

# ALL GENDERS MAKE A DIFFERENCE

THE FUTURE IN IT  
BELONGS TO... EVERYONE

Do you know who would be a better accountant – a fish or a baby? There are still far too many people who would answer this question: definitely not a woman!

Research has been underway for decades on the “number sense,” our natural abilities to count and estimate, and there is no, I repeat: no! evidence that numerical competences are in any way dependent on gender. Neither is interest in science – at least until a certain age. A study conducted by Martin Bauer for Microsoft among 11,500 girls from 12 countries showed that they were extremely interested in STEM (science, technology, engineering, mathematics) disciplines up to the age of 11, but were losing interest at the age of 15. According to the study it is *possible* that girls have “humanistic minds” and should rather spend

time running through fields, writing poems or talking to butterflies... but I have a different opinion on this subject – science and statistics too. In the report “All genders make a difference. The future in IT belongs to... everyone” you will find answers to such questions: do women in IT really lack competences? How are they coping in this male-dominated world? What can we do to make the percentage of female experts in these disciplines rise rapidly like yeast?

This is an important project, because we still have a lot to do in these matters – it’s high time to convince as many people as possible that women can reach all the summits and positions of their dreams, that they can be whoever they want. Unless they want to be people who confuse correlation with causation. But this is independent of gender.

Enjoy the report!

## Janina Bąk

Academic lecturer. Psychofan of statistics and marketing research. Author of the book “Statystycznie rzecz biorąc. Czyli ile trzeba zjeść czekolady, żeby zdobyć Nobla” [Statistically speaking, or how much chocolate do you need to eat to win a Nobel Prize] (over 120,000 copies sold). She teaches people that they can and should give statistics a try – she does it on the JaninaDaily.com blog, on the “Statistically speaking” YouTube channel and in person. She has several hundred public appearances and trainings under her belt. In addition to Poland, she has also appeared in Sweden, Germany and the UK, and everyone laughed a lot at her standard deviation jokes.



# INTRODUCTION

For years, we have been hearing and saying that the future in IT belongs to everyone, but changes are taking place too slowly.

This is why it is worth emphasizing it constantly: gender, sexual orientation, nationality, religion or beliefs should not have any impact on professional development.

Meanwhile, the IT industry is perceived as a male dominated sector.





## Is this true?

In recent years, many campaigns and actions have been organised to encourage women to go into IT, but this still does not translate into employment statistics. On average, women account for only a quarter of people working in IT<sup>1</sup>. Where does this inequality come from? Why, after so many years, in such a dynamically developing industry, employing more and more people, are women still a minority?

## At Capgemini, we believe that the IT industry can be inclusive and that it has a place for everyone.

We are looking for people who want to develop, learn, and are ready to work on various projects. We try to create an environment in which everyone will feel at ease and which will allow everyone to develop their passion for IT. We believe that our policy and the successes we achieve in promoting these values are visible and appreciated, and all Capgemini employees share them with us.

We decided to take a deeper look at how women working in IT are perceived. We were curious if people from the industry had different perceptions and feelings than people from other professional groups. We decided to say “let’s check it out.” We asked about the perception of the threshold for entering the industry, earnings, promotion opportunities or competences. The research results illustrate the way of thinking of both male and female respondents. We studied the image of women in IT both at Capgemini Polska and among white collars from various sectors and other professional groups.

In our research, we focused on the differences in the perception of women in the IT industry, although we are aware that this is not the only inequality we deal with in the labour market which we are trying to eliminate. We dream of an IT environment without injustice and we will systematically strive to achieve this goal. We, as representatives of Capgemini, but also as the entire IT industry and the entire society. We will not eliminate all inequalities, but we can at least try to minimise them – step by step. We conducted two studies in the search for answers to our questions. In the first one, we divided the respondents into

groups which we called white collars (assuming at the same time that these people most likely have contact with the IT sector) and “core group” (people from other professional groups). As a result, we obtained a comparison as to what extent contact with the IT industry itself affects the answers provided. In the second study, we asked the same questions of Capgemini employees. We were curious how a specific work culture in a specific organisation influences the phenomenon we are studying. Details are provided in the “Methodology” section at the end of the report.

# IT IS A GREAT PLACE TO BE

Technology, telecommunications and computerization are present in almost every area of our lives. Also, every progressive enterprise needs modern, innovative solutions to efficiently manage production systems, communication with clients and contractors, and internal administration.

Such solutions are provided, among others, by the technological sector. No wonder that the demand for its services, and thus for specialists in this sector, is constantly growing.



Even the pandemic, which had a negative impact on many other industries, did not reduce the demand for IT services, but even increased it<sup>2</sup>.

## ATTRACTIVE WORKING CONDITIONS ALSO CONTRIBUTE TO THE INCREASED DEMAND. THE IT INDUSTRY MAY BE ATTRACTIVE NOT ONLY FOR ITS STABILITY, BUT ALSO FOR:

**Competitive earnings.** According to Bulldog Job data, the IT industry is characterised by very high wages. Already in junior positions, the salary is on average almost two thousand zlotys a month higher than the national average. With the employment contract, it ranges from nearly PLN 5,000 net for a junior position (slightly less for a specific task contract or contract-mandate), to over PLN 10,000 net monthly for senior positions, up to nearly PLN 12, 000 net monthly at the middle management level. With a B2B contract, these amounts increase even more – from almost PLN 8,000 net in the junior position to over PLN 21,000 net in the senior position and around PLN 22,000 net in the positions of team leaders or at the middle management level<sup>3</sup>. The ABSL report states that the IT sector is the best compensated category on the market (**24%** above the average)<sup>4</sup>.

