

[TO BE FILLED IN BEFORE THE START OF THE FGD, AFTER RECRUITMENT OF FGD PARTICIPANTS]

A. FGD ID Number						
B. Date						
C. Gender of moderator		<input type="checkbox"/> Male			<input type="checkbox"/> Female	
D. Location of FGD		Country			City/Village	
E. Profile of participant		Gender		Location type		Segment
		<input type="checkbox"/> Male <input type="checkbox"/> Female		<input type="checkbox"/> Urban <input type="checkbox"/> Rural		<input type="checkbox"/> High education <input type="checkbox"/> Low education
F. Participant information						
Name	Age	Occupation	Used a mobile in the past 3 months	Handset owner	SIM owner ²	Consent for photos
1.			Yes/No	Yes/No	Yes/No	Yes/No
2.			Yes/No	Yes/No	Yes/No	Yes/No
3.			Yes/No	Yes/No	Yes/No	Yes/No
4.			Yes/No	Yes/No	Yes/No	Yes/No
5.			Yes/No	Yes/No	Yes/No	Yes/No
6.			Yes/No	Yes/No	Yes/No	Yes/No
7.			Yes/No	Yes/No	Yes/No	Yes/No
G. Duration		Start time			End time	

Notes: ¹ A handset that he/she carries with him/her most of the day; ² A SIM that he/she carries with him/her most of the day

DISCUSSION GUIDE: Gender Gap Study

Approximate Time: 2 Hours

DISCUSSION FLOW & MODERATOR GUIDE

SECTION A: Introduction (10 mins)

- Putting the respondents at ease
- Explaining process of the FGD



SECTION B: Understanding the current situation (20 mins)

- Understanding their personal priorities and community challenges
- Issues/difficulties faced by them and their community
- Access to information



SECTION C: Mobile access and usage (45 mins)

- Use of mobile
- Access to mobile
- Barriers and opportunities to access/use, including
 - Cost
 - Ease of use
 - Cultural norms
 - Value and relevance
 - Agents
 - Mobile operators
 - Electricity availability
 - Network coverage/quality
 - Other barriers and opportunities
- Handsets
- Mobile internet



SECTION D: Perceptions and Aspirations (30 mins)

- Perceptions: benefits and disadvantages of mobile phones
- How mobile phone use and access will change in the future
- Ideas for improved mobile access and use by women



SECTION E: General discussion on men and women in the community and overall gender relations, thanks and wrap up (15 mins)

INSTRUCTIONS FOR MODERATOR:

- **“PROBE” MEANS: PLEASE MAKE SURE YOU ASK ABOUT THIS. PLEASE INTRODUCE THESE POINTS IN A WAY THAT FEELS NATURAL TO THE CONVERSATION**
- **“LISTEN” MEANS: PLEASE ONLY ASK ABOUT THIS IF MENTIONED BY RESPONDENTS**
- **“EG” MEANS: EXAMPLES PROVIDED FOR YOUR REFERENCE ONLY. THERE IS NO NEED TO SPECIFICALLY ASK ABOUT THESE; PLEASE USE WHATEVER YOU THINK IS APPROPRIATE FOR THE SPECIFIC AUDIENCE IF THEY NEED HELP**
- **“COMMUNITY” IS USED THROUGHOUT THIS DOCUMENT. PLEASE ADAPT THE DEFINITION DEPENDING ON THE TYPES OF PEOPLE IN YOUR FOCUS GROUP DISCUSSION. FOR EXAMPLE, FOR RURAL PARTICIPANTS, IT MAY BE APPROPRIATE TO CONSIDER THE ‘COMMUNITY’ AS THEIR VILLAGE, WHEREAS FOR URBAN PARTICIPANTS, IT MAY BE APPROPRIATE TO CONSIDER THEIR ‘COMMUNITY’ AS THE TYPES OF PEOPLE THAT THEY ARE FAMILIAR WITH (EG THEIR NEIGHBOURHOOD, OR THEIR FRIENDS/FAMILY)**
- **LISTEN FOR ANY BARRIERS/ISSUES TO OWNING OR USING A MOBILE PHONE MENTIONED DURING THE WHOLE DISCUSSION AND ASK MORE ABOUT THEM IF THEY ARE MENTIONED – BUT DON’T SPECIFICALLY ASK ABOUT THEM UNLESS THEY MENTION FIRST**

