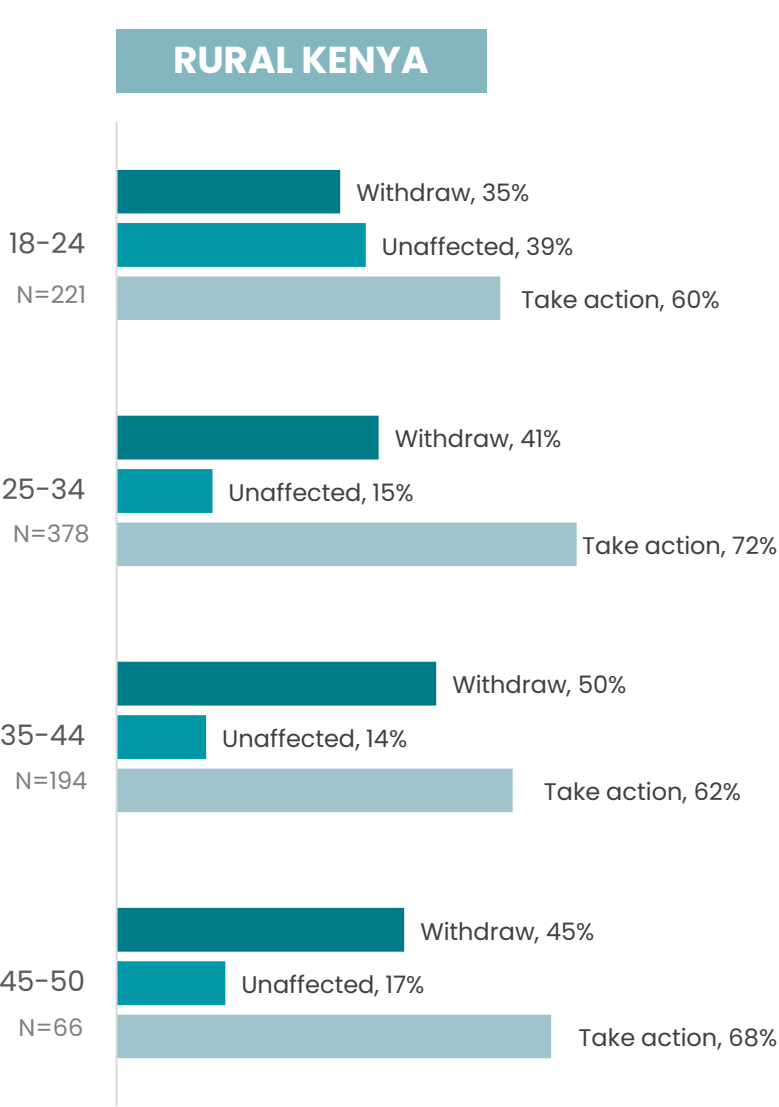
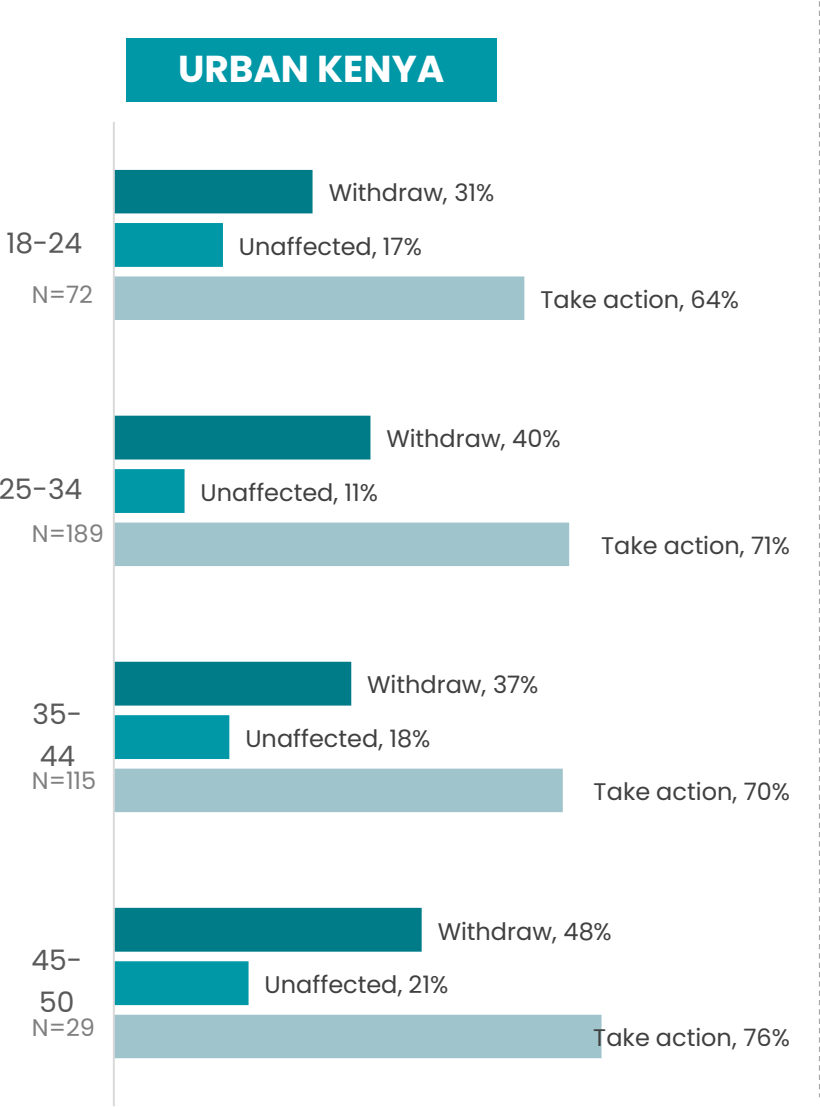
Alice meets Binti after a long time and learns that she left their WhatsApp group and stopped using the app as much. Binti explains that although WhatsApp helped her grow her clothing business, she was disturbed by the negative and disturbing videos people started sharing. The content affected her peace of mind, leading her to leave many groups and limit her interactions online. Alice listens and relates, realizing how such content can affect one's experience on social media.

NIGERIA

Ayo meets Ronke for lunch and jokes about how good she looks despite being unemployed. As they catch up, Ayo asks why Ronke left their WhatsApp job-hunting group. Ronke explains that she left for the sake of her wellbeing after members began posting disturbing and sexually explicit videos about assault incidents. Although the group was meant to help job seekers connect with employers, the harmful content affected her mentally, so she decided to leave to protect her peace of mind.

Age – Kenya: Reactions to disturbing content online

Out of those in age bracket, how they report they would act if exposed to disturbing content online



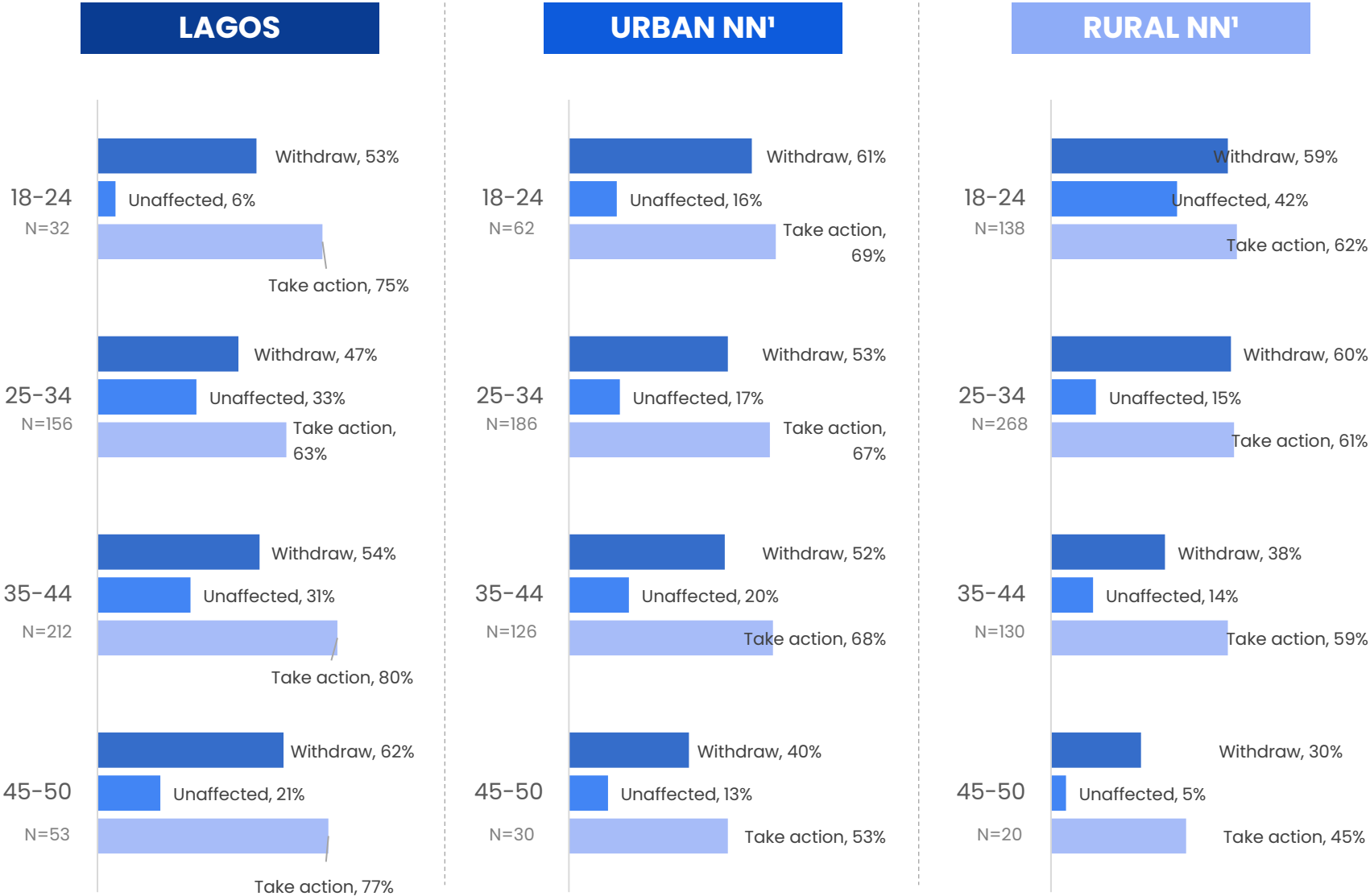
Questions

- 1. What would you do If you were In Ronke's/Binti's situation?
- 2. What do you think Ronke/Binti can do to protect herself from seeing bad content?
- 3. Tell me If seeing bad content would affect what you do online?