**A multitude of offers.** In 2021, the IT industry moved up to the second position (with a result of **22%**) in terms of the number of job offers appearing on the market. However, already in the first half of 2022, it was at the top of the most popular specializations (**24%** of offers) for the first time<sup>5</sup>.

**Possibilities of personal development and professional advancement.** According to the No Fluff Jobs report, women who decided to look for a job in this sector, as an argument, just as often as their earnings (**71%**), indicated a desire for personal development in a specific field (**71%**)<sup>6</sup>.

**Flexible and hybrid work model.** This is one of the few advantages of the pandemic, which, by forcing us to work remotely, significantly accelerated the process of adapting the hybrid model on the labour market. Before it, less than **30%** of organisations from the IT sector provided such an opportunity, currently it is almost **83%**<sup>7</sup>.

In Poland, according to the data of the Polish Agency for Enterprise Development (PARP), there are already well over half a million people working in the ICT (Information and Communication Technology) industry – in 2019 there were almost 511,000 of them. In the EU countries, only Germany, France, Italy and Spain have more specialists employed in this industry<sup>8</sup>. Despite so many employees, the Polish market is still not saturated. We need even more programmers and testers, but also project managers and IT architects.

According to PARP calculations, as many as 86% of domestic companies experience problems with recruiting IT specialists<sup>9</sup>.

This additionally motivates employers to offer members of their teams not only regular raises and bonuses, but also a number of other benefits: free training and courses, flexible working hours, extensive social packages, relaxation zones in the company and so on.



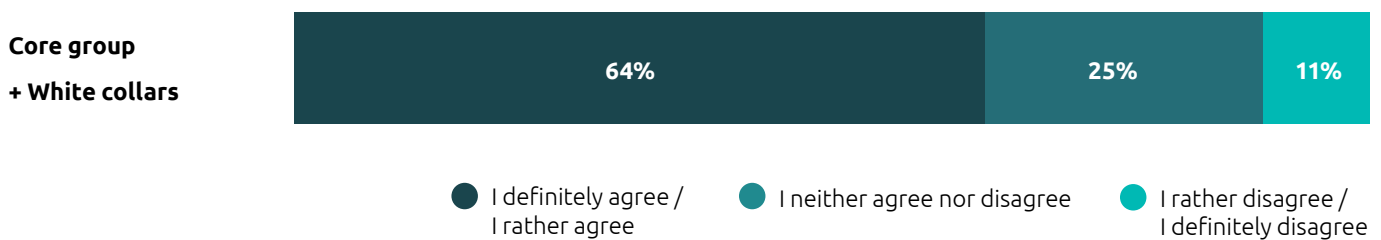
*There is no need to mention private medical care, also for family members of employees, or gym packages, as those are already offered by many companies. Capgemini additionally gives the possibility of co-financing postgraduate studies or courses. We have developed a number of training programs for employees with different levels of experience, under which they can start their adventure in IT or develop in technologies that are already interesting to them. The most important, however, are the teams in which we can work and the interesting projects, products and services we provide. Cloud or classic technologies, delivered in a traditional or variable model, such as DevOps, provide opportunities for development in our company from a junior to an architect. Opinions of people who work for us confirm that a friendly atmosphere is also important – that everyone simply likes this job and has equal opportunities for development. We believe that the beauty of the team lies in the diversity of its members. In how we differ and at the same time complement each other. We value diversity in all respects, be it gender, age, nationality or interests.*

**ARTUR KMIECIK**

Head of Cloud and Data Services, Capgemini Polska

The IT industry has many advantages, but it doesn't attract everyone. It is seen as a male dominated sector. In our study, we asked respondents about it. The opinion that "the IT industry is stereotypically regarded as the domain of men" was agreed with by as many as 63% of respondents, which confirms that this stereotype is very common and casts a shadow on the image of the industry. **When we asked if it would stay like that for some time, as many as 64% of the respondents agreed.**

**Graph 1: The IT industry will be dominated by men for some time to come.**



But is this true? We already revealed in the introduction that women constitute on average only a quarter of people working in IT around the world. According to Deloitte, the share of women in companies from the technology industry in 2019 was 22.4%, in 2020 – 23.1%, and the forecasts for 2021 and 2022 were, respectively: 24% and 25%<sup>10</sup>. Meanwhile, in Poland, where women account for 51.7% and men for 48.3% of the population<sup>11</sup>, the IT landscape is even more dominated by men.



In Poland, women constitute only 14% of the total number of employees in the IT sector, both according to the survey by the Polish Agency for Enterprise Development from 2019–2020<sup>12</sup>, and the Bulldog Job report from 2022<sup>13</sup>.

At Capgemini, we can boast a better result, but still not equal. In the Cloud Infrastructure Services department, women constitute 43%, in Software Solutions Center – 36%, and in Financial Services – 29% of employees, which is an average of 38%.



# STEREOTYPES



One of the most easily identifiable causes of inequality is gender stereotyping. “Girls are weak in mathematics,” “women are not suitable for science,” “women themselves don’t want to choose such professions,” “the IT industry is not a place for women, they will have a hard time”<sup>14</sup>.

## Is that so?

In April 2022, the Perspektywy Education Foundation, together with the National Research Institute, published a comprehensive report “Women at polytechnics”. While women in Poland (and other twelve Member States that joined the European Union in 2004) account for as much as 57% of the total number of students (and 63% of graduates), this ratio is much lower at technical universities. In 2021 it was 35%, and last year it increased to 44%<sup>15</sup>.

