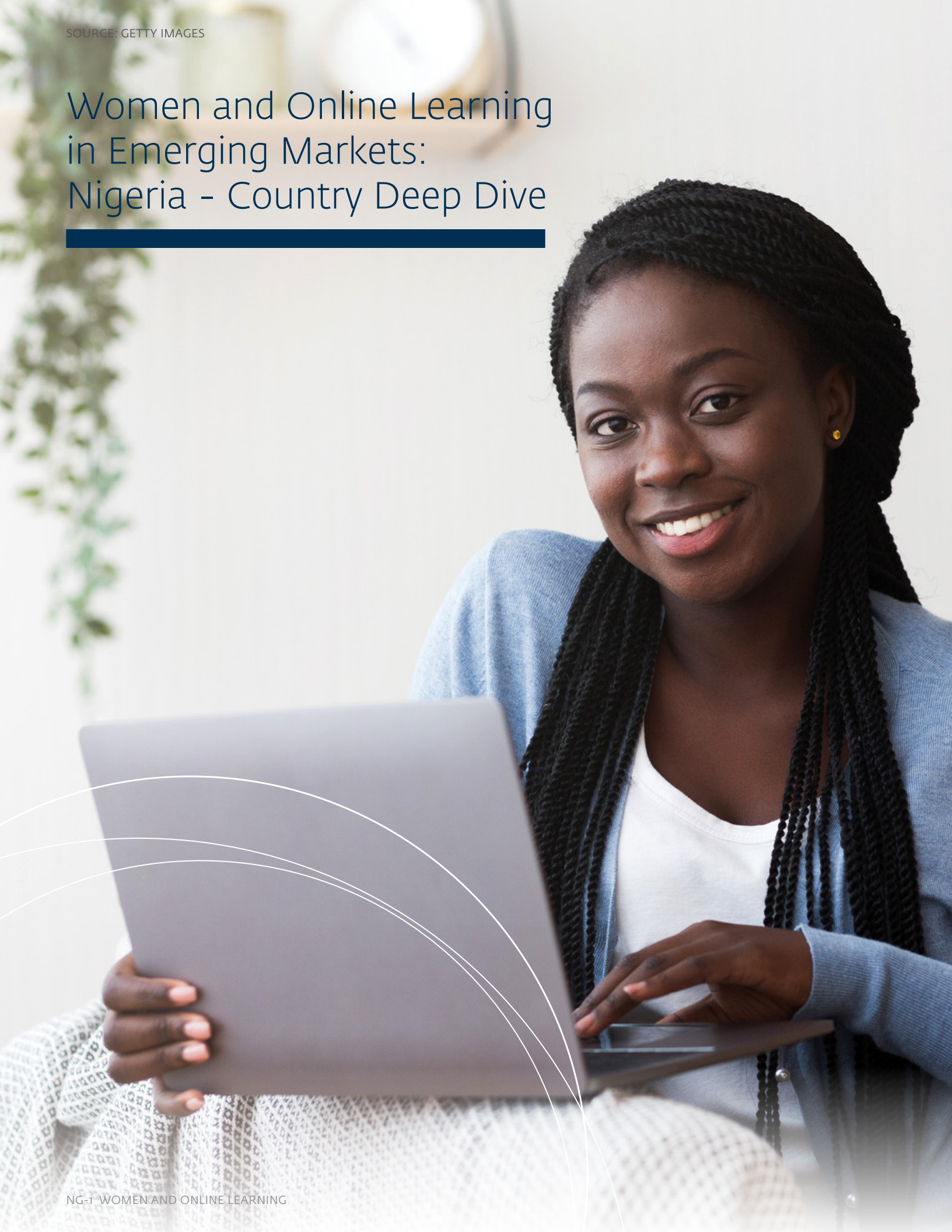


Women and Online Learning in Emerging Markets: Nigeria - Country Deep Dive





Nigeria



24%

of learners in Nigeria cite accommodations to limited connectivity and 28% cite mobile-friendly course content as key features that would make online learning more appealing, more than any other focus country



92%

Learners in Nigeria believe in the potential of online credentials - 92% of learners find that online credentials are valued by employers to some extent, a level higher than all other focus countries. However, more can be done - 55% of learners report that increased acceptance among employers for online learning credentials would make online learning more appealing



70%

of women who joined online learning with the goal to set up and manage their own business reported achieving their goal, the highest of all focus countries



38%

of online learners in Nigeria report positive career outcomes and one new job is added to the Nigerian economy for every 30 people trained by Coursera

Key Gender Indicators



206,139

POPULATION

(World Bank, 2020¹)



\$2,097

GDP PER CAPITA

(World Bank, 2020²)



