

# IT COUNTS

## THE ISSUE:

Improving gender diversity is a global issue that affects many fields. For example, only 27% of engineers in Europe are women and that number drops to 20% in the USA. Various studies have shown that social and cultural factors have a strong influence on career choices and bias recruitment. Hence, it is crucial that we document this gender bias to change the numbers and at the same time develop new approaches to engage citizens in a collective awareness.

## THE ANSWER:

ItCounts is a crowd sourced mobile application that allows the users to collect data on the male to female sex ratios in the work environment and on media, thanks to citizen collaboration. The collaborative online platform [itcounts-app.org](http://itcounts-app.org), which unites a community of people who want to make gender diversity a reality, empowers users through targeted data analytics and visualization. This innovative project is the product of WAX Science, a French NPO that promotes gender diversity in science through novel approaches.

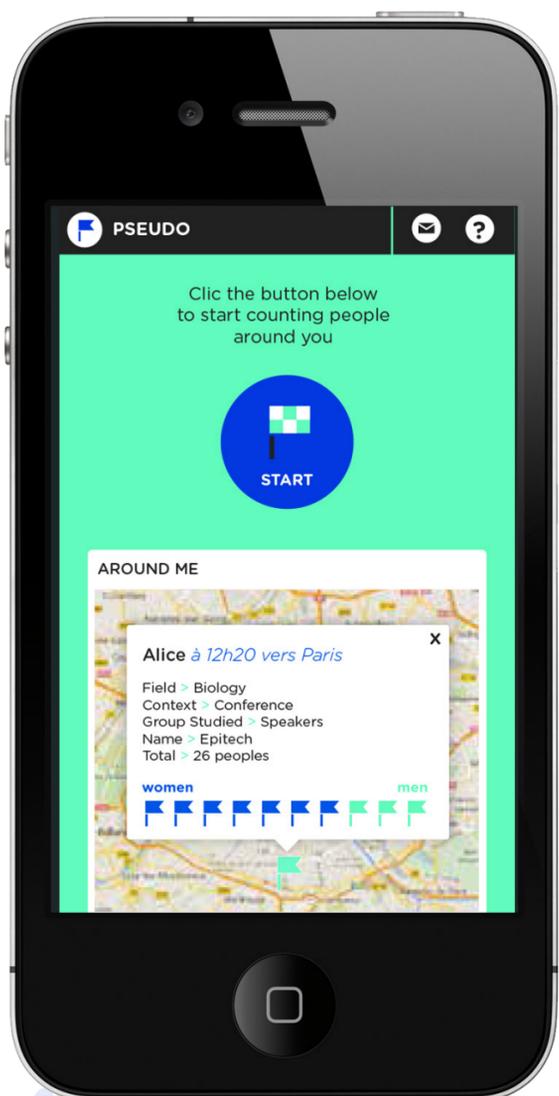
## A SIMPLE AND EFFICIENT TOOL

## THE APP:

ItCounts allows citizens to count men-women ratios in their direct environment (at school, at work, at a seminar, in media) in less than two minutes, from a mobile phone or a computer. The application and the associated website give free access to the anonymized geolocated data entered by other users, as well as the ability to consult and download it. The prototype has received the “Disruptive Technology Award” during the Hackathon Women Innovation by Orange in October 2015, the French leading multinational telecommunications corporation.

## DATA USE:

The data are reported on a map via geolocation: at a glance, it is possible to get a good overview of men-women parity within a particular area and in a specific group. On the website, data visualisation tools are provided to help citizen browse the reported sex ratios and monthly reports will be sent to users on demand. Data will also be processed for research purposes. Our ambition is to use statistics to leverage the collected data and raise awareness about gender equality issues among conference organizers, companies or public institutions directors.



## THE FUTURE:

Counting allows the ItCounts user to be an active witness of the disparities among men and women in his or her direct surroundings. By collecting and sharing the data, the user contributes to a citizen science activity based on crowdsourcing that supports research, and the ultimate cause for more equality in society. The app will be ready to download in November 2016 but you can start counting by tweeting sex ratios using the hashtag #itcounts and can follow us on Twitter @itcountsapp.

If you want to be notified when the website and the app are released, please contact us at [contact@wax-science.org](mailto:contact@wax-science.org) or by Twitter @itcountsapp.