In the so-called IT and new technology fields of study (that is, preparation for work in the technology production sector and advanced data analysis), women constitute only 18–19% of students<sup>16</sup>. Although this percentage increases slightly from year to year, it is still surprising how large the gender gap is.

Where do these statistics come from? The opinion that persisted until recently that due to the anatomical differences in the structure of the brains of men and women, the latter are better at solving mathematical problems is considered by modern neuroscience to be at least questionable. Many scientists say it bluntly: it's nonsense.



Moreover, some studies indicate that it's girls – at least up to the age of 15 – that are better at solving math problems than their male peers<sup>17</sup>.

Science does not confirm – certainly not unequivocally – the innate predisposition of one sex to work in technical professions. Researchers agree that our skills and abilities are formed in childhood, when the brain is the most plastic, absorbent and capable of creating new neural networks<sup>18</sup>.



*We can talk about neurosexism in the education system: the belief that women's brains are not predestined to science, and especially to technical sciences. That women are illogical, intuitive, emotional. That their hemispheres are simply not suitable for rational thinking. Meanwhile, all studies show that there are no fundamental differences between the brains of men and women. Larger differences are noticed between the brains of individual women, or individual men. International PISA surveys show that there are no significant differences in solving tasks in mathematics and physics among girls and boys. Moreover, at technical universities, girls often achieve better results than men<sup>19</sup>.*

**DR BIANKA SIWIŃSKA**

President of the Perspektywy Educational Foundation and manager of the campaign "Girls as Engineers!"



*We must take care of the entire process of educating and inspiring young people in the field of STEM – from primary school, through further education, to positioning on the labour market, e.g. in the technology industry, science or the innovation sector. Americans call this string of connected vessels “the pipeline.” Sometimes this “pipeline” can leak – and potential talent can be lost at certain stages. This is the case with women. Losing interest in science, their lower participation in engineering studies and lower professional career activity in areas related to STEM, is a systemic problem – not only in Poland or the United States, but also around the world. It is at the stage of transfer from high schools to universities that we lose the greatest capital of women who could choose studies preparing for a career in the technology industry<sup>20</sup>.*

**Perspektywy Education Foundation report**

“Women’s Potential for the Technology Industry,” 2015



It is difficult to argue with the data from universities – women much less often choose fields related to the exact sciences, i.e. STEM. If so, there must be some reason for it. And even a conglomerate of causes: educational, social, cultural.

Dr Ewa Woydytło-Osiatyńska, a psychologist and therapist (although she also studied physics), author of numerous psychological books and guides, sees it in the cultural approach and the difference in raising daughters and sons.



*Parents and grandparents often unknowingly clip the girls’ wings. They say, “Ala, clean up after dinner,” while Ala’s brother is playing on the computer. Or they give her dolls and crocheting sets to play with, while the girl would rather play with blocks or assemble plane models. And then, when Ala discovers she loves physics and is choosing a high school, they say: “The math-physics class is probably not the best choice for girls. We understand that you like physics now, but it will get harder and harder and you can fail, so just let it go.” Anyway, stereotypes are not only harmful to women. All sexes fall victim to them. Ala’s brother might prefer to bake a cake with his mom instead of clicking on the computer with his dad.*

**DR EWA WOYDYŁŁO-OSIATYŃSKA**

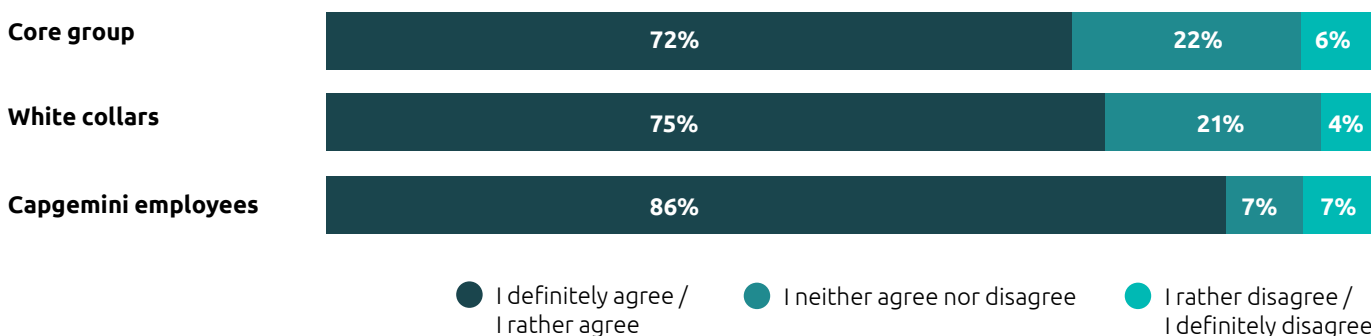
psychologist, addiction therapist



Should the stereotype of a woman as a “humanist,” weaker in mathematics and better suited to other professions than STEM, have long been abolished?

