



## Center for Technology, Innovation and Competition

### **Prof. Christopher Yoo partners with GSMA to lead Study on the Impact of Mobile Internet Uptake on Women in Bangladesh and Ghana**

Prof. Christopher Yoo and the 1 World Connected team have partnered with the GSMA Association (GSMA) to study the effect of mobile Internet uptake on women in Bangladesh and Ghana.

The study will include in-depth interviews and a quantitative survey of Internet users and nonusers in both countries to assess the Internet's impact on six dimensions of socioeconomic wellbeing. The study will examine how this differs between men and women, the positive and negative impacts of mobile connectivity, the mechanisms through which mobile Internet connectivity delivers this impact, and the role social norms play in this process.

"Much of the research today has treated Internet connectivity as an end unto itself without asking the important questions about how bringing more people online actually improves their lives," Yoo observed. "Industry observers have called research establishing the connection between connectivity and sustainable development goals (SDGs), such as of improved economic prosperity, access to health care, education, financial inclusion, and reduced vulnerability, the 'missing link' to unlocking the problem."

1 World Connected post docs Leon Gwaka and Müge Haseki and research assistant Himani Mehta, all played instrumental roles in guiding the proposal through the approval process and will help conduct the research.

The study has the potential to be longitudinal and extend to three years in both countries. This study will be undertaken as a part of [1 World Connected](#) project, which conducts empirical studies of innovative ways to connect the unconnected and close the global digital divide.

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