A. Introduction (10 mins)

[MODERATOR INTRODUCES HIMSELF / HERSELF, AND THE NOTE-TAKER]

Hello, I’m _____ and I work for [*name of research agency*]. This is _____ and he / she will be taking notes.

[*Name of research agency*] is interested in finding out about mobile phones in your community, and our discussion today is to get your opinions and experiences on this. It will take about 2 hours, and I want you to feel free to talk, give your opinions and your thoughts. There are no right or wrong answers, and so please feel free to say whatever you think, and feel safe sharing your experiences and thoughts. All the information you give us is anonymous and confidential, and we will not link what you say to your full name. If there is a question which makes you feel uncomfortable you can say that you want to skip it and you can stop participating at any time.

We are looking for your opinions, it’s not about only ‘yes’ or ‘no’, but it’s a lot about ‘why’ so feel free to tell me reasons for what you say, and explain what you think! This is a conversation between us in this room, so we need full participation from everyone – don’t feel shy!

It would also be very helpful if you could think out loud – in other words, as you are thinking about the questions that I ask you, please tell me what you’re thinking. The more you say when you are trying to figure things out, the better.

We would like to record what you say, and take photos as we go along.

Again, this is all confidential – the recording is only to help us remember what was said, as we can’t take notes on everything. No one will have access to the recordings except the research team.

[MODERATOR TO GET SIGNED CONSENT FOR AUDIO / VIDEO / USE OF PHOTOS].

Instruction for moderator in **BOLD HIGHLIGHTED CAPS**

Gender Gap Study Discussion Guide

During this discussion, we'll talk about you and your general lifestyle, and how you and people in your community communicate – and especially about your and your community's habits and perceptions about mobile communication and mobile phones.

Are you ready and okay to participate? Does anyone have any questions?

[MODERATOR TO GIVE TIME FOR ANY QUESTIONS].

Okay, let's begin.

B. Understanding the current situation (20 mins)

NOTES TO MODERATOR:

IN THIS SECTION, WE ARE TRYING TO UNDERSTAND:

- Personal priorities, and that of their community
- Issues/difficulties faced by them and their community
- Roles of men and women in their community
- Access to information

1. Let's start by talking about you. Please tell me about who you are.

[MODERATOR DOES SELF-EXAMPLE

EG:

- **WHERE THEY LIVE**
- **WHAT THEY DO FOR A LIVING**
- **THEIR AGE**
- **HOW MANY CHILDREN THEY HAVE, ETC]**

2. What are the most important things for you in your life?

[EG:

- **FAMILY**
- **EDUCATION**
- **FAITH**
- **CHILDREN'S EDUCATION**
- **EMPLOYMENT**
- **INCOME, ETC]**

3. What are the challenges that your community face?

[PROBE: IF THEY DON'T MENTION IT, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED

- **DIFFERENCES BETWEEN MEN AND WOMEN]**

4. What are the roles of men and women in your community? If they are different, how do they differ?

[PROBE: IF THEY DON'T MENTION IT, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED

- **JOBS**
- **EDUCATIONAL OPPORTUNITIES**
- **LAND OWNERSHIP**
- **INCOME**
- **ROLES OF WOMEN VS MEN IN THE HOUSEHOLD**

- **HOUSEHOLD DECISIONS INCLUDING HOUSEHOLD FINANCIAL DECISION MAKING / WHO CONTROLS THE MONEY? (EG HOUSEHOLD EXPENDITURE, CHILDREN'S EDUCATION)**