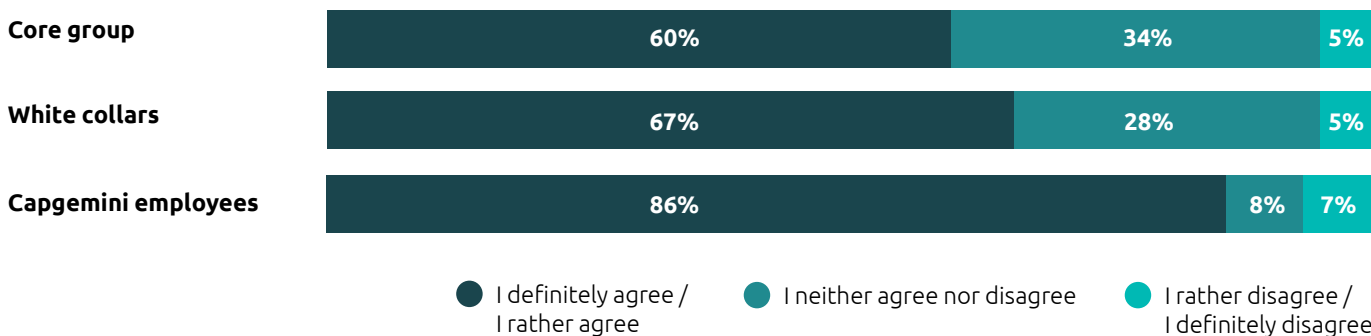
**Our respondents agree it should. As many as 72% of the core group respondents and 75% of white collars confirmed that women specializing in IT do not differ in their skills from specialists of other sexes. At Capgemini, this indicator grows by an additional dozen or so percentage points – the same was said by as many as 86% of our employees.**

Graph 2: Women specializing in IT are in no way inferior in skills to IT specialists of other genders.



Is gender still important when hiring? In the eyes of our respondents, it loses in importance to other factors, such as professional experience. As many as 60% of the respondents in the core group and 67% of white collars believe that in the professional field, differences between beginners and experts are more important than between people of different genders. At Capgemini, we build teams, regardless of their origin, age, religion, experience or gender. **It seems to be paying off – among the respondents from Capgemini, as many as 86% of people agreed with the same statement, which is an impressive difference between our company and a general group of white collars.**

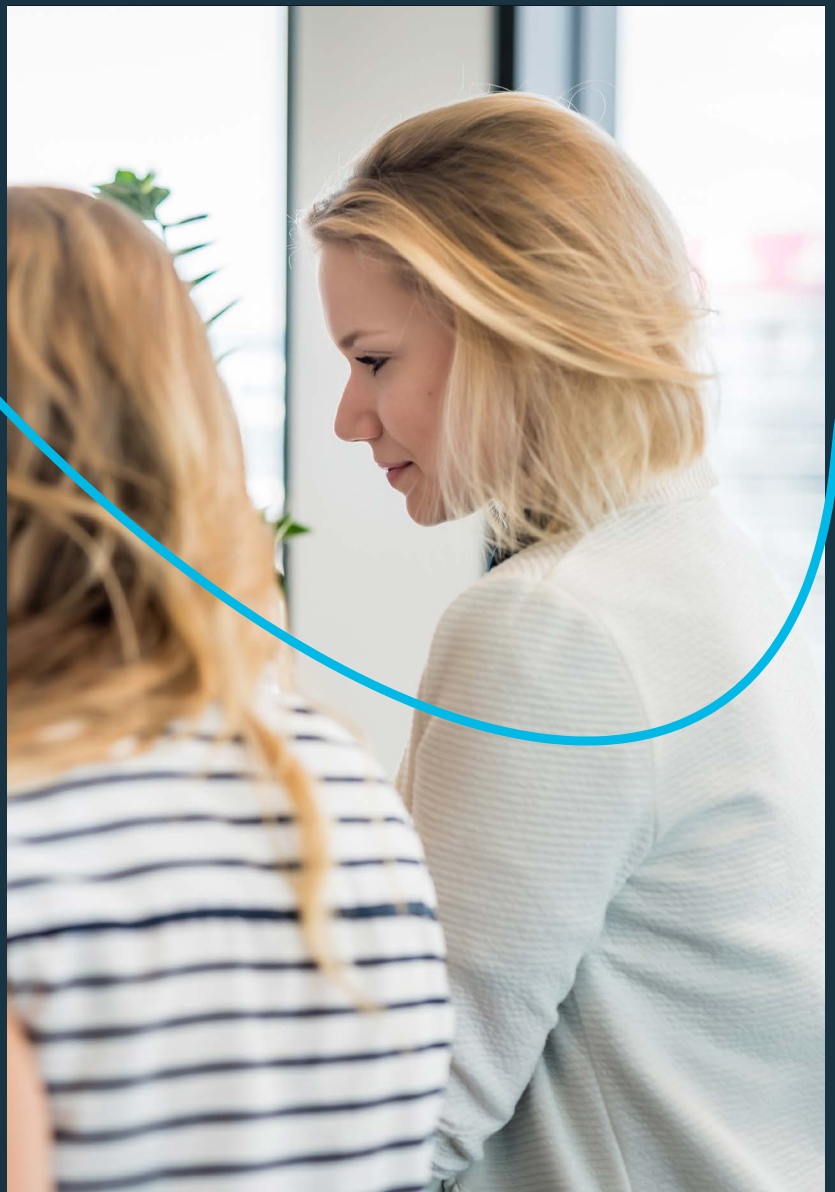
Graph 3: In the IT industry, the differences in knowledge and experience are greater in the beginner-expert field than in the gender field.



# DIFFICULTIES

However, stereotypes are not the only factors contributing to the gender imbalance in IT.

One cannot fail to mention the patriarchal side of capitalism, which trips up a woman building a career in any industry: glass ceilings, lower wages, and disturbed work-life balance.