[Definition of categories](#)

Age – Nigeria: Reactions to disturbing content online

Out of those in age bracket, how they report they would act if exposed to disturbing content online



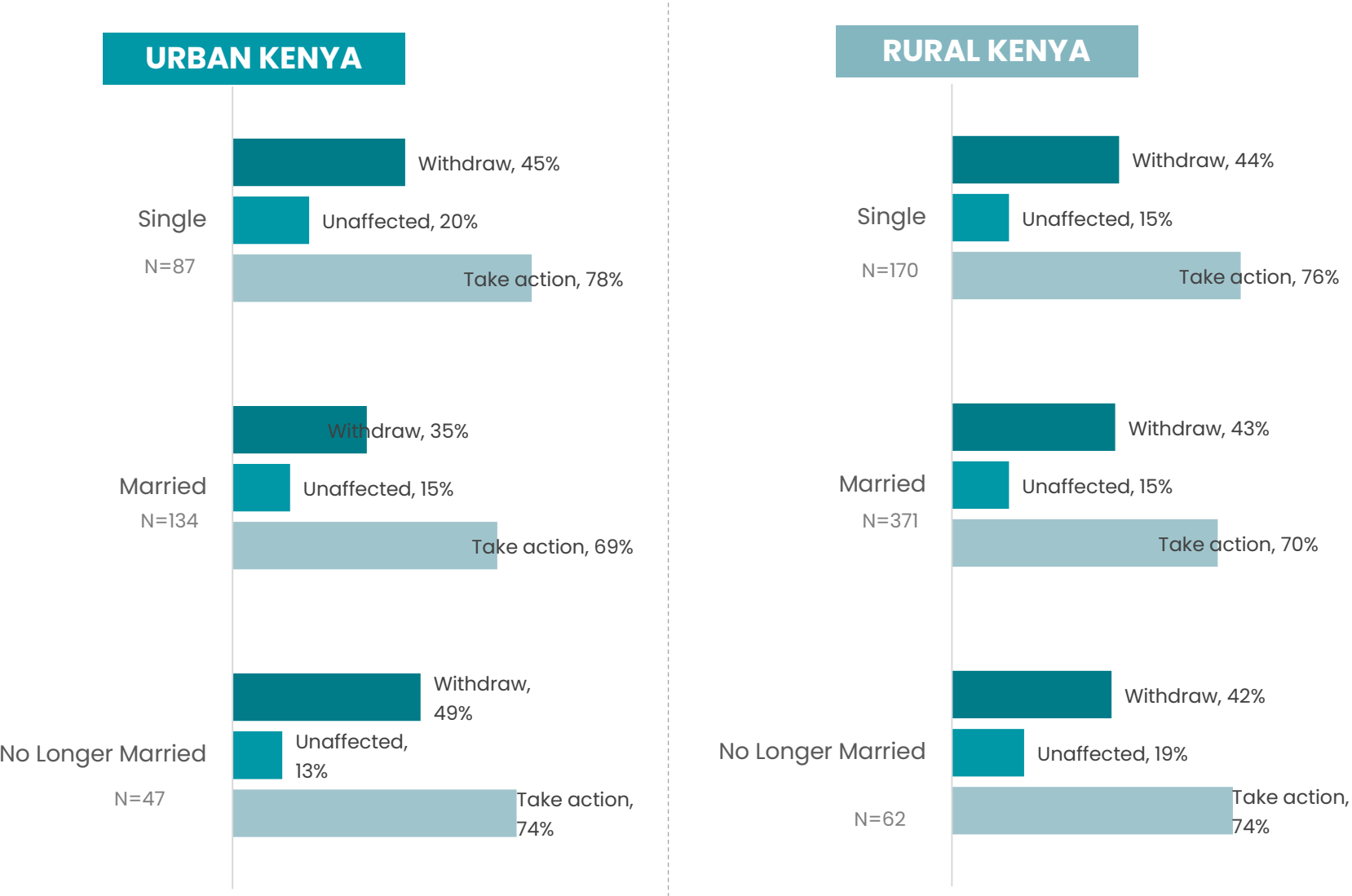
Questions

1. What would you do if you were in Ronke's/Binti's situation?
2. What do you think Ronke/Binti can do to protect herself from seeing bad content?
3. Tell me if seeing bad content would affect what you do online?

[Definition of categories](#)

Marital Status – Kenya: Reactions to disturbing content online

Out of those in marital status, how they report they would act if exposed to disturbing content online



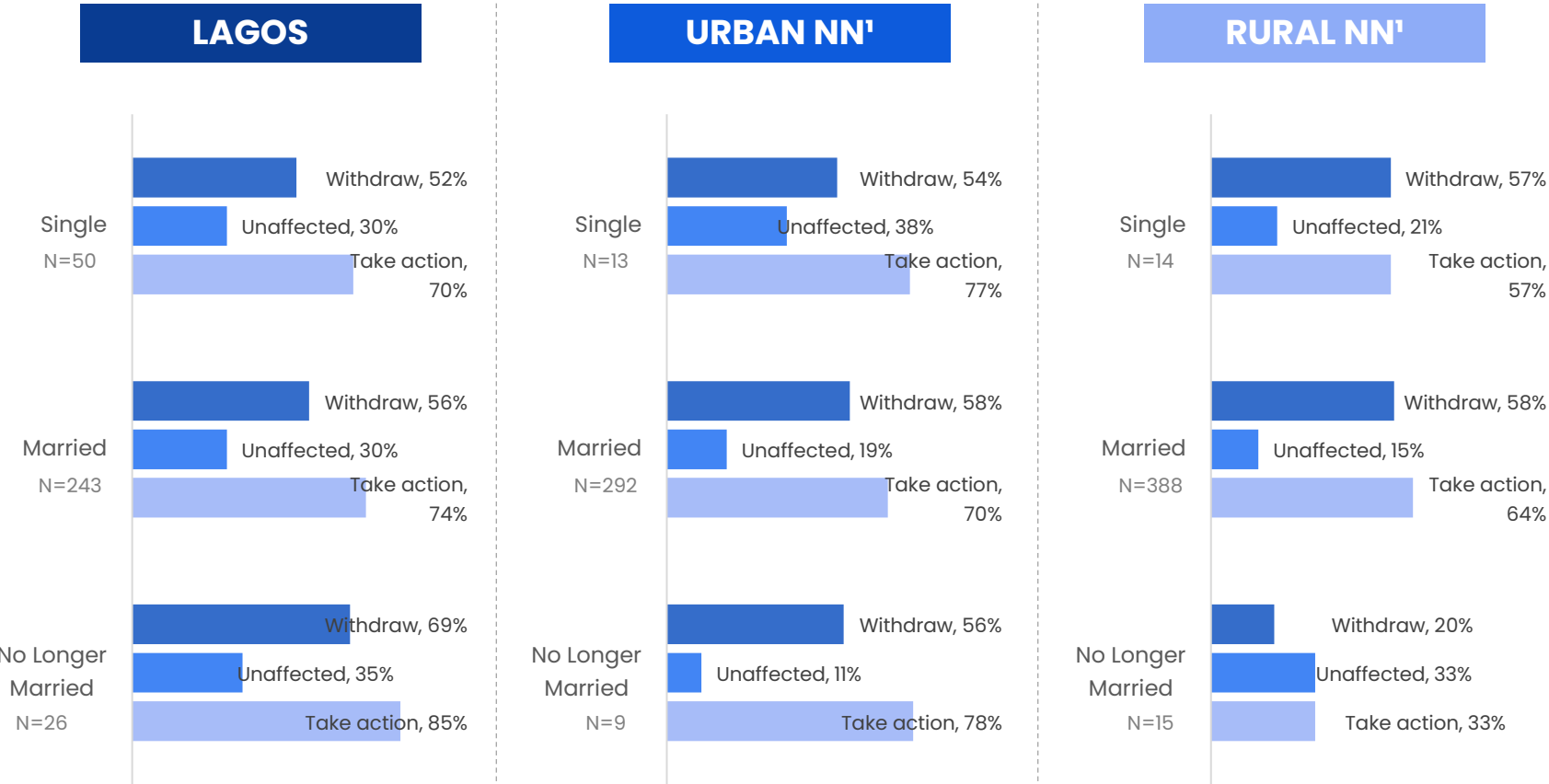
Questions

- 1. What would you do If you were In Ronke's/Binti's situation?
- 2. What do you think Ronke/Binti can do to protect herself from seeing bad content?
- 3. Tell me If seeing bad content would affect what you do online?

[Definition of categories](#)

Marital Status – Nigeria: Reactions to disturbing content online

Out of those in marital status, how they report they would act if exposed to disturbing content online