5. Do you think the roles of men and women in your community will change in the future? If so, how?

6. How do you/people in your community access information?

[NO NEED TO SPEND A LOT OF TIME ON THIS QUESTION – CAN MOVE THROUGH QUICKLY

EG:

- **WORD OF MOUTH**
- **RADIO, NEWSPAPER, TV, MOBILE PHONES, COMPUTERS**
- **INTERNET (EG TELECENTRES, MOBILE INTERNET, INTERNET ON COMPUTER)**
- **BULLETIN BOARDS IN PUBLIC PLACES (EG: MARKET, MOSQUE, CHURCH, TEMPLE)**
- **CAR DRIVING THROUGH THE NEIGHBOURHOOD BLASTING OUT INFORMATION**
- **LIBRARY, ETC.]**

C. Mobile Access and Usage (45 mins)**NOTES TO MODERATOR:****IN THIS SECTION, WE ARE TRYING TO UNDERSTAND ABOUT:**

- Use: What services do women and men use (voice, SMS, apps, mobile money, mobile internet), why and how? What services do they want to use but don't?
- Access: Ownership, sharing and borrowing
- Reasons for non-use and suggestions on how to enable use
 - Cost: to what extent is it a barrier, what type of cost is most important (eg: handset/top-up/electricity), differences for men and women (eg: who earns and controls the money)? Is it 'all about cost', or if we remove the cost issue, is there likely to be equal access?)
 - Ease of use (technical literacy): to what extent is it a barrier? is it perceived or actual (eg: fear of trying/getting it wrong, or never been taught); handset type and design: (eg: difficult to use, can't read the language the phone is in, can't understand the language of the keypad)
 - Cultural: to what extent is it a barrier? (eg: harassing calls, men not allowing women to use phones or wanting to supervise them when they use phones, women have more restricted mobility and freedom to travel and move around, cause of tension with spouse, fears of adultery)
 - Value and relevance: to what extent is this a barrier? Is it because women are unaware of benefits of mobile phone, or because they are aware of benefits but they feel they are not relevant to their personal lifestyle? Is it that mobiles are not seen as something 'for people like me' (not rich/educated/a man)? Is it that women don't value the VAS and content (eg: because it's not relevant or localised enough)? What wants and needs are there for localised content?
 - Agents: Are they barriers to uptake? If so, is it because of a lack of agents, or women don't know where they are, or women find difficult to get to them (eg: other commitments /unsuitable opening hours), male-dominated spaces (potentially intimidating), experience of male vs. female agents, or is it that women don't like agents (rude/unhelpful/unapproachable/stalk/intrusive/untrustworthy/steal money), no cash available
 - MNOs: positive and negative experiences of MNOs and perceptions eg: trust, awareness, network service quality
 - Electricity availability: lack of charging facilities for phones. Does this affect men and women differently?)
 - Network coverage/quality. Does this affect men and women differently?)
 - Other barriers and opportunities (eg: country-specific or location specific.)
- Handset preferences/challenges and why
- Mobile Internet: how men and women use (if at all), why they use, reasons for non-use, perceptions and barriers to uptake

7. Do you/people in your community use mobile phones? What are the main things you/they use it for?

[PROBE – IF THEY DON'T MENTION IT, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED:]

- A) WHY DO THEY USE THEIR MOBILES? (EG: CONTACT WITH FAMILY, BUSINESS, ACCESS INFORMATION, HEALTH INFO, OTHER).**
- B) WHAT DO THEY DO WITH THEIR MOBILES? (EG: CALLS, SMS). DO THEY USE MOBILE MONEY (TO DO WHAT?), MOBILE INTERNET (WHICH WEBSITES?), APPS (WHICH ONES)?**
- C) ARE THERE MOBILE PHONE FEATURES THAT THEY WOULD LIKE TO USE BUT THAT THEY CURRENTLY DO NOT? WHY?**
- D) DIFFERENCES BETWEEN MEN AND WOMEN IN TERMS OF USAGE]**

