

# HERSTORY CONTINUES

Celebrating the Filipina Today  
and Facing the Challenges Ahead

## WOMEN'S MONTH 2021:

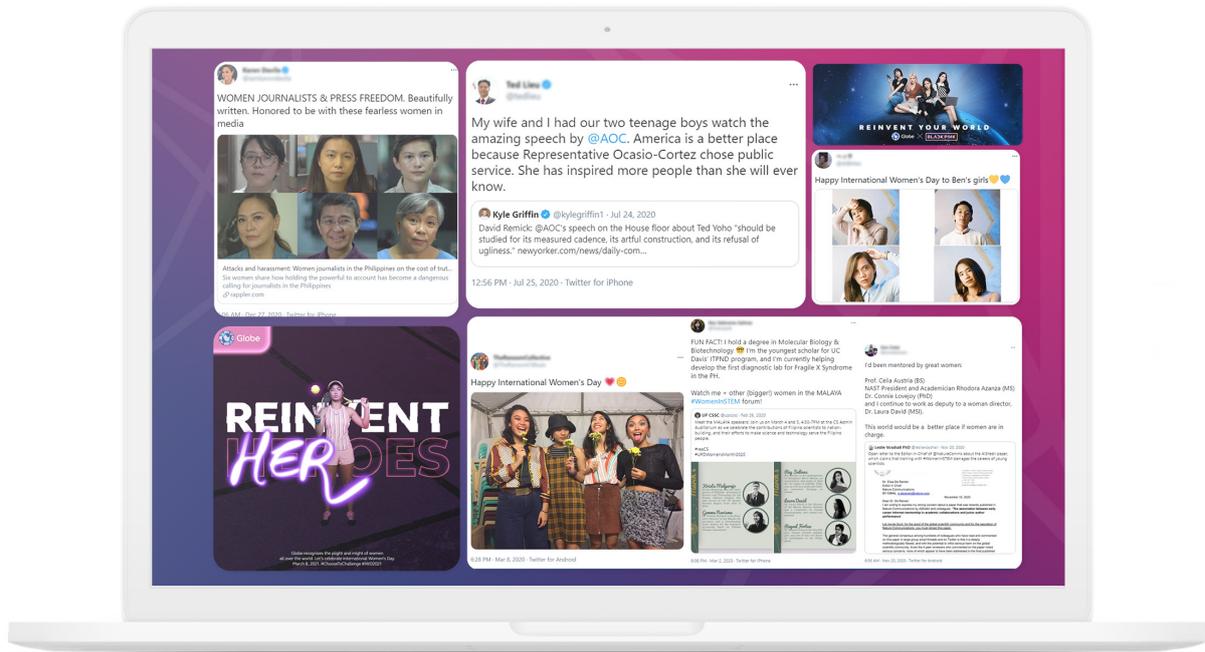
A lot to celebrate, but still a long way to go

To mark **International Women's Month** in 2021, The Philippine Commission on Women shared the Global Gender Gap Report 2020 of the World Economic Forum: The Philippines remains number 1 in Asia in terms of closing the gender gap, and is the only Asian country that made it in the Top Twenty. However, it also dropped 8 notches from its place a year ago:



This reflects the reality in which we find ourselves today: a world and nation wherein women have made great strides, but still a lot of work to be done remains.

There are undoubtedly a lot of HERoes leading the way, representing women in various aspects of society: entertainment, industry, sports, and music.



In terms of the workforce, there is also a lot to cheer for: the Philippines, in fact, "... has closed 80% of the Economic Participation and Opportunity gender gap, with women outnumbering men in senior and leadership roles, as well as in professional and technical professions. It is only one of four countries to achieve this feat." (Larson, 2019).

On a related note, this is reflected as well in terms of when one looks at how men and women consume content on the internet. Their interests break the stereotype that men are just interested in sports and politics and women on celebrity news and fashion. Women are still interested in that, but they are also reading and watching a lot more than that. Arguably even a lot more than what males are consuming.

### Top 20 topics most consumed by Filipino men

- |                    |                     |
|--------------------|---------------------|
| 1. Mavs            | 11. Roblox          |
| 2. Per game        | 12. Netflix Account |
| 3. Fiba            | 13. K-drama         |
| 4. Cavs            | 14. Zack Snyder     |
| 5. James Harden    | 15. Justice League  |
| 6. Oladipo         | 16. MCU             |
| 7. Defensive end   | 17. Chozen          |
| 8. Kevin Durant    | 18. Zack Snyder     |
| 9. Pre-season game | 19. Starfleet       |
| 10. Quarterback    | 20. Netflix Account |

### Top 20 topics most consumed by Filipino women

- |                    |                         |
|--------------------|-------------------------|
| 1. Pacquiao        | 11. Anime               |
| 2. Prosecutor      | 12. K-Drama             |
| 3. Skyway Stage 3  | 13. Fan Girl            |
| 4. Australian Open | 14. Hyun Bin            |
| 5. Tokyo Olympics  | 15. Love Alarm          |
| 6. Asean Member    | 16. Cha Eun Woo         |
| 7. Chua            | 17. Jolie and Brad Pitt |
| 8. ICC             | 18. Hwang               |
| 9. Capitol         | 19. Ma Rainey           |
| 10. Quiapo Church  | 20. Cecil Hotel         |



## ABOUT ADSPARK INTELLIGENCE

A unique digital synergy of agility in insighting, ideation, and implementation through media. AdSpark Intelligence uses both conversation and consumption data to paint a complete picture of your audience.

To find out more, visit <https://adspark.ph/adspark-intelligence/>

## ABOUT ADSPARK

AdSpark, Inc. is a portfolio company of 917Ventures, the largest corporate incubator in the Philippines wholly-owned by Globe Telecom Inc.

Learn more about what AdSpark can offer by sending an email to [info@adspark.ph](mailto:info@adspark.ph)

Copyright® 2021 AdSpark, Inc. All rights reserved.

## REFERENCES:

Aranal, L. (2021, March 11). 'He works, She cooks': Google Translate results reveal gender bias in tech. Inquirer Pop. <https://pop.inquirer.net/107105/google-translate-gender-bias>

Larson, N. (2019, December 17). PHL slips 8 places in WEF Global Gender Gap Index. GMA News Online. <https://www.gmanetwork.com/news/money/companies/719414/phl-slips-8-places-in-wef-global-gender-index-rankings/story/#:~:text=The%20Philippines%20has%20closed%2078%25%20of%20its%20overall%20gender%20gap.&text=It%20has%20closed%2080%25%20of,countries%20to%20achieve%20this%20feat>

Philippine Commission on Women. (2021, March 12). Philippines drops 8 places in gender equality, remains top in Asia. <https://pcw.gov.ph/philippines-drops-8-places-in-gender-equality-remains-top-in-asia/>

Vincent, J. (2019, January 30). Google's head of translation on fighting bias in language and why AI loves religious texts. The Verge. <https://www.theverge.com/2019/1/30/18195909/google-translate-ai-machine-learning-bias-religion-macduff-hughes-interview>