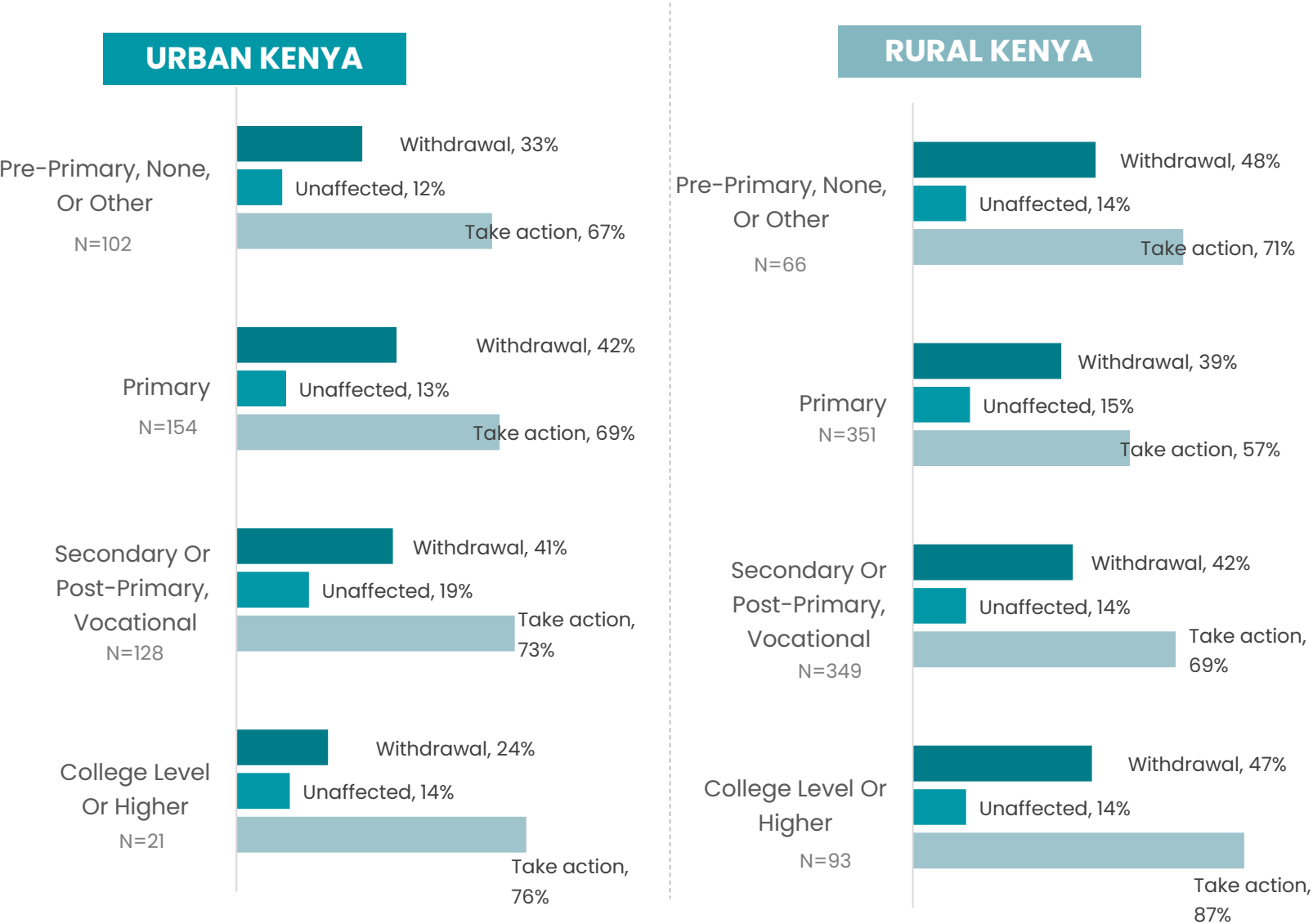
Questions

1. What would you do If you were In Ronke's/Binti's situation?
2. What do you think Ronke/Binti can do to protect herself from seeing bad content?
3. Tell me If seeing bad content would affect what you do online?

[Definition of categories](#)

Education – Kenya: Reactions to disturbing content online

Out of those in education level, how they report they would act if exposed to disturbing content online



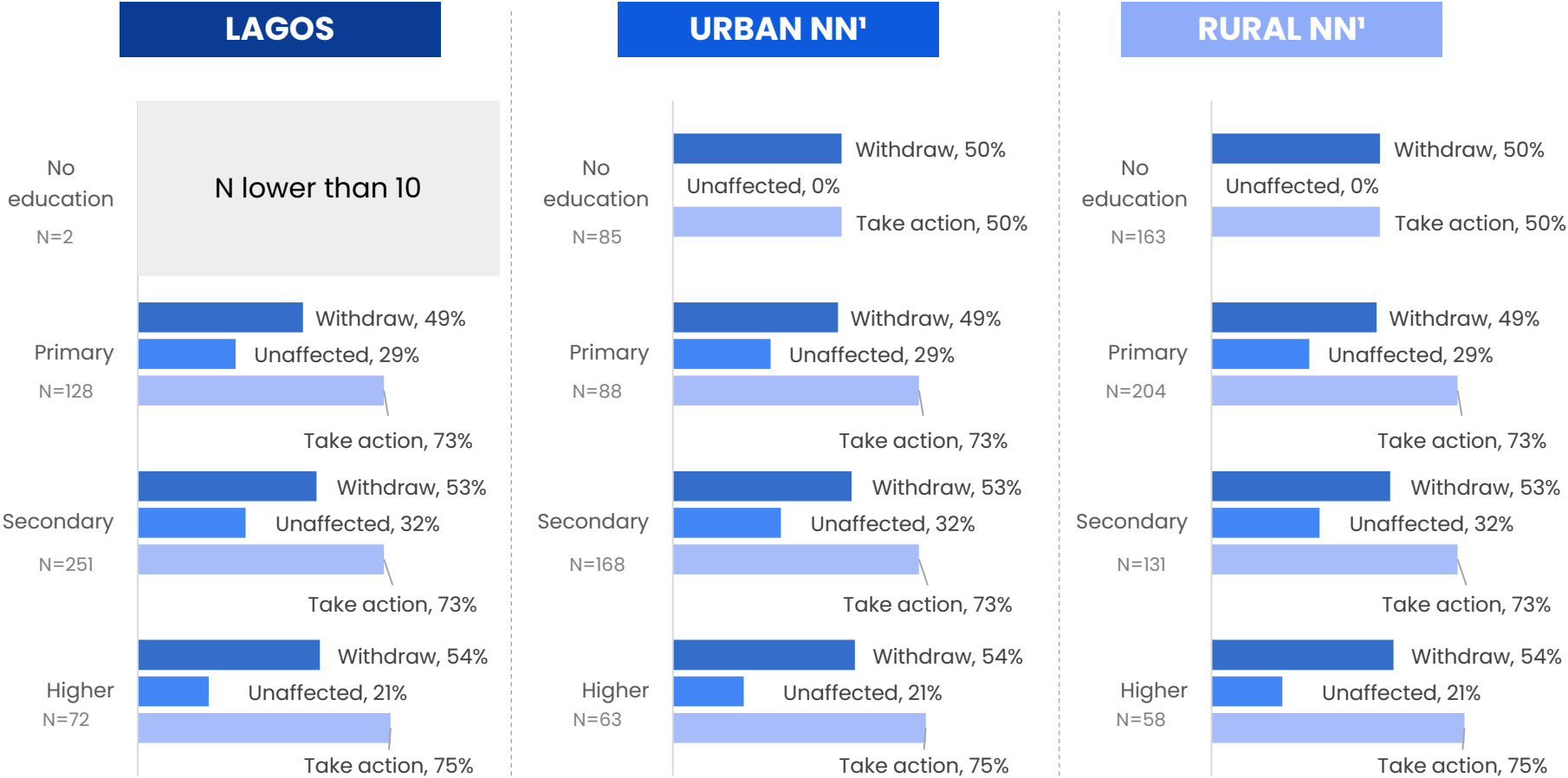
Questions

- 1. What would you do If you were In Ronke's/Binti's situation?
- 2. What do you think Ronke/Binti can do to protect herself from seeing bad content?
- 3. Tell me If seeing bad content would affect what you do online?

[Definition of categories](#)

Education – Nigeria: Reactions to disturbing content online

Out of those in education level, how they report they would act if exposed to disturbing content online



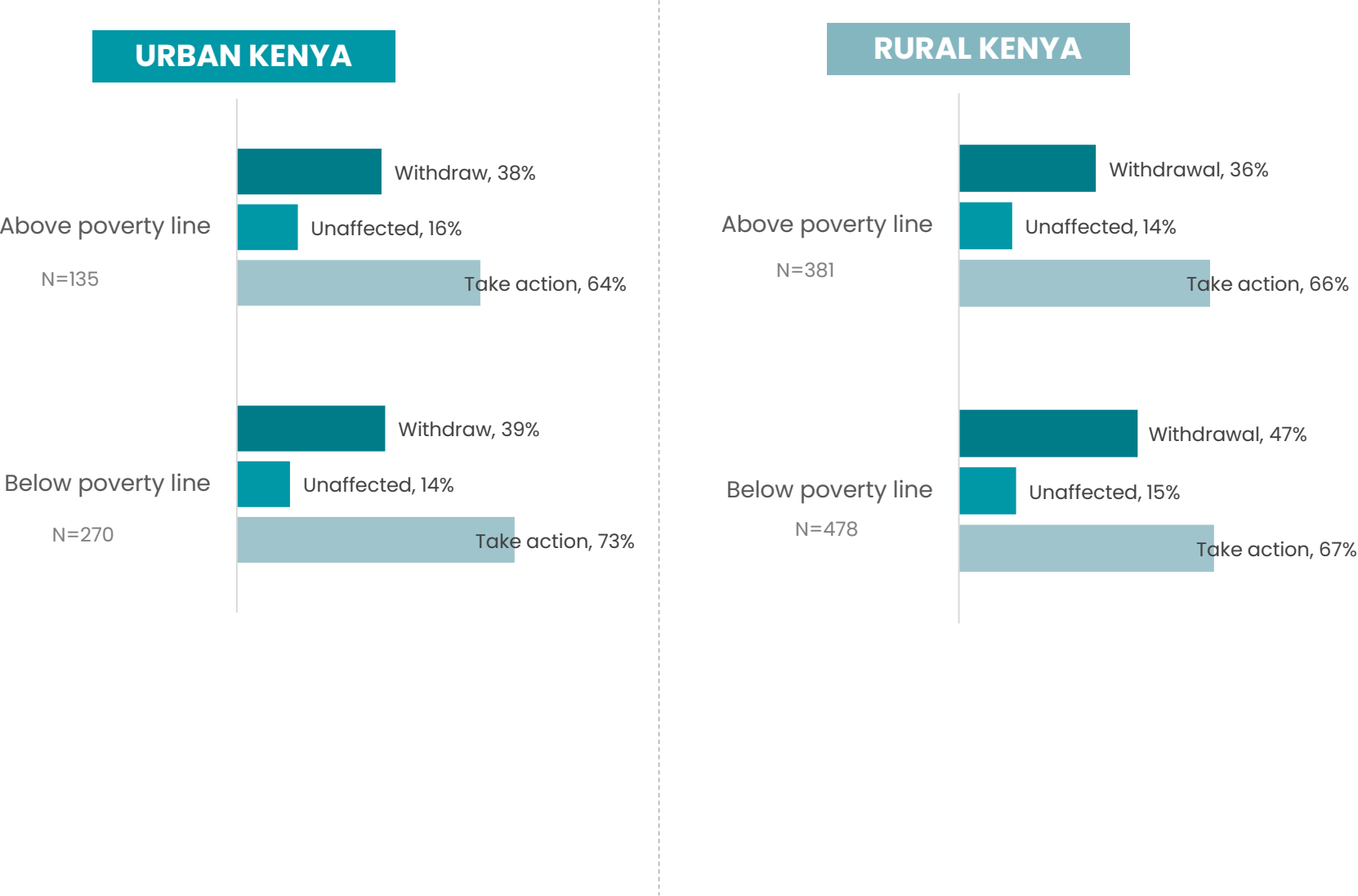
Questions

1. What would you do If you were In Ronke's/Binti's situation?
2. What do you think Ronke/Binti can do to protect herself from seeing bad content?
3. Tell me If seeing bad content would affect what you do online?