48%

LABOR FORCE PARTICIPATION
RATE, FEMALE (% OF FEMALE
POPULATION AGES 15+)

(ILO, 2020³)



85%

EMPLOYED FEMALE POPULATION
IN SELF-EMPLOYMENT

(ILO, 2019⁴)



53%

LITERACY RATE, ADULT FEMALE
(% OF FEMALES AGES 15 AND
ABOVE)

(UNESCO, 2018⁵)



8%

12%

SCHOOL ENROLLMENT,
TERTIARY, GROSS

(UNESCO, 2011)



39%

51%

EDUCATIONAL ATTAINMENT, AT LEAST
COMPLETED UPPER SECONDARY,
POPULATION 25+

(UNESCO, 2016⁶)



25%

42%

GENDER GAP IN MOBILE
PHONE OWNERSHIP

(Gallup, 2019⁷)



(NOT AVAILABLE)

PROPORTION OF TIME SPEND ON
UNPAID DOMESTIC AND CARE
WORK

(UN Statistics Division, 2019⁸)

Country Context

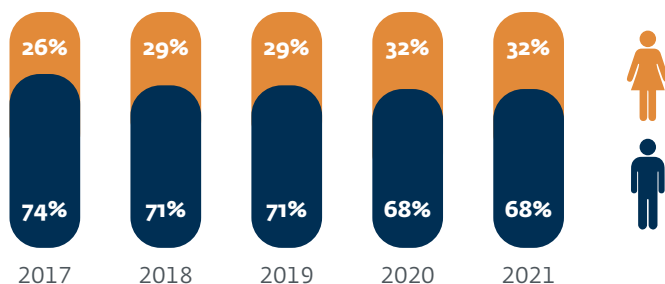
Nigeria is home to an ecosystem of EdTech startups such as PrepClass, PassNowNow, and uLesson which have filled in educational and learning gaps.⁹ Nigeria has a high degree of variability in educational enrollment rates and other educational indicators across regions, income groups, and genders.¹⁰ The secondary gross enrollment rate^{zz} was 43.5 percent as of 2018, with 42.4 percent of girls and 44.6 percent of boys enrolled in secondary education.¹¹ Recent growth in higher education enrollment has surpassed projections.¹² Public higher education institutions are tuition free, but in practice are more accessible to those who can test into the public system, speak better English, and afford incidental fees.¹³ Irregular power supplies, particularly in rural areas, and the high cost of internet are some of the barriers faced by online learners in Nigeria.¹⁴

“Most times I audit the courses, because I am mainly interested in learning the skills. But I also audit to keep my costs low, since the price for courses when converted to Nigerian naira can be high.”

Arit, learner from Nigeria

A high population growth rate combined with low job creation rates has led to increases in unemployment and underemployment, as well as the growth of the informal economy.¹⁵ As of the fourth quarter of 2020, Nigeria has a 33.3 percent unemployment rate—35.2 percent of women and 31.8 percent of men in the labor force are unemployed,¹⁶ and 24.2 percent of women and 21.8 percent of men are underemployed.¹⁷ A large portion of the Nigeria’s labor force is low-skilled with only 50 percent of workers having a primary education or less, as of 2019.¹⁸

Figure N-1: Online Learning Enrollment in Nigeria



SOURCE: Coursera Platform

^{zz} Gross enrollment ratio is the ratio of total enrollment, regardless of age, to the population of the age group that officially corresponds to the level of education shown.



SOURCE: GETTY IMAGES

Confidence, a data analyst and aspiring genomic data scientist from Nigeria

Confidence is a Nigerian data analyst and biologist who learned about online learning during the pandemic. Armed with a degree in Biological Sciences, Confidence set out to find a job after finishing her education. During her time job hunting she decided to use online learning to develop her data analytics and data science skills and undertook a professional certificate with Google Data Analytics. While she misses the active interaction of face-to-face classes, the flexibility of online learning meant that she has been able to take classes at leading universities without needing to travel. After searching for a job for two years, she found one thanks to her studies on Coursera.

“Pursuing the data analytics professional certificate track helped me develop job-relevant skills that were helped me find a job after a long stretch of unemployment.”

Her ultimate goal is to work with genomic data science, a field she is deeply passionate about. She recently completed a Genomic Data Science Specialization with John Hopkins University through Coursera and is using online learning to prepare herself to pursue a post-graduate degree in that field.

Country Results

Men make up the majority of online learners in Nigeria, but the share of women in online learning has increased over the last five years, from 26 percent in 2017 to 32 percent in 2021. As of December 2021, 756,000 learners were enrolled on the Coursera platform in Nigeria, with 13 percent reporting having some type of disability.