The glass ceiling is a phenomenon described in the 1980s as an invisible barrier that women face on their way to career advancement (later this term was also used in the case of barriers to sexual or ethnic minorities). The European Institute for Gender Equality has been dealing with the issue of professional differences between the sexes for several years, examining, among other things, opportunities for promotion to managerial staff and career development paths. In Europe, according to a study from 2021, Sweden, Denmark and the Netherlands have the highest rates of equality at work (all around 80%). Unfortunately, Poland is below the EU average (67%, 72% for the entire EU). Only Slovakia, Greece and Italy are behind us<sup>21</sup>. This phenomenon is also related to lower earnings of women. Polish women – according to the research of the Polish Agency for Enterprise Development – earn an average of 15-20% less than men<sup>22</sup>.

These inequalities may, in part, result from professional breaks related to pregnancy, childbirth and breastfeeding, but also from a poorly developed system of institutional care for children, the elderly and the disabled, as well as from the traditional – and still dominant – division of roles in which it is mainly the woman who looks after the house, children and other family members<sup>23</sup>. This division, in turn, is related not only to gender roles, but also, or even more so, to finances –

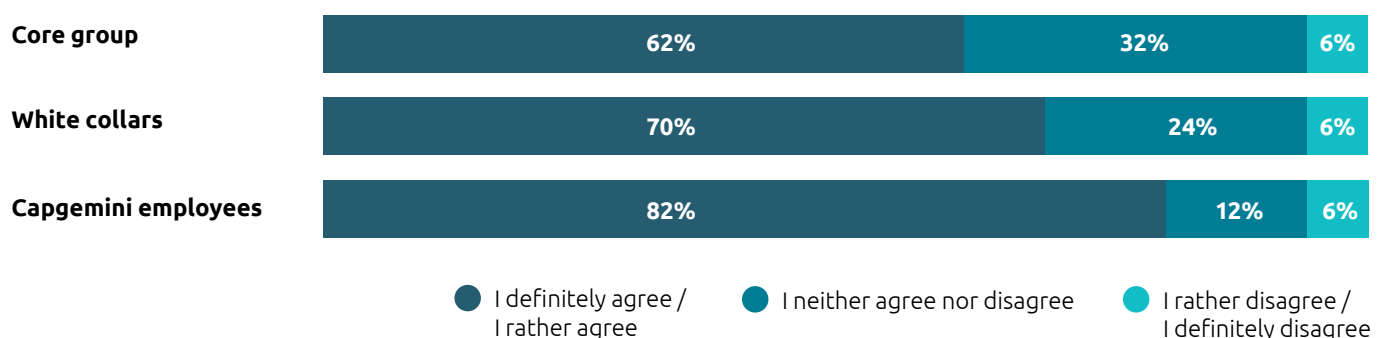
the home is often looked after by the person who earns less, creating a vicious cycle.

However, it must be emphasised that the perception of these roles has been changing for years. Between family members – as noted by Klemens Płeczkan, author of the study: “Social Roles in Modern Family Structure” – relations are democratised, and the roles in bringing up children are not as obvious as in the past<sup>24</sup>.

In the context of the above paragraphs, it is not surprising that among the reasons why women choose the IT sector, according to the report by No Fluff Jobs, are greater opportunities for development (75%), higher earnings (55%) and the possibility of faster promotion (17%)<sup>25</sup>. So we also asked how the respondents perceive the wages and working conditions of women in IT. More than half (58%) of the core group and 65% of white collars agreed that women in IT have a chance of higher wages than in other industries. 58% of Capgemini employees had a similar opinion.

**62% of the core group, and 70% of white collars agreed that they believe that women in the IT industry have good working conditions. The picture is even more positive at Capgemini: the percentage is as high as 82%.**

**Graph 4: In the IT industry, women have good working conditions.**

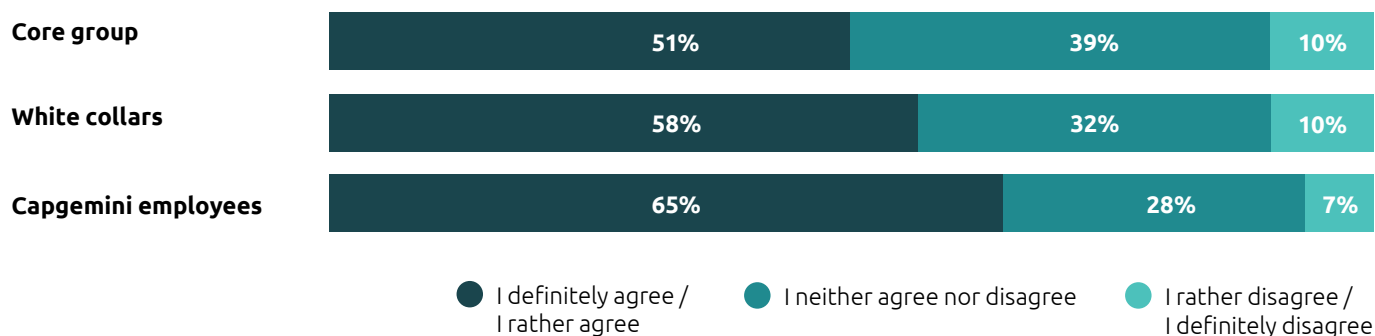


We also asked the respondents about the barriers and difficulties related to the labour market most often mentioned in the discourse – ease of promotion or reconciliation of professional and private life. The study confirms that the public sees positive “equality” changes that have taken place in the industry in recent years.