[Definition of categories](#)

Poverty level¹– Kenya: Reactions to disturbing content online

Out of those in poverty level, how they report they would act if exposed to disturbing content online



Questions

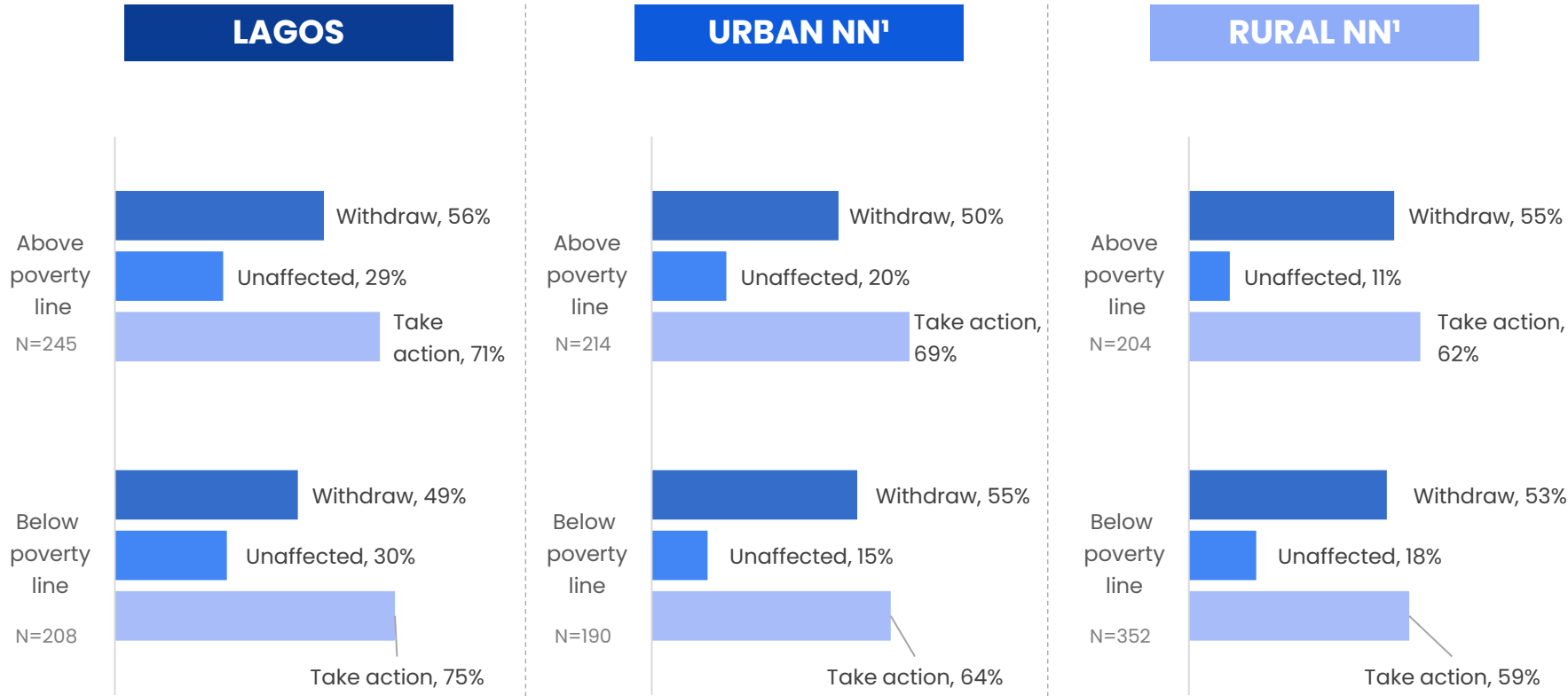
- 1. What would you do If you were In Ronke's/Binti's situation?
- 2. What do you think Ronke/Binti can do to protect herself from seeing bad content?
- 3. Tell me If seeing bad content would affect what you do online?

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

[Definition of categories](#)

Poverty Level¹ – Nigeria: Reactions to disturbing content online

Out of those in poverty level, how they report they would act if exposed to disturbing content online



Questions

1. What would you do If you were In Ronke's/Binti's situation?
2. What do you think Ronke/Binti can do to protect herself from seeing bad content?
3. Tell me If seeing bad content would affect what you do online?

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

[Definition of categories](#)

ANNEX 3

Reactions to Safety Threats: Online Harassment and Digital Strategies

Use Digital Strategies for Dealing with Safety

- Age
- Marital status
- Education
- Poverty Level
as measured by Poverty Probability Index (PPI)¹

Use password as prevention

- Age
- Marital status
- Education
- Poverty Level
as measured by Poverty Probability Index (PPI)¹

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

Skit: Digital Strategies for Dealing with Safety

As part of our methodologies, we used skits to present a situation to participants and ask them how they would react if they found themselves in the same situation.

To gauge strategies to mitigate online harassment, we presented the following skits in Kenya, Nigeria and Senegal.

KENYA

Grace confides in Amina that her ex-boyfriend, Isaac, has been sending her threatening and humiliating messages after their breakup. She explains that he has threatened to post personal information on social media and even hack her accounts. Afraid of what he might do, Grace admits she has not told anyone or reported the matter to the police, fearing embarrassment and judgment from others.

NIGERIA

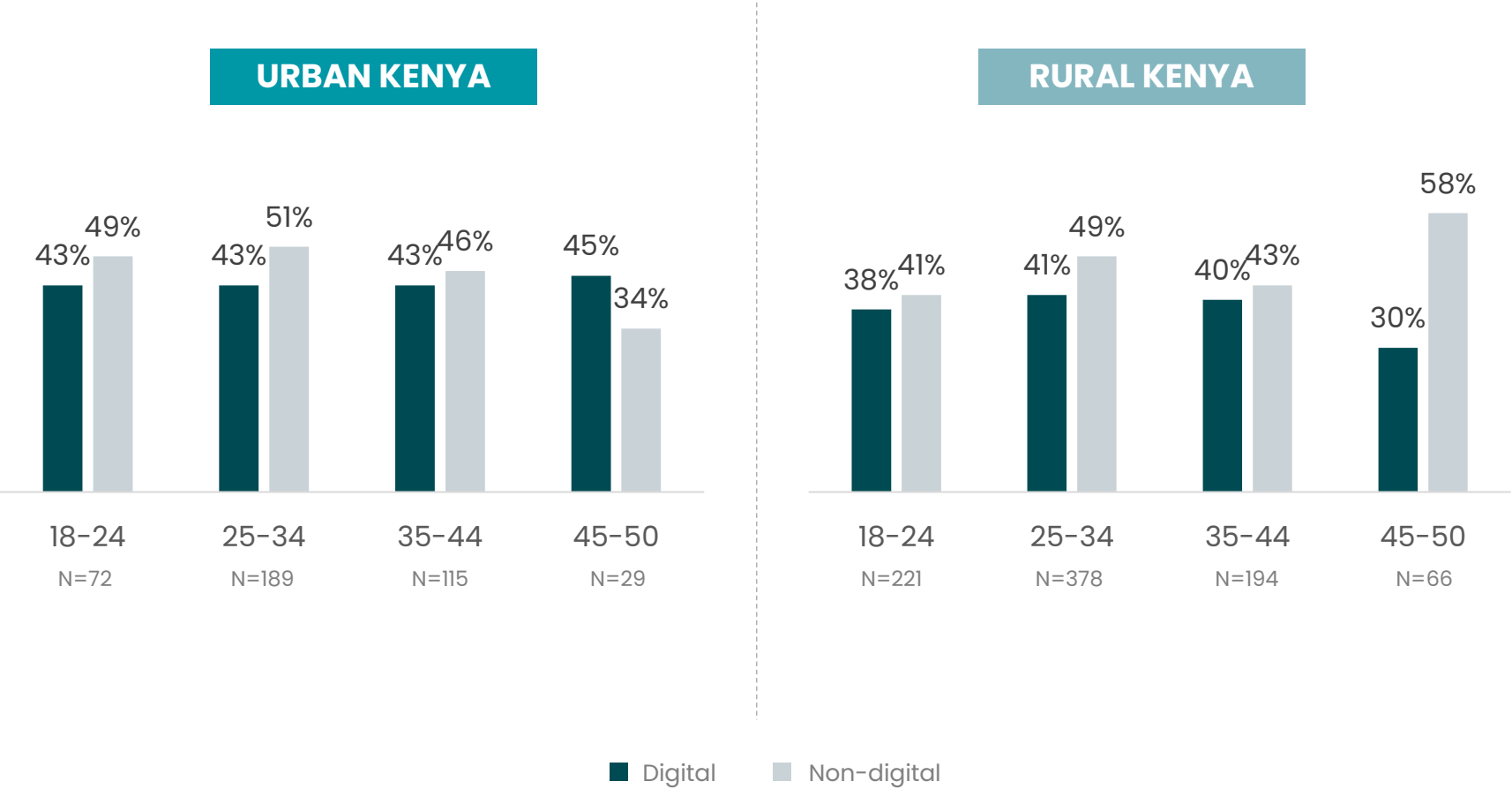
Sade rushes to her friend Damilola's house in tears after secretly moving out from the apartment she shared with her ex-boyfriend, Sola. She explains that after discovering he was involved in a secret cult and breaking up with him, Sola became violent and began threatening her. Despite blocking him, Sade continues to receive calls and voice messages from different numbers, as well as online insults and harassment from Sola and his friends on Facebook. Worried that her family and church members might see the posts, Sade considers deleting her account, but Damilola advises her to think carefully since she uses Facebook to stay in touch with friends.

SENEGAL

Aisha, a new social media user worries about oversharing and unwanted online contact. With guidance from her cousin Khadija, she learns to manage privacy settings on WhatsApp and Facebook, protect her family photos, and control who can see her information. Three months later, she confidently applies these habits, blocks suspicious contacts, and even teaches others how to stay safe online.

Age – Kenya: Use Digital Strategies for Dealing with Safety

% of women who would use digital and/or non-digital strategies within each age bucket



Question

- Tell me what you think Grace can do to protect herself from being bullied on social media or on her phone?

