

# THE GENDER DATA GAP EXPLAINED

We've all heard of the gender pay gap, but what about the gender data gap? It's a lesser known inequality but, arguably, a much more serious loophole in society. You see, we live in the information age but we don't know so much about women and the inequalities they face. In order to achieve gender equality, we need to scrap the sketchy, out of date and presumptuous data that exists for us. So, here's the data gap explained very briefly.

## MICROAGGRESSIONS

We'll start with the lesser of many evils. Some of the data gaps result in annoying microaggressions for women. Like, things just are not designed for us, which means we spend our entire lives adapting and managing, whilst men swim by without even thinking. The office is a great example of this; shelves, printers, doors, water coolers and the actual office temperature become obstacles for women. Other things like phones not made for our hands, clothes not having pockets and handy tools are just uncomfortable for women. The problem is, things aren't designed with women in mind. We're quite literally screaming for a little bit of consideration to make our lives easier and, just like the generations before, we're being ignored.

## FINANCIALLY

The gender data gap is more than just annoying though, especially when it comes to finances. Women do about 75% of the world's unpaid work; studies show this can account for up to 80% of countries' GDP. I mean, these are just estimates because of course nobody is systematically studying this kind of data... hazard a guess as to why?

The fact is, women are paid less than men and more of their paycheck goes towards domestic funding. Consequently, women take the absolute brunt of government cuts. For example, in eight

years 86% of government cuts have fallen on women. It's an optimistic assumption, but maybe if more research on women's wages, finances and work were considered, we wouldn't have to deal with so much financial turmoil.



## CARS

Probably one of the most poignant examples of the gender data gap is the one concerning cars. Over the years, car crash dummies have been designed around the male body – meaning cars were designed for the male body. And the result is deadly. Women are 47% more likely to die in a car crash. Things that are supposed to protect us like airbags and seatbelts are not only less safe for women but can also create serious neck and spinal injuries. Things are changing (even if there's still no pregnant female crash dummy regularly being used) but this literally requires 50 years of car design to be changed.

## MEDICAL SCIENCE

And I've saved the very worst until last. The data gap in medical science is quite literally killing women. The absolute majority of medical knowledge is based entirely on males. Testing on male bodies, male animals, male cells etc makes up for the majority of all studies.

Make no mistake, gender makes a big impact, right down to the cells in our body – and the gender data gap is fatal. Medication is less safe and less likely to work for women. Now, this assumes that women are actually diagnosed...even the diagnosis is less likely to work for women. The result is absolutely horrifying statistics like; women are 50% more likely to die following a heart attack.

## WHAT DOES THIS SAY?

We spend our lives not feeling as important or visible as men...why? This is exactly why. Not only has ignoring women led to our lives being made sufficiently harder doing everyday tasks and financially, but it's killing us. Ultimately, we see statistics like this and experience unnecessary microaggressions and we conclude that our comfort isn't imperative and our lives are less important than that of a man's.

What can we do?

- Consider women in your designs
- Add women to your research
- Hire women
- Pay women more
- Research women's bodies
- Conduct more gender-related data resources

Not having the right data means that we cannot make any kind of progress. Gender statistics on education, natural disasters, workforces, medical science, domestic violence and government need to be recorded. And to be honest, we can't believe that it's 2018 and we still have to ask for this.