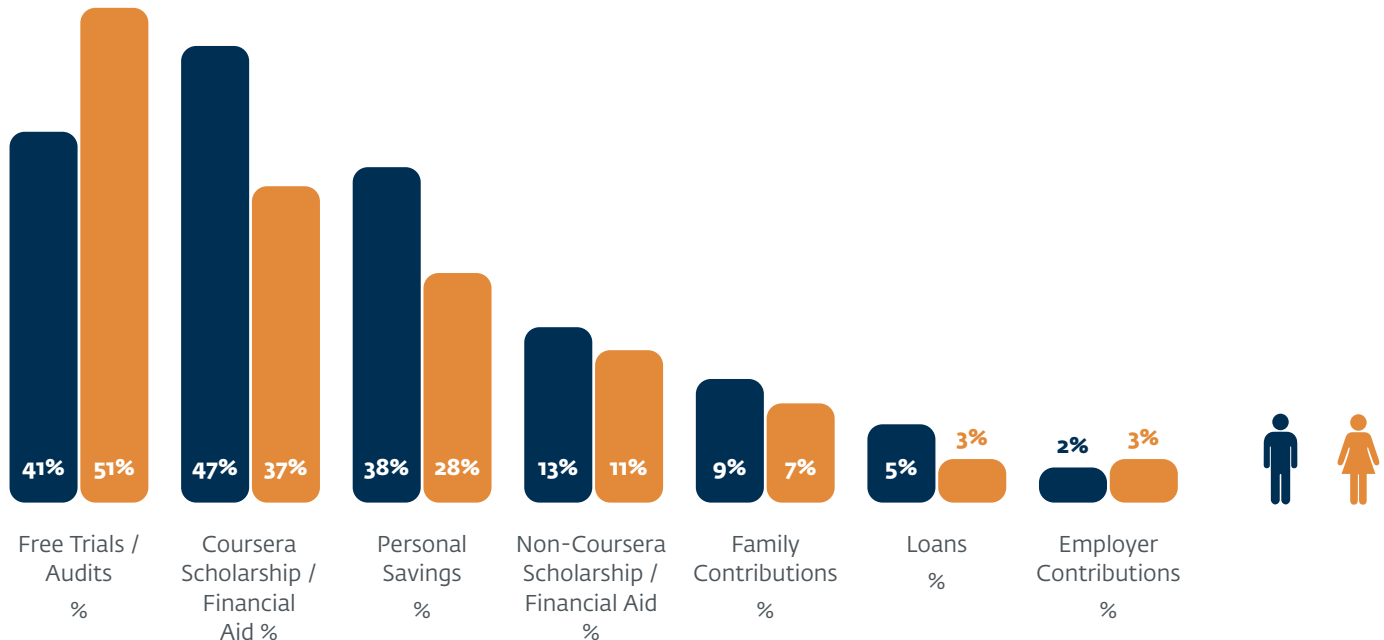
In Nigeria, family obligations disproportionately figure in women's decisions to learn online. Regardless of whether they were driven to online learning by the pandemic or by personal choice, women were twice as likely as men to cite family and childcare obligations as the reason behind their choice.^{aaa} Twenty-seven percent of women motivated by the pandemic and 20 percent of women motivated by personal preferences say family obligations is a factor.

Greater affordability and credential acceptance can draw more women in Nigeria into online learning. While all learners report a greater need for affordability, men seem to benefit more from scholarships and financial aid. Only 24 percent of financial aid applications on the Coursera platform in Nigeria are made by women. Moreover, over half of all learners surveyed believe credential acceptance is a key way to make online more appealing. This is notable since Nigerian learners rate the credibility of online learning highest compared with learners from the other countries in the study, with 92 percent believing that their degrees are valued to some extent.



2X women are 2x as likely as men to cite family and childcare obligations as a top reason for learning online

Figure N-2: How Learners Pay for Online Education in Nigeria



HOW LEARNERS PAY FOR ONLINE EDUCATION IN NIGERIA

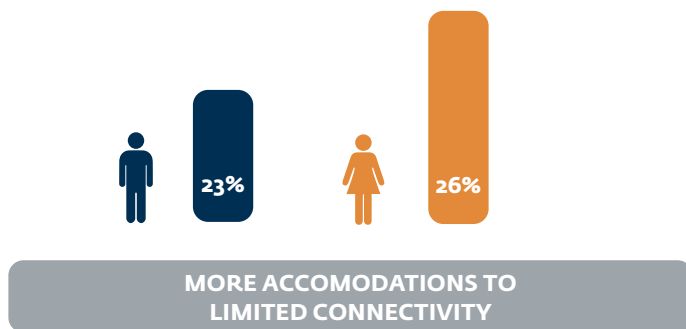
Differences in free trials/audit, Coursera scholarship/financial aid and personal savings statistically significant at 5 percent level, remaining categories are not

SOURCE: IFC/Coursera Survey

^{aaa} Differences in family obligations statistically significant at 5 percent level.