**People are seeing the disappearance of the glass ceiling: 51% of the core group and 58% of white collars agree that women are more likely than ever to be promoted to senior management positions. In Capgemini it is as much as 65%.**

Respondents also note that employers from the IT industry are introducing more and more practical solutions to help reconcile work and private life (59% of the core group and 64% of white collars answered “definitely yes” or “rather yes”), which is not only conducive to maintaining work-life balance, but also greater gender equality in the workplace.

**Graph 5: In the IT industry, women are more often promoted to senior management positions than in the past.**



*We welcome all people, regardless of gender. It doesn't matter if they are female, male, or non-binary. We know the difficulties we face in today's world and we fight to minimise these difficulties. Awareness is the first step. For now, there are still far fewer women applying, but we believe this will change.*

**MONIKA CHAJDACKA**  
HR Director, Capgemini Polska

# CHANGING INDUSTRIES



Interestingly, women more often decide to change industries.

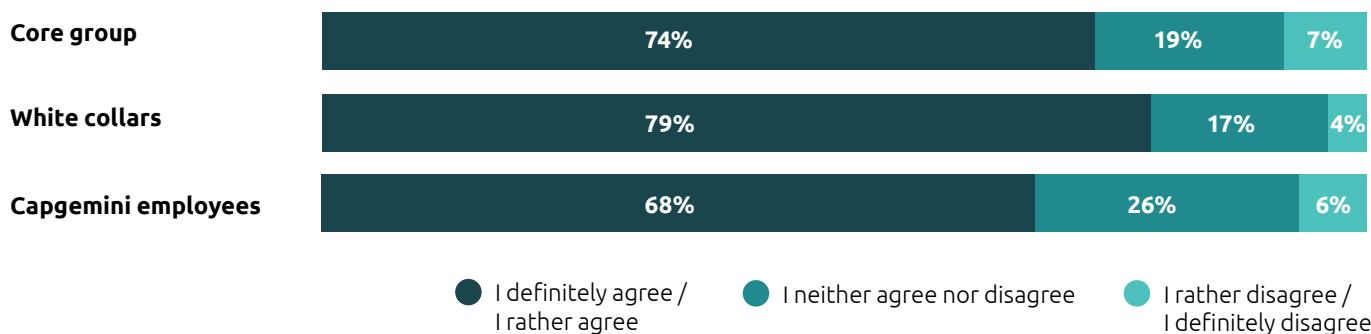
According to the study “Women in IT” 2022, commissioned by the portal No Fluff Jobs, as much as 50% of women from the IT sector changed industries<sup>26</sup>. For comparison – when it comes to men, this ratio is not even 30%.

According to the same study, among the reasons that prevent women from starting a career in the ICT sector, after difficulties in finding a suitable job offer (as much as 42%), the respondents mention not knowing where to start (almost 40%), which specialization to choose (33%) or having to learn too much (19%)<sup>27</sup>.



So we asked the respondents whether they perceive women as a group that is able to acquire new skills efficiently. As many as 74% of the respondents from the core group and 79% of white collars agreed that women learn quickly and acquire new technical competences needed to work in the IT industry.

**Graph 6: Women learn quickly and acquire the technical competences needed to work in IT.**



In addition, 66% of the core group, and 72% of white collars see that more and more women are choosing a career in the IT industry. Not only in “flagship” positions in IT, such as programmer or tester. After all, the industry needs many other experts.

*“I think gender doesn't really matter in this job. I observe it in our StarterKit program, where the differences in work or the speed of learning new things are mainly the result of commitment and openness to new experiences among my colleagues. Ultimately, the skills and willingness to develop are what counts.”*

**MICHAŁ STOKŁOSA**

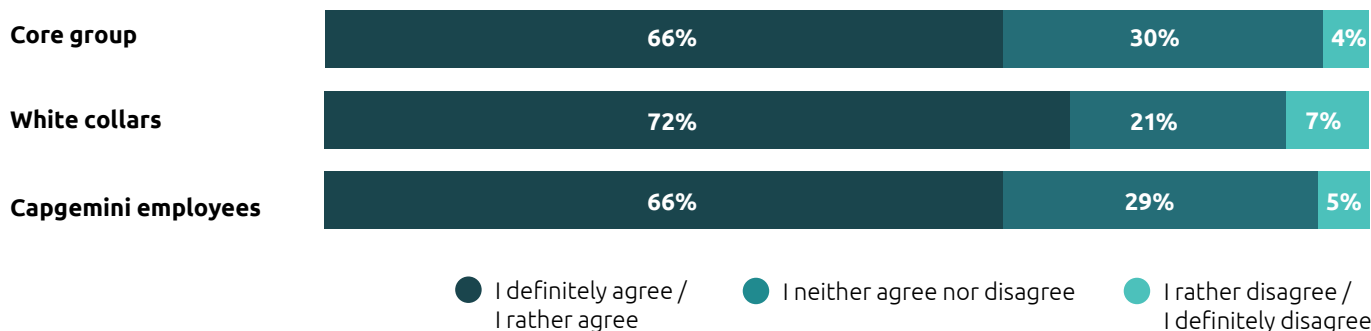
Senior Software Developer in Test, Trener Tester Starter Kit, Capgemini Polska

*“With such a big change in professional life as moving to another industry, we shouldn't think about whether it's more “masculine.” Giving such a label will not change anything, it will only provoke more doubts and stress. The most important thing is what you can do, what you can bring to the team and what you want to learn.”*

**ALEKSANDRA PIKUL-ŁYKO**

Project Manager, Capgemini Polska

**Graph 7: More and more women decide to choose a career in the IT industry.**



# WHAT CAN WE DO?



We have an important role to play in building a work culture and environment. Our research shows that the values promoted in the organisation have a large impact on the perception of gender differences.