[LISTEN – IF THEY MENTION THESE, ASK MORE ABOUT THEM, BUT DON'T SPECIFICALLY ASK ABOUT THEM UNLESS THEY MENTION FIRST:]

- E) ANY BARRIERS OR OPPORTUNITIES THAT ARE MENTIONED]**

8. Do you/people in your community own their own mobile phones?

[PROBE – IF THEY DON'T MENTION IT, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED:]

- A) IS SHARING/BORROWING COMMON?**
- B) WHO DO THEY SHARE OR BORROW FROM?**
- C) DO THEY EVER LEND THEIR PHONE TO ANYONE?**
- D) DO YOU THINK IT IS IMPORTANT TO OWN A MOBILE PHONE, OR JUST TO HAVE ACCESS TO ONE? WHY?**
- E) DIFFERENCES BETWEEN MEN AND WOMEN IN TERMS OF OWNING/SHARING/BORROWING.**
- F) DIFFERENCES BETWEEN DIFFERENT 'TYPES' OF WOMEN (EG MARRIED VS UNMARRIED WOMEN IN TERMS OF OWNING/SHARING/BORROWING)**

[LISTEN – IF THEY MENTION THESE, ASK MORE ABOUT THEM, BUT DON'T SPECIFICALLY ASK ABOUT THEM UNLESS THEY MENTION FIRST:]

- G) ANY BARRIERS OR OPPORTUNITIES THAT ARE MENTIONED]**

9. Please think about the people in your community who are not using mobile phones at all, or not using them as much as other people. Who are they, and why do you think this is?

[PROBE – IF THEY DON'T MENTION, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED:]

- A) MIGHT THEY BE CHOOSING NOT TO?**
- B) WHAT NEEDS TO CHANGE SO THAT THESE PEOPLE CAN USE MOBILE PHONES? WHO CAN MAKE THOSE CHANGES?**

- C) WHAT WOULD THEY LIKE TO USE THEIR MOBILE PHONES FOR?**
- D) HAS THE PROFILE OF PEOPLE WHO DO NOT USE MOBILE PHONES CHANGED IN THE PAST FEW YEARS? HOW?**
- E) DIFFERENCES BETWEEN MEN AND WOMEN ON REASONS FOR NOT USING MOBILE PHONES AT ALL OR AS MUCH]**

[LISTEN FOR THE FOLLOWING BARRIERS/ISSUES TO OWNING OR USING A MOBILE PHONE– IF THEY MENTION THESE, ASK MORE ABOUT THEM, BUT DON'T SPECIFICALLY ASK ABOUT THEM UNLESS THEY MENTION FIRST:

- F) COST: OF HANDSET, TARIFFS, TOP-UP, ELECTRICITY AND CHARGING OF PHONE. WHICH COSTS ARE THE MOST IMPORTANT? MEN VS WOMEN'S ABILITY TO PAY AND WHY?**
- G) ELECTRICITY: LACK OF CHARGING FACILITIES FOR PHONES**
- H) NETWORK COVERAGE/QUALITY**
- I) EASE OF USE AND TECHNICAL LITERACY: EG FEAR OF TRYING, NEVER BEEN TAUGHT, HANDSET DESIGN/TYPE (EG LANGUAGE),**
- J) AGENTS AND MOBILE TOP-UPS / DEALERS: EG NEGATIVE EXPERIENCE IN INTERACTING WITH DEALERS, TOO FAR AWAY FROM HOME.**
- K) MOBILE OPERATORS: OPINIONS AND EXPERIENCES OF MOBILE OPERATORS**
- L) VALUE AND RELEVANCE: EG UNAWARE OF THE BENEFIT OF MOBILE PHONE, AWARE BUT DON'T THINK THAT THEY ARE RELEVANT TO THEM PERSONALLY, BELIEVE NOT FOR 'SOMEONE LIKE ME', LACK OF RELEVANT CONTENT**
- M) CULTURAL BARRIERS: EG HARASSMENT OVER THE MOBILE PHONE, MEN CONTROLLING WOMEN'S USE OF MOBILE PHONES, MOBILE PHONE CAUSING TENSION WITH SPOUSE]**
- N) ANY OTHER ISSUES/BARRIERS MENTIONED**