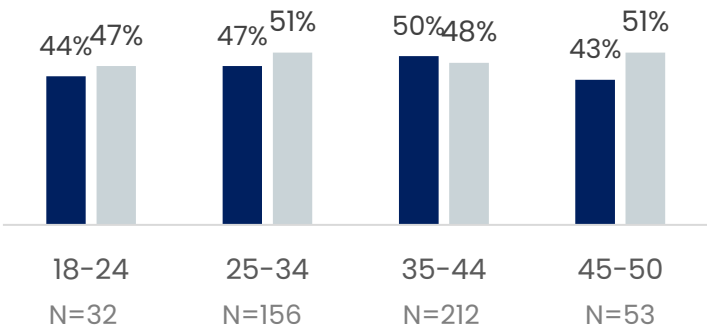
This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Age – Nigeria: Use Digital Strategies for Dealing with Safety

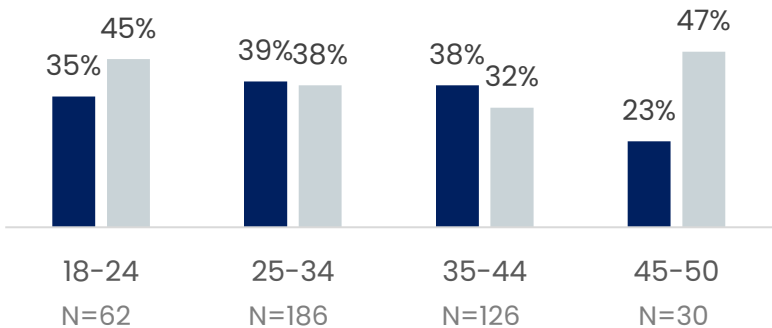
% of women who would use digital and/or non-digital strategies within each age bucket

¹NN = North Nigeria

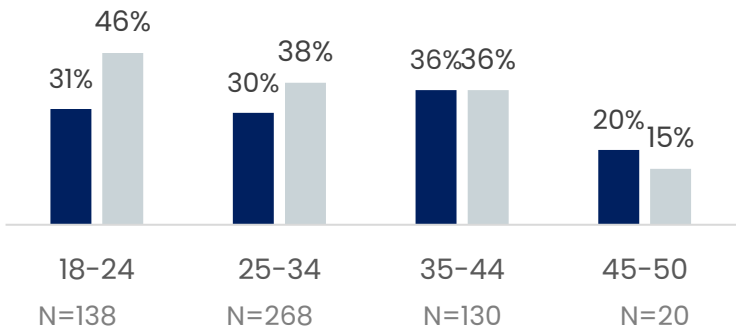
LAGOS



URBAN NN¹



RURAL NN¹



■ Digital ■ Non-digital

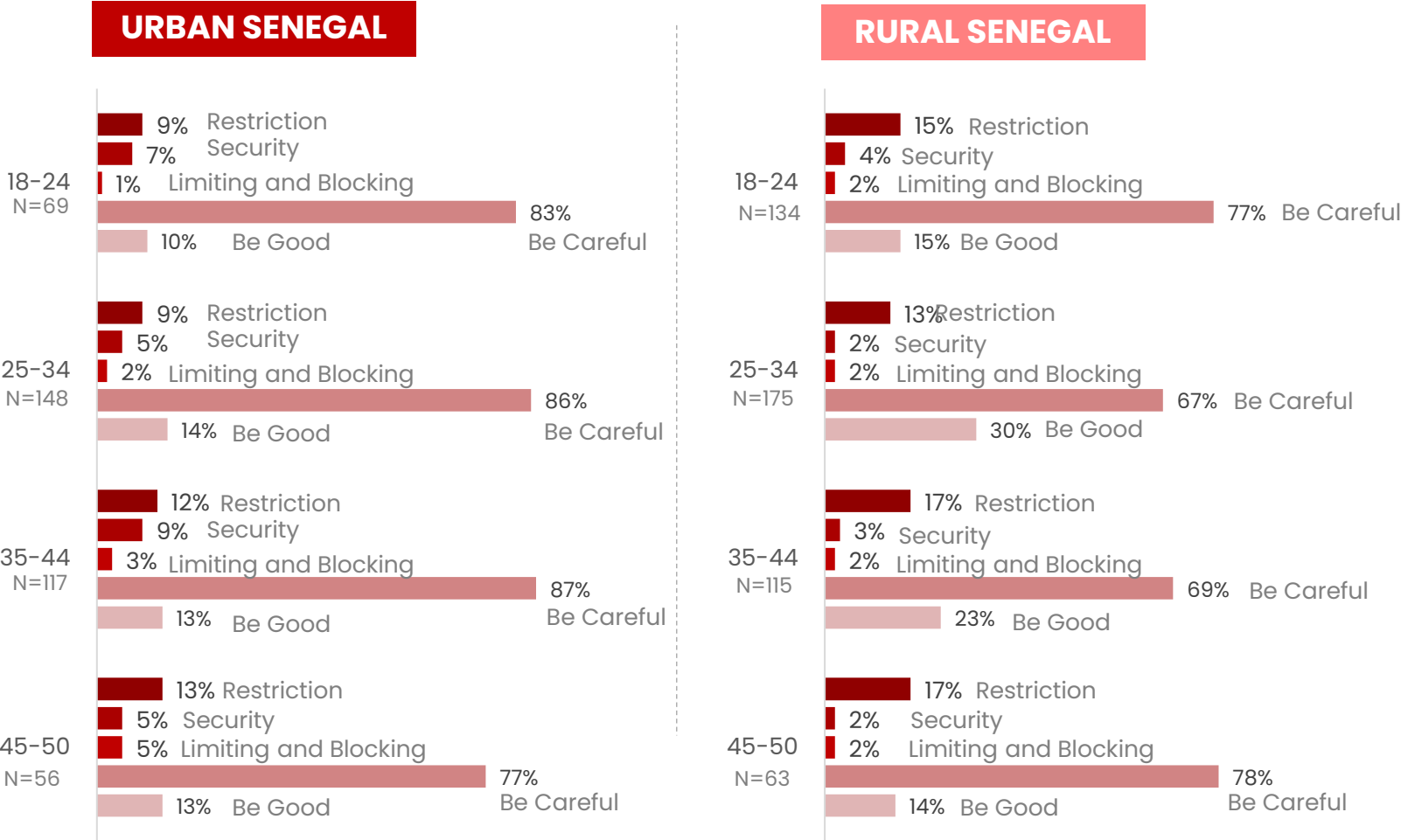
Question

- Tell me what you think Sade can do to protect herself from being bullied on social media or on her phone?

This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Age – Senegal: Use Digital Strategies for Dealing with Safety

% of women who would they would use each strategy



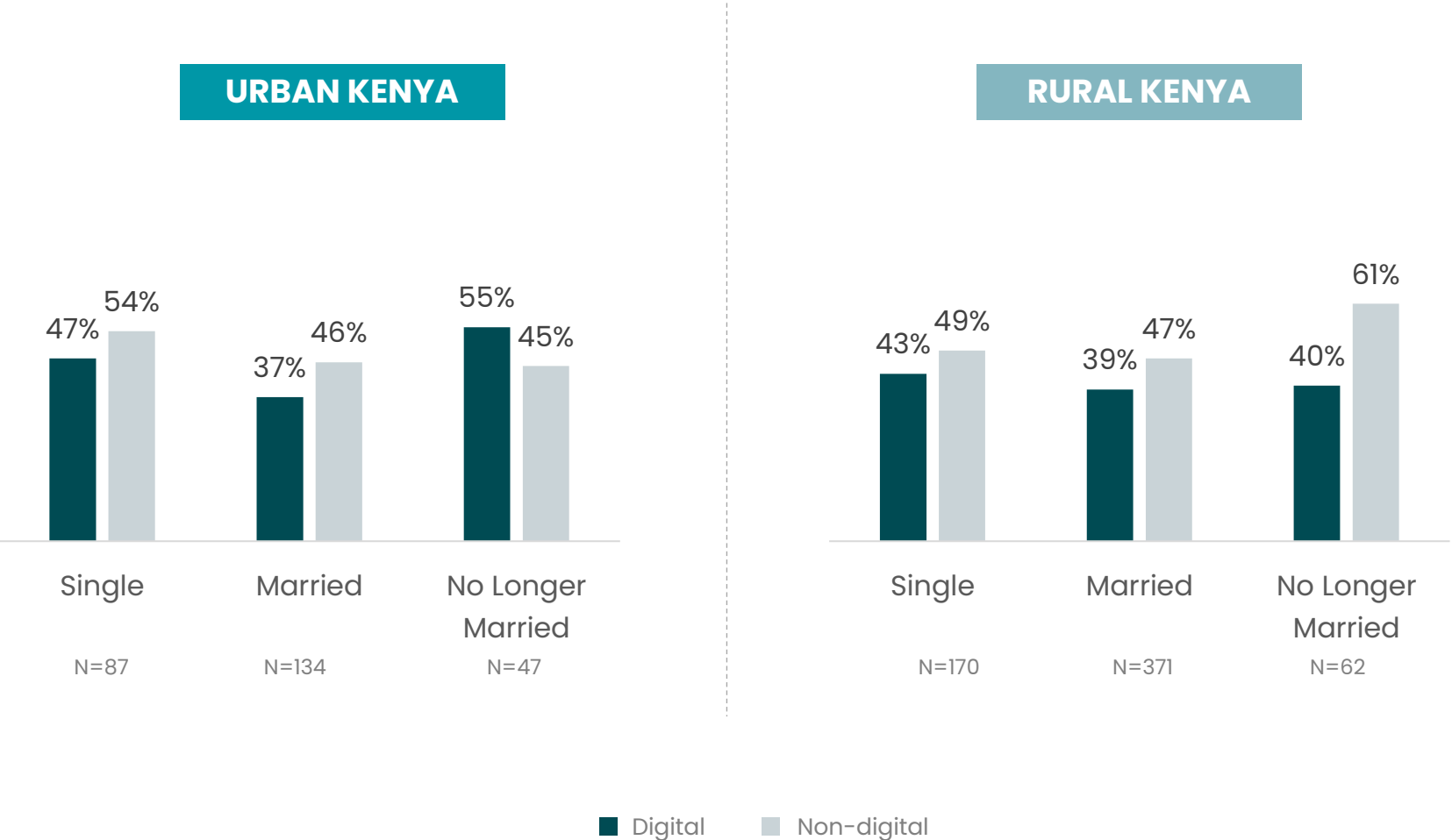
Question

- What advice would you give to other women about staying safe while using social media?