Capgemini employees best assess the working conditions (82%) and promotion opportunities (65%) that women have in the IT industry. They are also the least inclined to perceive gender as a significant factor in the work environment – they most willingly declare that women are not inferior in skills to others (86%) and that experience differences are more important than gender differences (86%).

Research clearly shows that the closer the respondents were to the IT industry, the better they perceived the industry itself and the conditions that prevail in it – which proves that positive opinions are confirmed in reality. At the same time, the closer the respondent was to the IT industry, the less differences there were in the perception of competences of representatives of different genders and the more “equal” approach.

It therefore seems that forgetting stereotypes and choosing inclusiveness as a course of action pays off and represents an important first step towards greater equality. The first of many.

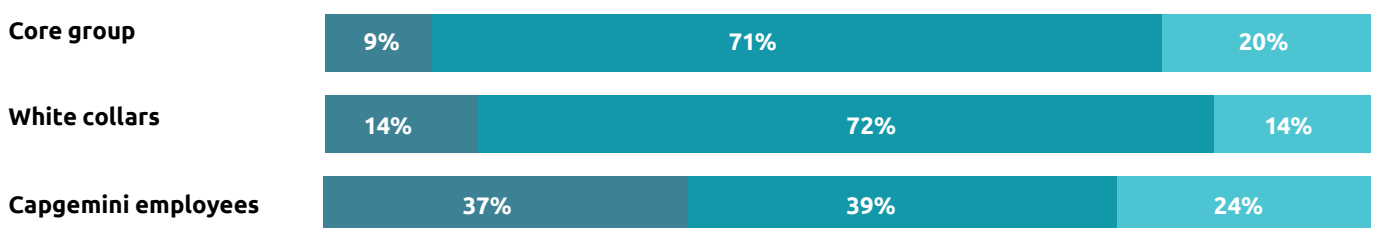
The results of the study seem to be consistent with the observations of psychologists and sociologists<sup>28</sup> – Poles are blocked from genuinely equal professional development mainly by stereotypes and cultural limitations. In order for each of us to have the same equal opportunities – after all, shaped from early childhood – we need a change the mentality of all of us.

It’s true: this change takes time. Fortunately, this process of change in thinking and perceiving reality – which is happening after all, as we can see in research as well as in everyday observations – can be accelerated. But how?

For years, we have been using social and equality campaigns. Research like this also seems to be a good idea. Only 9% of the core group and 14% of white collars declared that before our research they had encountered similar activities regarding gender equality in IT.



Graph 8: Before completing this survey, have you ever met with any information campaign on women’s work in the IT industry?

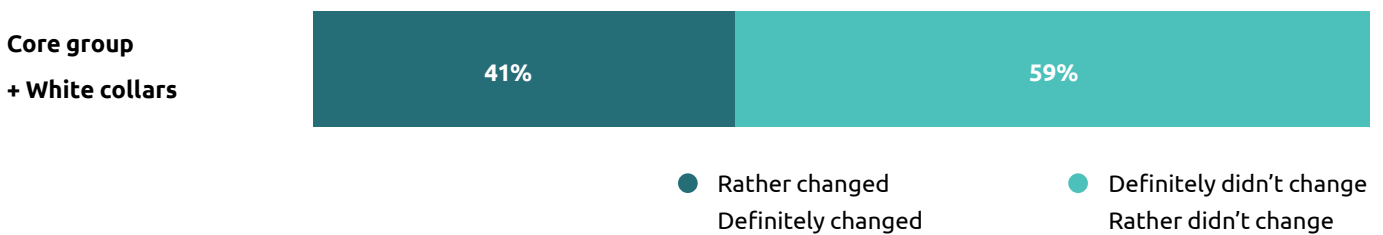


● Yes ● No ● Don't know



At the end of our survey, we presented respondents with questions from the survey again, asking how they would assess the impact of such campaigns on their opinion on specific topics. Depending on the question, from 35% to as much as 50% of people declared that they “rather” or “definitely” changed their minds under the influence of the campaign. Most importantly: on average, this campaign influenced the perception of gender equality in more than 41% of people.

**Graph 9: Taking into account the following statements, did this information campaign change what you thought about the image of women in the IT industry?**



**\*Arithmetic mean for all statements**

It is also worth noting that the awareness of such campaigns among Capgemini employees, although higher, was still not very high. Only 36% of people declared that they had seen the campaign. As many as 39% of respondents had not encountered such a campaign before, and 25% did not know or did not remember if they had seen one.

## THERE'S ONLY ONE CONCLUSION:

campaigns targeting the general public have a positive effect on promoting the vision that gender does not matter in IT. Within the IT industry, the best action towards greater equality seems to be a consistently applied inclusive policy, because the study suggests that the greatest impact on the approach of employees to diversity in teams is... simply the possibility of working on such a team. This data strengthens our belief that every action really makes sense.

We do not pretend that everything is working perfectly already – at Capgemini and in the entire industry. But we listen to the needs of employees and look for solutions that will support everyone. We have introduced special procedures that make it easier for young parents to return to work after the birth of

their child. Each mother and father can use an individual account on a specially created Business Parent portal, as well as apply for subsidies for childcare. In each of our offices in Poland, we have provided a room for parents. Task-based working time and the ability to work from home also help reconcile



professional and personal duties. Capgemini is also involved in respected external initiatives, such as the Geek Girls Carrots program. Thanks

to these activities, everyone, regardless of their family status, is free to develop a career in the direction of their choice.