10. What do/would you look for when you choose a handset?

[PROBE – IF THEY DON'T MENTION IT, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED:

- A) LIKES**
- B) CHALLENGES**
- C) WHAT WOULD THEY LIKE TO BE ABLE TO DO WITH THEIR HANDSET/A HANDSET?**
- D) SMARTPHONES: DO THEY KNOW WHAT THEY ARE? WHAT WOULD THEY LIKE TO USE ONE FOR (IF AT ALL)?**

[LISTEN – IF THEY MENTION THESE, ASK MORE ABOUT THEM, BUT DON'T SPECIFICALLY ASK ABOUT THEM UNLESS THEY MENTION FIRST:

- E] WOMEN (OR MEN) NOT HAVING A CHOICE IN THEIR HANDSET AS SOMEONE ELSE CHOOSES IT FOR THEM**

11. Do you/people in your community use mobile Internet (i.e. internet on a mobile)? How do you/they use it?

[CHECK THEY KNOW WHAT MOBILE INTERNET IS]

[PROBE – IF THEY DON'T MENTION, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED:]

- A) WHO IN THEIR COMMUNITY TENDS TO USE MOBILE INTERNET?**
- B) WHY DO THESE PEOPLE USE MOBILE INTERNET? (EG WORK, STUDIES, LEISURE)**
- C) IS THERE ANYTHING THEY WOULD LIKE TO USE MOBILE INTERNET FOR, BUT DON'T AT THE MOMENT? WHY?**
- D) FOR PEOPLE IN THEIR COMMUNITY WHO ARE NOT USING MOBILE INTERNET, WHY DO THEY THINK THIS IS? DO THEY THINK SOME PEOPLE MAY HAVE ACCESS TO MOBILE INTERNET BUT DON'T USE IT BY CHOICE? WHO? WHY?**
- E) WHAT NEEDS TO CHANGE TO ENABLE PEOPLE TO USE INTERNET ON THEIR MOBILES?**
- F) DIFFERENCES BETWEEN MEN AND WOMEN IN TERMS OF MOBILE INTERNET ACCESS AND USAGE]**

D. Perceptions and Aspirations (30 mins)

NOTES TO MODERATOR:

IN THIS SECTION, WE ARE TRYING TO UNDERSTAND ABOUT:

- Perceptions: benefits and disadvantages of mobile phones
- How mobile phone access and usage will change in the future
- Ideas for improved mobile access and use by women

12. Have mobile phones changed your life and your way of doing things? If so, how?

[EG:

- **PERSONAL BENEFITS (EG: SAFETY, EDUCATION, INFORMATION, PERSONAL DEVELOPMENT, ETC).**
- **HOME AND FAMILY LIFE (EG: CHILDREN'S EDUCATION)**
- **WORK, EMPLOYMENT, INCOME OPPORTUNITIES**

[PROBE – IF THEY DON'T MENTION, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED:]

- A) ACCESS TO (MOBILE) FINANCIAL SERVICES**
- B) ACCESS TO (MOBILE) INTERNET**
- C) DIFFERENCES IN THE WAY THAT MOBILE PHONES HAVE CHANGED THE LIVES OF MEN VS. WOMEN]**

13. Are there any issues or challenges that either you or others in your community face as a result of having a mobile phone?