Despite challenges in internet connectivity, online learning will continue to play a key role for learners in Nigeria. Limited or irregular connectivity is particularly important for learners in Nigeria with 26 percent of women and 23 percent of men reporting that accommodations for limited internet connectivity would make online learning more appealing, the highest out of all surveyed countries. Forty percent of people living in urban areas remain unconnected to mobile internet, and this figure rises to 63 percent for those in rural areas in Nigeria.¹⁹ Despite these challenges 65 percent of women and 76 percent of men report that they will continue learning online exclusively in the future.

Figure N-3: Improving Online Learning



Differences not statistically significant

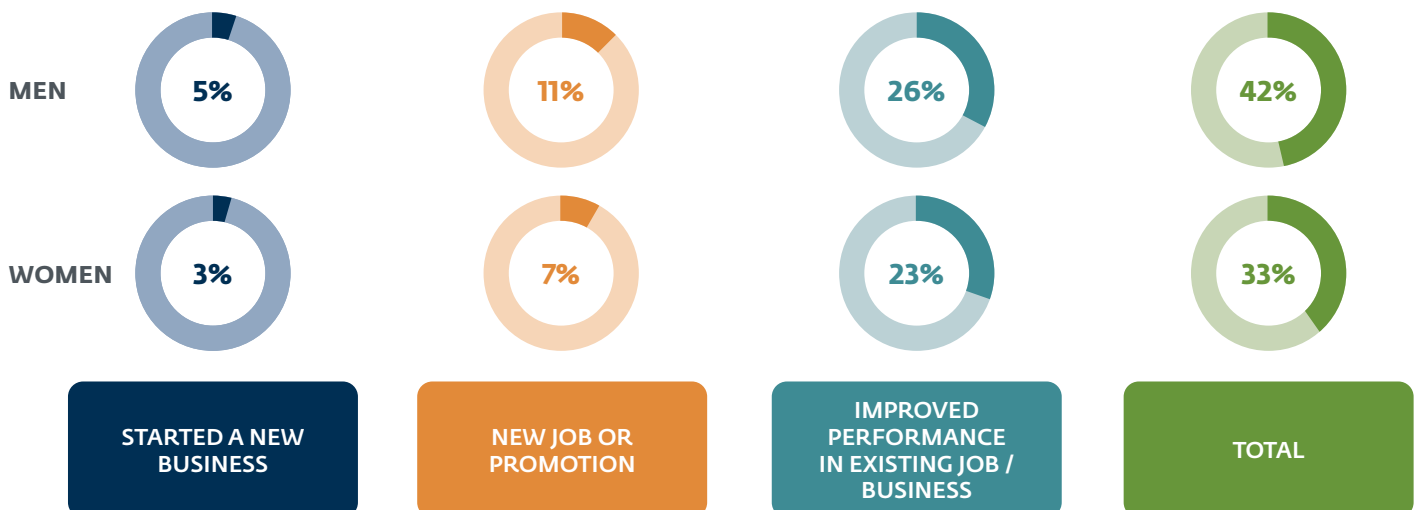
Thirty-eight percent of online learners in Nigeria report positive job or business outcomes as a result of online learning. Forty-two percent of men and 33 percent of women report experiencing positive job or business outcomes, while 22 percent of men and 27 percent of women improved their potential by building skills to prepare for a new job application. Despite the gender differences, women's results are notable since women are less likely to join with career outcomes in mind. Nineteen percent of women entrepreneurs started a new business or received a new job or promotion as a freelancer. Moreover, 14 percent of women employees received a new job or a promotion. Regardless of employment type, 26 percent of men and 23 percent of women improved their performance in their existing job or businesses.

19% of women entrepreneurs started new businesses or secured a job or promotion as a freelancer

"I have done many courses on Coursera which helped me improve me skills and do a better job, I am still working on getting a better job. Without financial aid this would not have been possible, it is difficult to afford it unless I get a better job."