*These are just some of the initiatives that aim to create equal working conditions for all. And by “equality” we consider equal opportunities for each of the sexes, already at the early stage of education. An example of such activity is ITGirlsRevolution, as part of which we organise online and in-person workshops in our offices, including such areas as: UX, Project Management or Testing. Thanks to this, we “instil” interest in IT development paths among young people and show that the IT industry offers many opportunities, and programming is just one of them.*

**JOANNA OCHOCIŃSKA**

Senior IT Recruitment Specialist, Trainer, Capgemini Polska

This is a general trend, not only in our company. Social changes are happening right before our eyes, and they are followed by legislative changes (and vice versa). For example, Poland is to implement the EU directive on work-life balance<sup>29</sup> in the near future. The changes provide for such things as extending parental leave from 32 to 34 weeks. On the other hand, the nine weeks of

paternity leave, which fathers are entitled to, cannot be transferred to the other parent. This is to encourage new fathers to take active care of their children. Parents of a child under the age of eight will have the right to refuse to work overnight or overtime, and will also have the option of requesting a flexible working schedule.

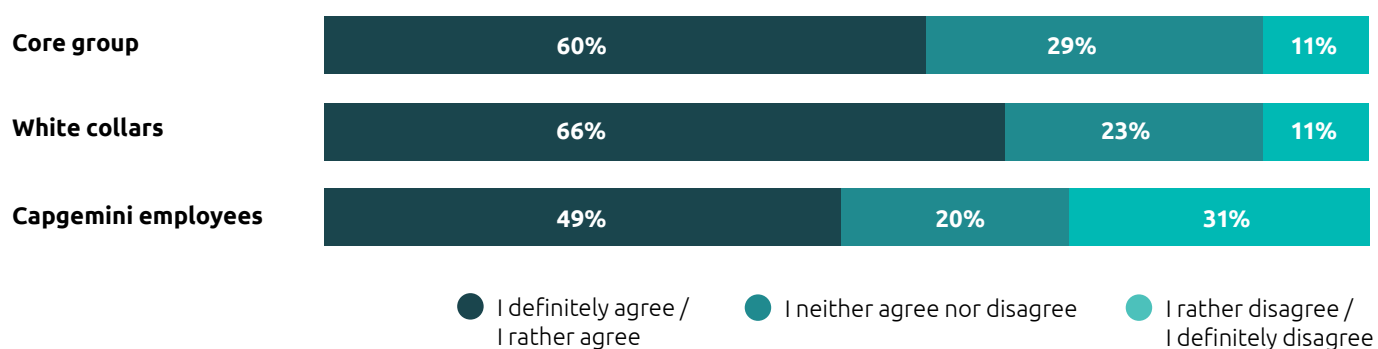
We see the need for changes, we want to introduce them and inspire others to do so. We are sure that stereotypes and cultural limitations will soon become a thing of the past, and the fact that gender (orientation, worldview, nationality, race, religion – this list can be freely extended) has no meaning in a professional career, will become clear to everyone.



When we asked the respondents if they agreed with the statement: "The IT industry will be dominated by men for some time," 65% of the core group and 60% of white collars agreed – but less than half, "only" 49% of Capgemini employees did so. The difference and the impact of everyday contact with the IT industry can already be

seen here. But it is even clearer among the opponents of this statement. As many as 31% of Capgemini employees disagreed with it! This is in stark contrast to white collars and the core group, both of which have the ratio of only 11%. The closer the respondents are to the IT industry, the more certain they are that the future is a time for diversity.

Graph 10: The IT industry will be dominated by men for some time to come.



The power of the title of this publication is also clearly visible. The future in IT will not be dominated by men, nor do we think it will belong to women – we just believe it belongs to everyone! And we are creating it together as we speak.

Change depends on all of us, and teamwork brings the best results. So if you have an idea what else we can do to take the next steps towards equality and inclusiveness, share your thoughts with us: [komunikacja.pl@capgemini.com](mailto:komunikacja.pl@capgemini.com).

**Let's get the future we want – together.**



# METHODOLOGY

We conducted an Omnibus (CAWI) study on a group of 1,000 Poles aged 18–80, which we divided into two parts. We called the first “white collars.” This group includes office workers from large cities, assuming at the same time that these people most likely have contact with the IT sector – if not direct, then at least through friends (N = 553). We included all people in the second group from other professional groups in this age group (N = 447). We will call it the “core group.” Thanks to this, we have a comparison to what extent contact with the IT industry itself influences

the perception of women in this area. In the second study, we asked the same questions of Capgemini employees. The survey was conducted online using the SurveyMonkey tool (N = 416, which is approximately 4% of employees from about 10,000 people employed in the company). Analyzing the results in this group will allow you to see how a specific work culture in a specific organisation affects the phenomenon we are studying.

The research was conducted in 2021.





- <sup>1</sup> According to Deloitte, the share of women in companies from the technology industry in 2019 was 22.4%, in 2020 – 23.1%, and the forecasts for 2021 and 2022 were respectively: 24% and 25%. Data from: Report “Women in IT” 2022, No Fluff Jobs, ed. Dorota Piekarska, Ania Żbikowska, Katarzyna Brycka et al., <https://nofluffjobs.com/insights/raport-kobiety-w-it-2022/>
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