This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Marital Status – Kenya: Use Digital Strategies for Dealing with Safety

% of women who would use digital and/or non-digital strategies within each marital status



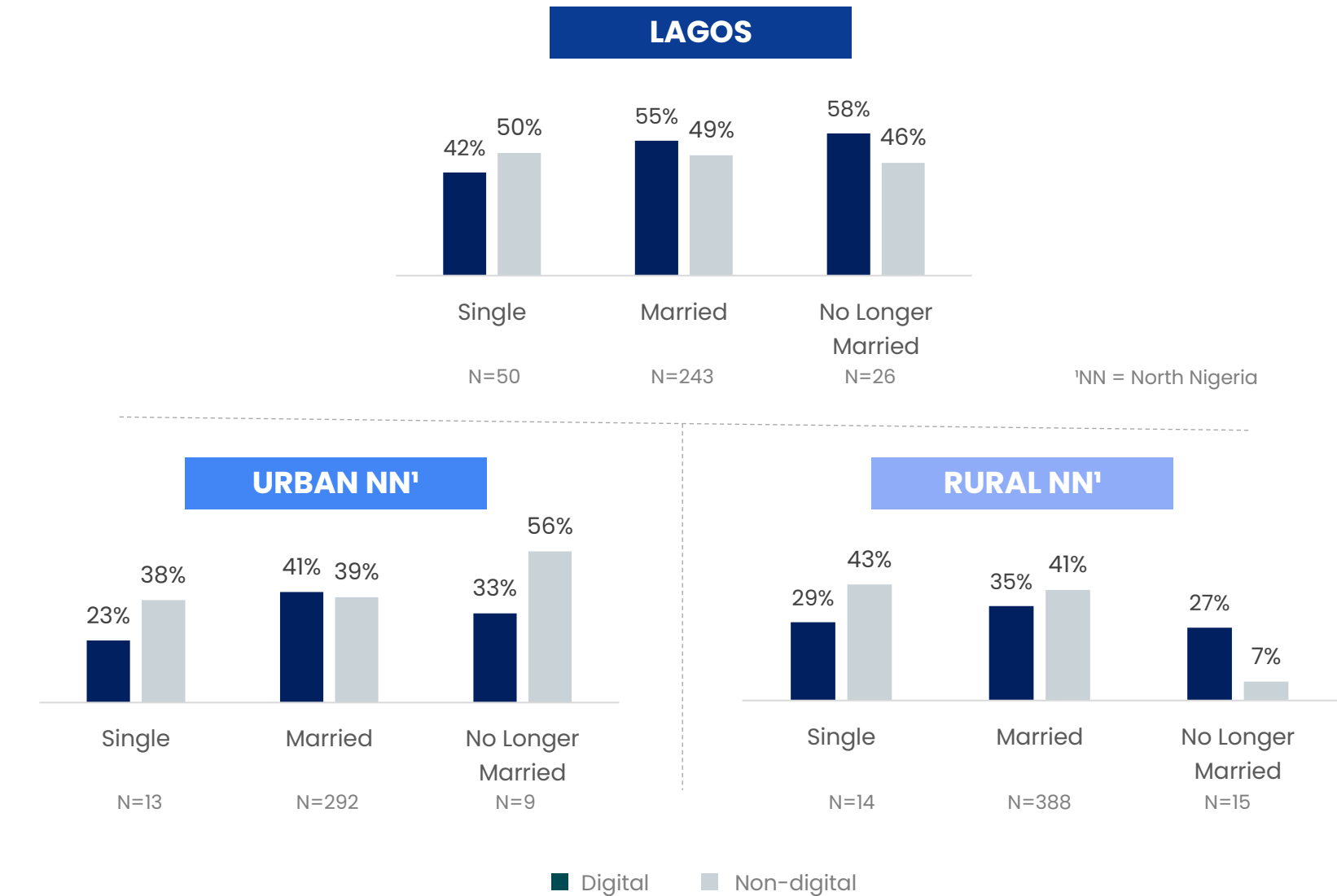
Question

- Tell me what you think Grace can do to protect herself from being bullied on social media or on her phone?

This was an open-ended question and each participant could mention both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Marital Status – Nigeria: Use Digital Strategies for Dealing with Safety

% of women who would use digital and/or non-digital strategies within each marital status



Question

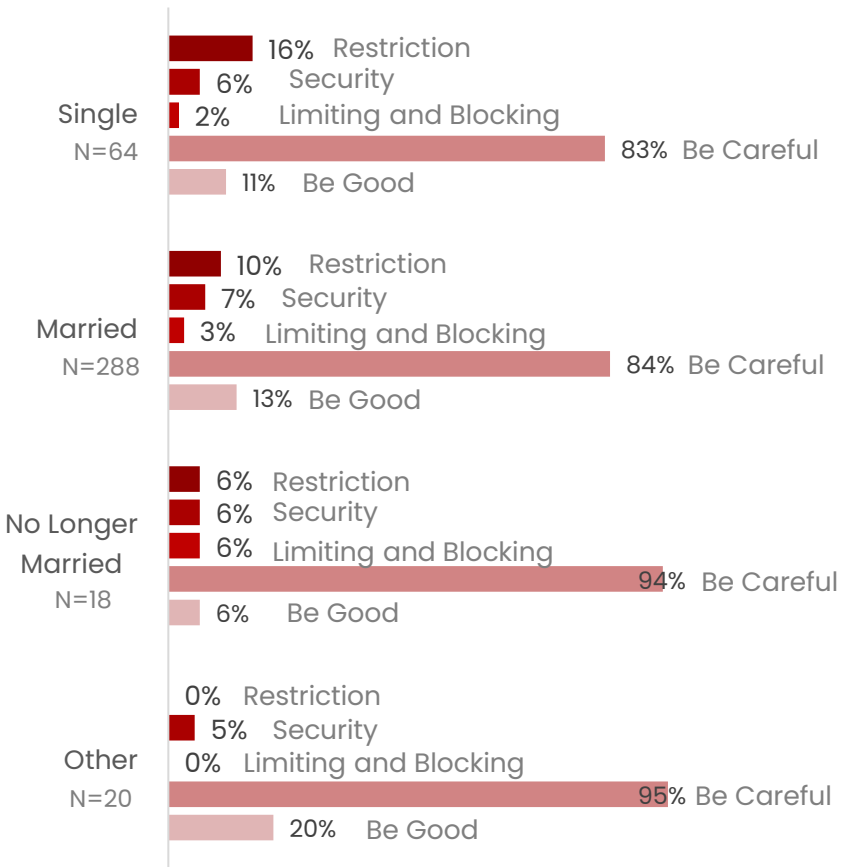
- Tell me what you think Sade can do to protect herself from being bullied on social media or on her phone?

This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

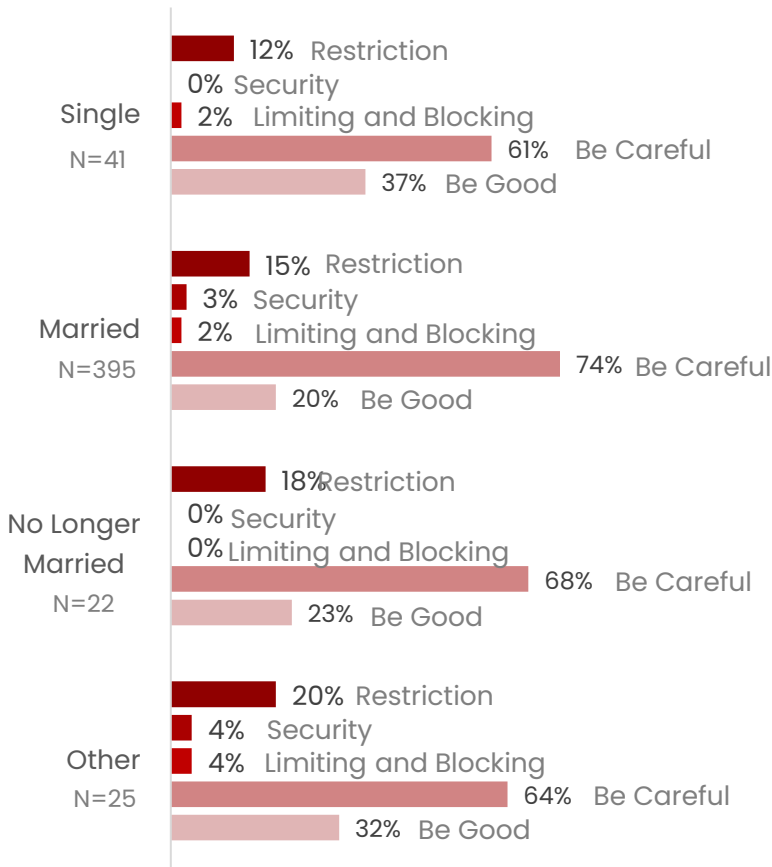
Marital Status – Senegal: Use Digital Strategies for Dealing with Safety

% of women who would they would use each strategy

URBAN SENEGAL



RURAL SENEGAL



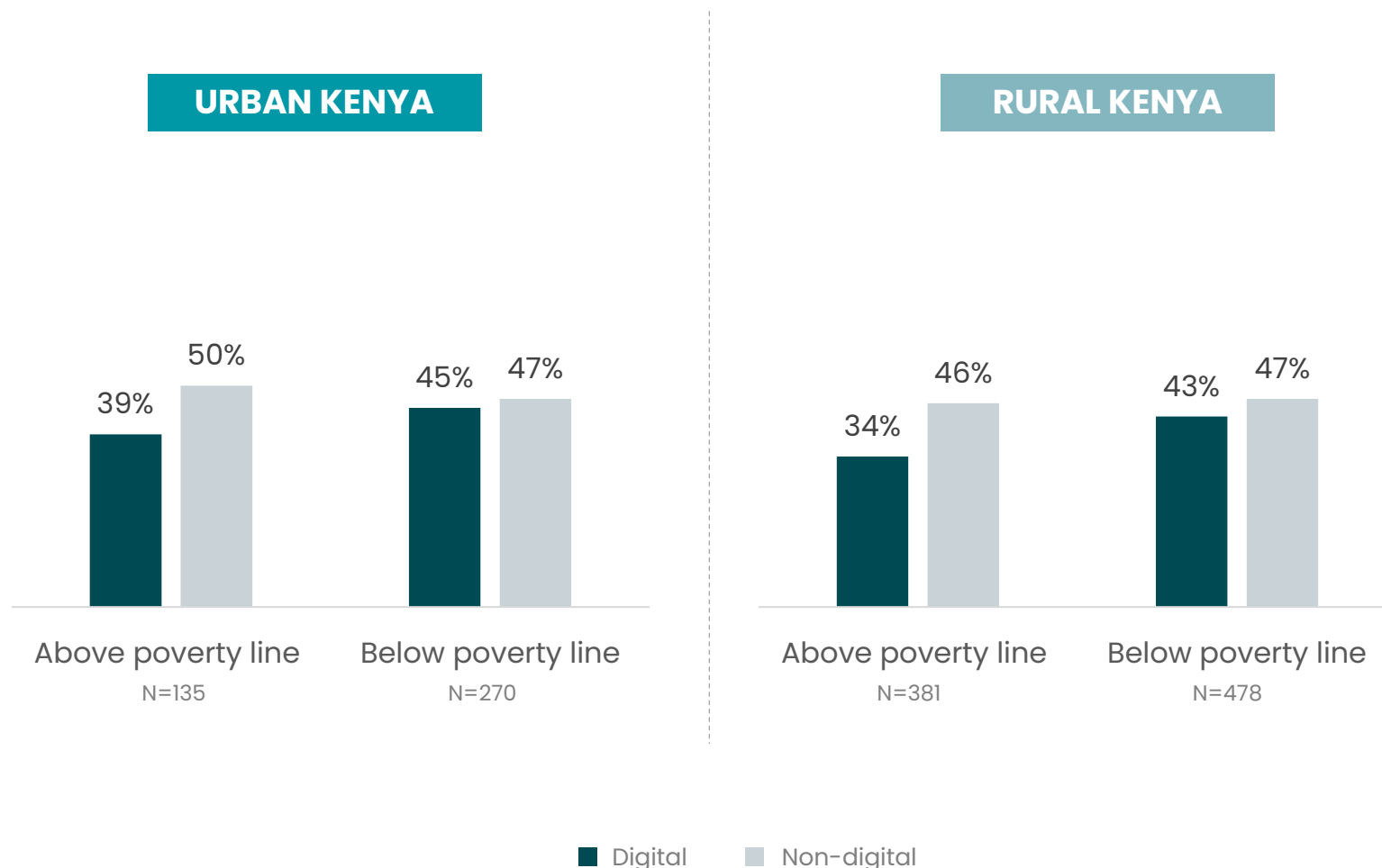
Question

- *What advice would you give to other women about staying safe while using social media?*