Gaadi, learner from Nigeria

Figure N-4: Positive Career Outcomes in Nigeria



Differences for new job or promotion statistically significant at 5 percent level, remaining are not

SOURCE: IFC/Coursera Survey

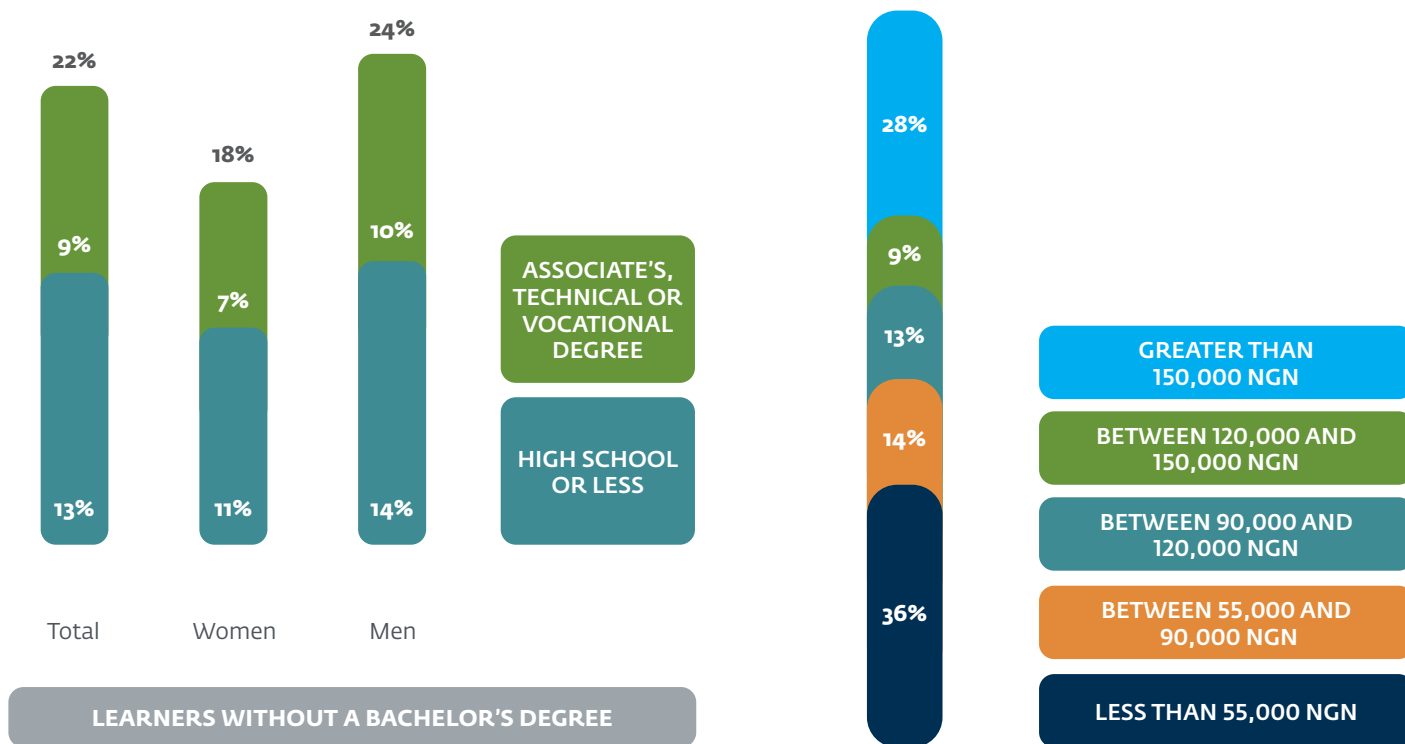
"After losing my job during the pandemic, I forged an entrepreneurial pathway with the help of online learning. I started by own optometry practice, learned business skills and now I even employ others in my practice."

Jovita, learner from Nigeria

In Nigeria one new job is added to the economy for every 30 people trained by Coursera. In addition to individual learners who get new or better jobs, online education also produces gains within the broader economy. Improved skills and qualifications create new jobs directly through the creation of new businesses. Jobs are also created indirectly through increased consumption and economic activity driven by higher incomes. These results reflect learners at multiple stages of engagement with online learning, from new enrollees to those completing credentials.

Online learning has the potential to further reach underserved populations in Nigeria. While there is a diversity of learners from different socioeconomic backgrounds, the largest category of learners in Nigeria (36 percent) report a monthly household income below the 50th percentile at 55,000 Nigerian naira (approximately \$132). To put this in context, the monthly minimum wage is 30,000 Nigerian naira.²⁰ Moreover, 22 percent of learners on the Coursera platform do not have a bachelor's degree. Eighteen percent of women learning online do not have a bachelor's degree, in comparison with 24 percent of men, which suggests that more can be done to reach and support women in that group to access online learning.

Figure N-5: Education and Income



SOURCE: Coursera Platform and IFC/Coursera Survey

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