[PROBE – IF THEY DON'T MENTION, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED:]

- A) HAVE THEY EVER HEARD OF ANYONE GETTING INTO TROUBLE FOR USING A MOBILE PHONE? WHY? WHAT HAPPENED?**
- B) WHAT COULD BE DONE TO LIMIT THESE PROBLEMS?**
- C) DIFFERENCES BETWEEN MEN AND WOMEN: ISSUES ENCOUNTERED BECAUSE OF THE USE OF MOBILE PHONES]**

[LISTEN – IF THEY MENTION THESE, ASK MORE ABOUT THEM, BUT DON'T SPECIFICALLY ASK ABOUT THEM UNLESS THEY MENTION FIRST:]

- D) FOR HARRASSMENT (EG HARASSMENT BY STRANGERS, SPAM SMS, PRANK CALLS)**
- E) CAUSING TENSION IN HOUSEHOLD (EG: FEAR OF ADULTERY)**

14. Is there anything that worries you about your partner or spouse having or using a mobile phone?

[LISTEN – IF THEY MENTION THESE, ASK MORE ABOUT THEM, BUT DON'T SPECIFICALLY ASK ABOUT THEM UNLESS THEY MENTION FIRST:]

- A) FOR HARRASSMENT (EG HARASSMENT BY STRANGERS, SPAM SMS, PRANK CALLS)**
- B) CAUSING TENSION IN HOUSEHOLD (EG: SUSPICION OF AFFAIR)**
- C) MOBILE MONEY CAUSING TENSION WITHIN THE HOUSEHOLD (EG: HIDING SAVINGS FROM SPOUSE)**
- D) MOBILE INTERNET CAUSING TENSION IN THE HOUSEHOLD [EG: IF SOMEONE ACCESSES INAPPROPRIATE CONTENT?]**

15. Over the next 10 years, what changes do you think there will be in the way people in your community use mobile phones?

[PROBE – IF THEY DON'T MENTION, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED:]

- A) DIFFERENCES BETWEEN HOW THEIR SONS VS DAUGHTERS WILL USE MOBILE PHONES**
- B) HOW DO YOU FEEL ABOUT THESE CHANGES?**

16. What more do you think could be done to help more women access and use mobile phones? What about men?

E. General discussion on women and men's restrictions and gender norms, thanks and wrap up (15 mins)

17. Now let's think about life in your community, and what life is like for men and women. Are there any restrictions on what women can do? What about men?

[BUILD ON THINGS MENTIONED IN EARLIER QUESTIONS / TOPICS ABOUT DIFFERENCES BETWEEN MEN AND WOMEN EG 'YOU TOLD ME EARLIER ABOUT...']

[PROBE – IF THEY DON'T MENTION, OR IF THEY NEED HELP – PLEASE MAKE SURE ALL QUESTIONS / TOPICS HAVE BEEN DISCUSSED:]

- A) WHAT THINGS, IF ANY, DOES A WOMAN NEED TO ASK PERMISSION FOR FROM HER HUSBAND? WHAT THINGS, IF ANY, DOES A MAN NEED TO ASK PERMISSION FOR FROM HIS WIFE?**
- B) ARE THERE ANY THINGS A WOMAN IS NOT PERMITTED TO DO AT ALL? WHAT HAPPENS IF SHE DOES IT ANYWAY? ARE THERE THINGS A MAN IS NOT PERMITTED TO DO AT ALL?**
- C) ARE THERE THINGS A WOMAN IS NOT PERMITTED TO DO IN THE PRESENCE OF MEN? ARE THERE THINGS A WOMAN IS ONLY PERMITTED TO DO IN THE PRESENCE OF MEN?**
- D) HAVE THESE CHANGED SINCE YOUR PARENTS WERE YOUNG? DO YOU THINK THEY WILL CHANGE IN THE FUTURE?**

18. What's your favourite thing to do on a mobile phone?

[THANK RESPONDENTS FOR THEIR TIME]