This was an open-ended question and each participant could mention both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Poverty Level – Kenya: Use Digital Strategies for Dealing with Safety

% of women who would use digital and/or non-digital strategies within each poverty level



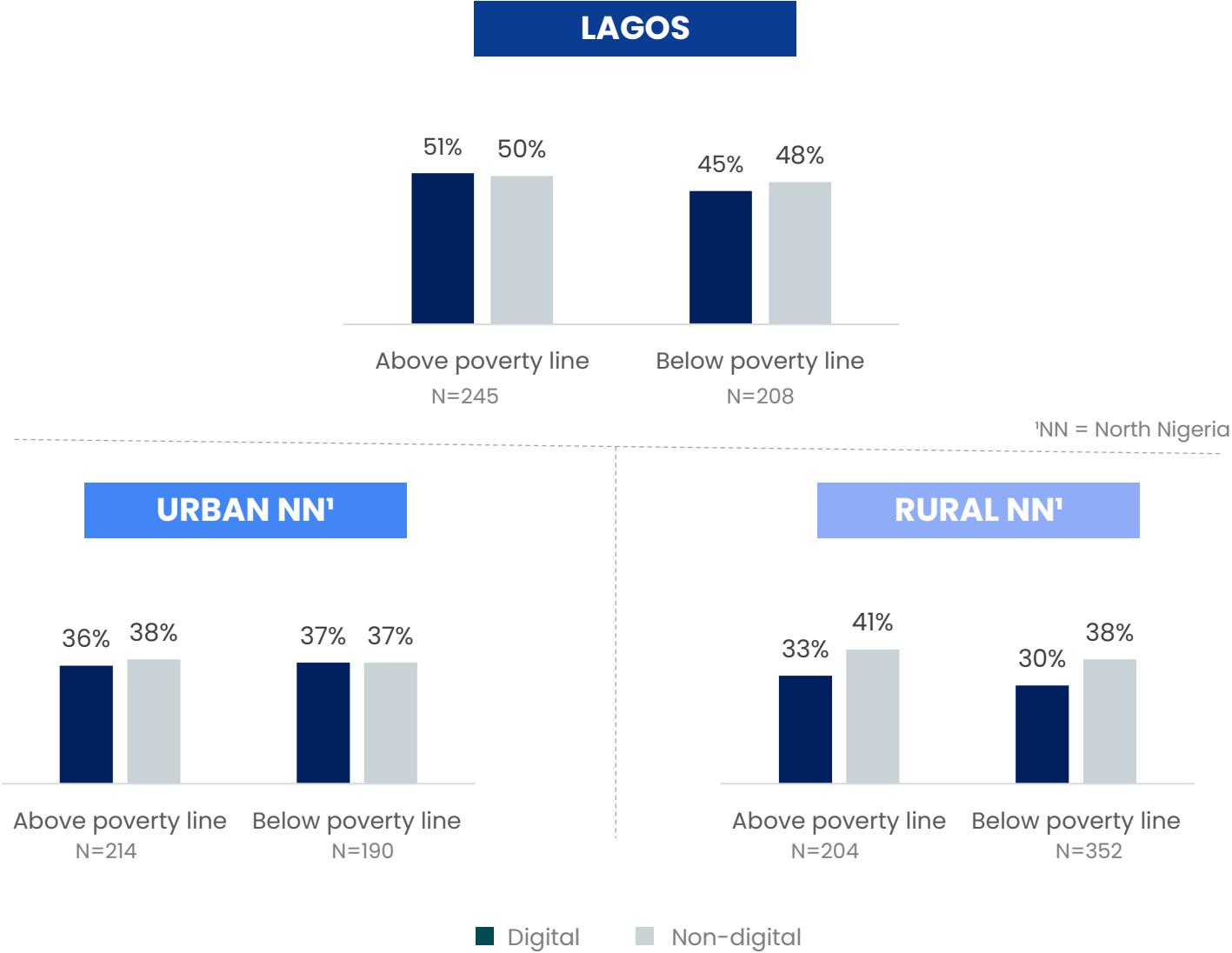
Question

- *What advice would you give to other women about staying safe while using social media?*

This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Poverty Level – Nigeria: Use Digital Strategies for Dealing with Safety

% of women who would use digital and/or non-digital strategies within each poverty level



Question

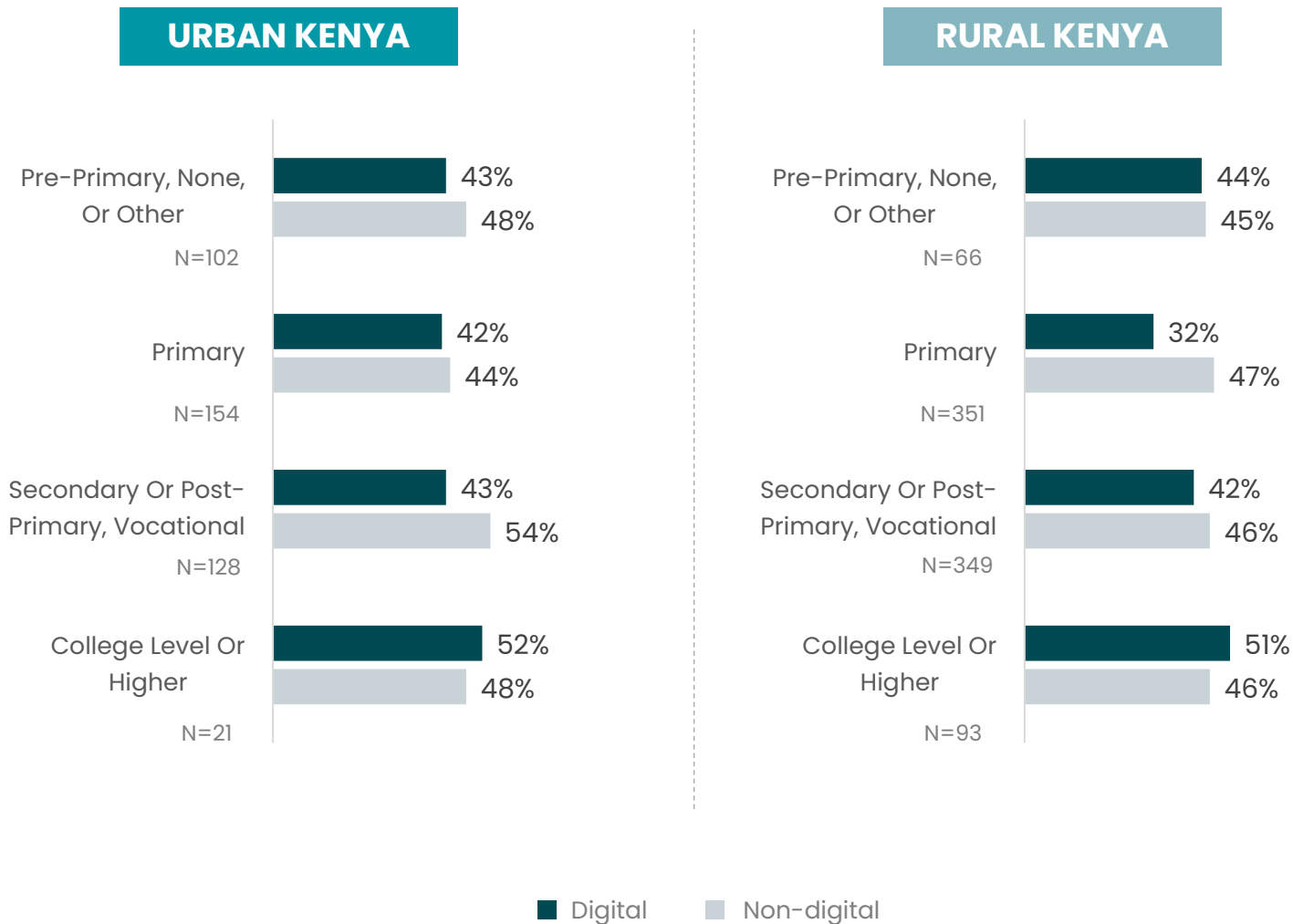
- *What advice would you give to other women about staying safe while using social media?*

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Education – Kenya: Use Digital Strategies for Dealing with Safety

% of women who would use digital and/or non-digital strategies within each poverty level



Question

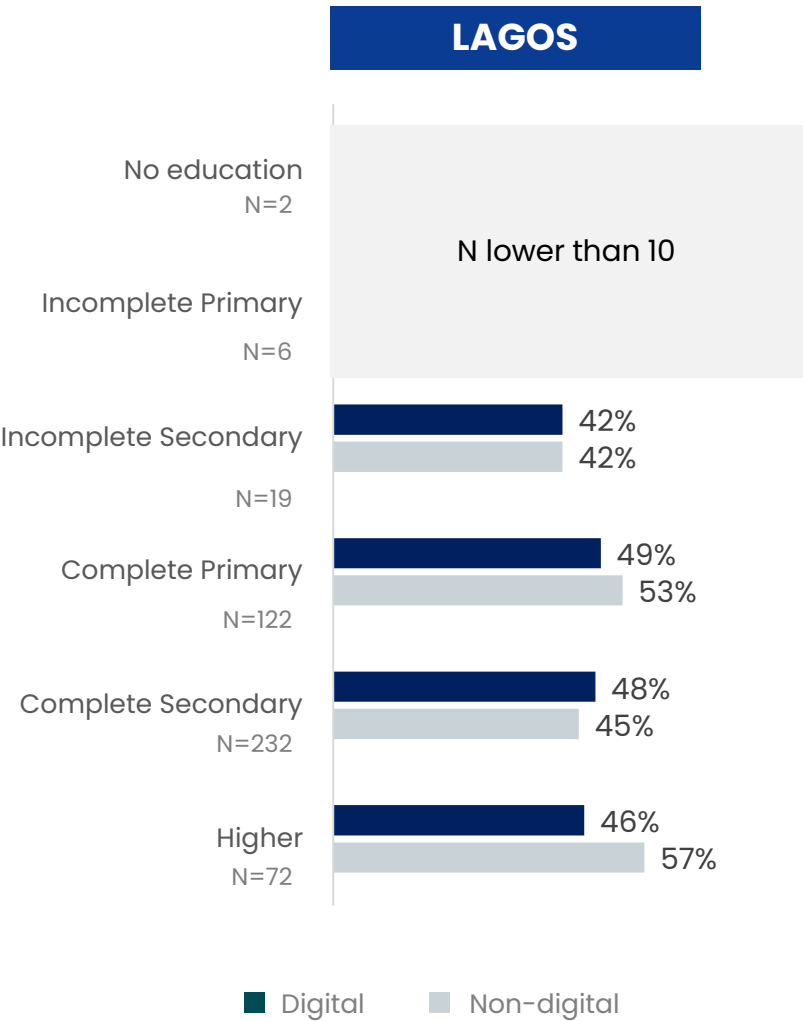
- Tell me what you think Grace can do to protect herself from being bullied on social media or on her phone?

¹ <https://www.povertyindex.org/>
PPI data not collected in Senegal.

This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Education – Nigeria (1): Use Digital Strategies for Dealing with Safety

% of women who would use digital and/or non-digital strategies within each education level



Question

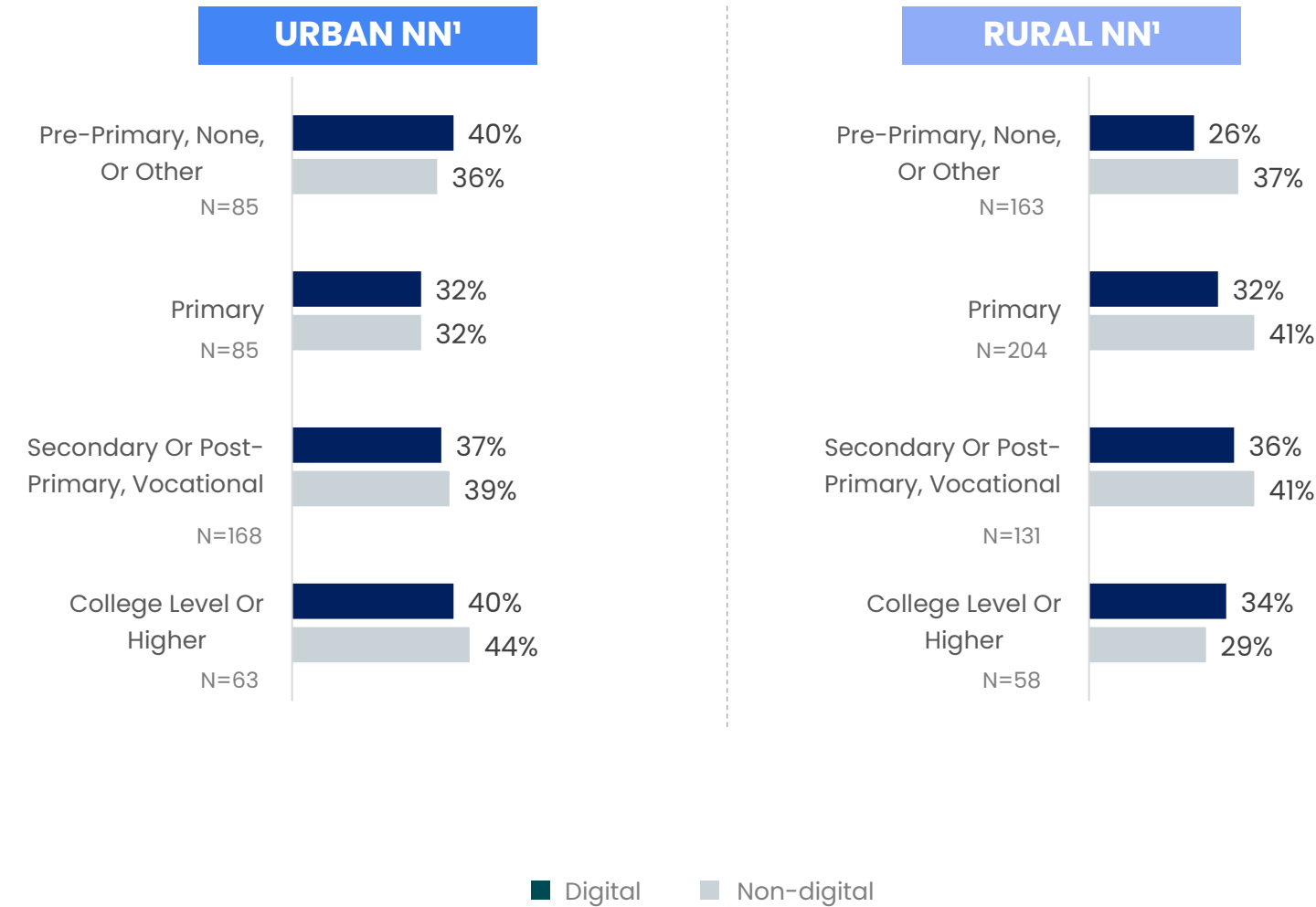
- Tell me what you think Sade can do to protect herself from being bullied on social media or on her phone?

This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Education – Nigeria (2): Use Digital Strategies for Dealing with Safety

% of women who would use digital and/or non-digital strategies within each education level

¹NN = North Nigeria



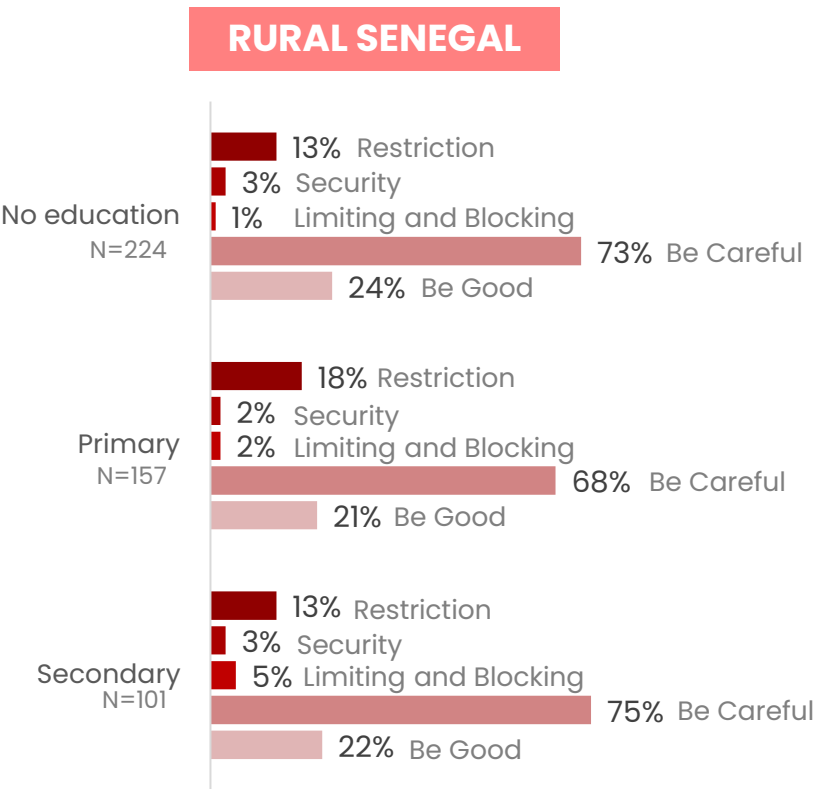
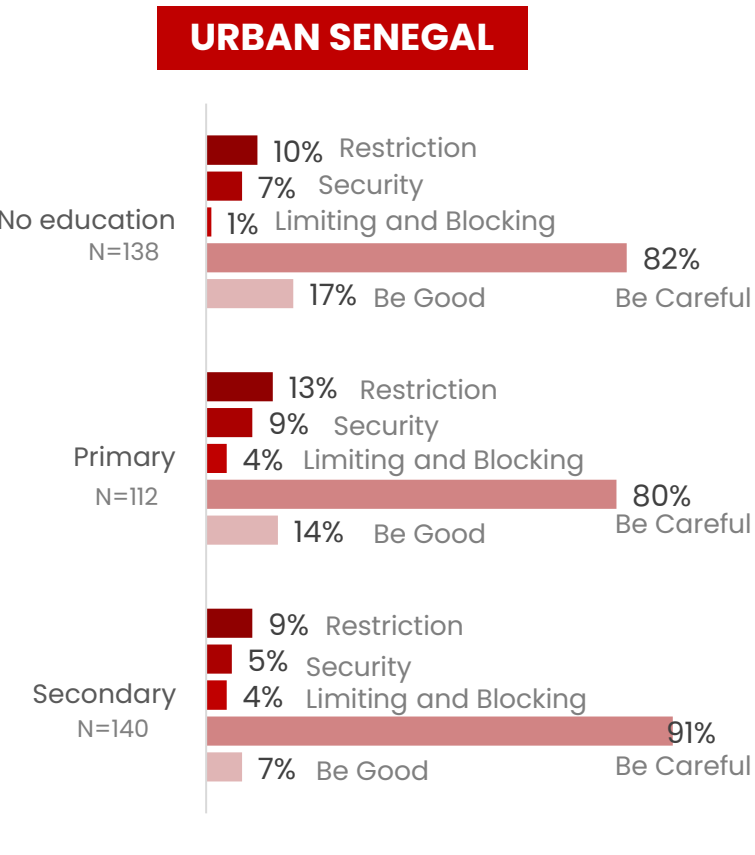
Question

- Tell me what you think Sade can do to protect herself from being bullied on social media or on her phone?

This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.

Education – Senegal: Use Digital Strategies for Dealing with Safety

% of women who would they would use each strategy



Question

- What advice would you give to other women about staying safe while using social media?

This was an open-ended question and each participant could mention using both, neither or either type of strategy. Therefore, percentages do not add up to 100%.