coursera

Closing the Gender Gap in GenAI Skills

Strategies for empowering more women to learn and harness Generative AI

Table of contents

Introduction

Introduction

As AI adoption accelerates across institutions and workplaces, demand for GenAI learning has surged. In 2024, a new learner enrolled in a GenAI Course on Coursera every 10 seconds, resulting in three million new enrollments for the year.[1]

Despite this rapid progress, GenAI learning remains inequitable. Women, who traditionally represent half of all learners on Coursera, enroll in GenAI courses at only half the rate of men—making up just 32% of enrollments. Without deliberate action, this disparity risks reinforcing existing inequities in AI's development and application, further exacerbating imbalances in the talent market.

This gender gap mirrors the STEM participation rates we see globally, with the World Economic Forum reporting in 2023 that women accounted for just 29% of all science, technology, engineering, and math (STEM) workers. And while more women are increasingly pursuing technical roles,[2] they are concentrated in entry-level jobs and less likely to hold leadership positions.[3]

Coursera's learner data and platform experiments highlight five key barriers contributing to this gap:

1. Stereotypes discourage women's participation in GenAI learning.

From an early age, cultural messaging shapes perceptions of who "belongs" in technology fields.[4] Girls are less likely to be encouraged toward STEM subjects,[5] and this bias continues into higher education and careers, where women remain underrepresented in technology fields. Without targeted interventions to challenge these stereotypes—such as inclusive curriculum design and diverse representation in GenAI education—these biases continue to shape learning behaviors and career trajectories.

2. Lack of female role models limits engagement and retention.

Representation matters. When women see instructors, mentors, and professionals who share their background and experiences, they are more likely to engage and persist in learning. Research shows that young women are more likely to pursue STEM degrees when they attend high schools with a higher proportion of female math and science teachers.[6]

The same applies to GenAI—on Coursera, STEM courses with at least one female instructor see significantly higher female enrollment than male-led courses.[7] Without visible role models, women may disengage early or avoid learning GenAI altogether.

The focus of this report

This playbook focuses on learning in Generative AI (GenAI).

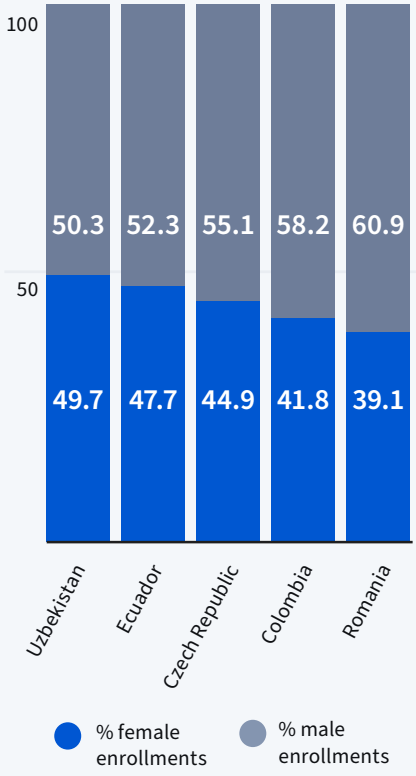
While some trends in this report overlap with broader AI findings, our focus remains on how women engage with GenAI learning opportunities on Coursera and how organizations can empower them to close the gender gap.

Why focus on GenAI learning?

Unlike traditional AI skills, which often require deep technical expertise, GenAI emphasizes creativity, problem-solving, and practical application—making it more accessible to diverse learners.

Countries with the smallest GenAI gender gap

Based on all-time enrollments in GenAI courses on Coursera



3. Confidence gaps reduce persistence in GenAI courses.

Self-efficacy—the belief in one's ability to succeed—plays a crucial role in learning outcomes. Women often hesitate to engage in GenAI courses due to a lack of confidence, even when they possess the necessary skills. On Coursera, women are six times more likely to enroll in beginner-level GenAI courses than intermediate ones, indicating a preference for structured, accessible entry points. Interventions that provide personalized learning support, clear milestones, and mentorship opportunities have been shown to improve persistence and completion rates among female learners.

4. Limited time and unclear guidelines hinder skill adoption.

Many women cite "lack of time" as their top reason for discontinuing STEM courses,[8] reflecting the reality of balancing caregiving and work responsibilities. Additionally, uncertainty around how AI applies to their careers can lead to hesitation. The absence of clear learning pathways and employer AI policies only exacerbates the issue. On Coursera, flexible learning models and AI-powered coaching have helped bridge these gaps.

5. GenAI's perceived lack of relevance affects engagement.

Only 36% of women believe GenAI can advance their careers, compared to 45% of men—a perception gap that discourages upskilling, according to a report from Cognizant, a leading IT consulting firm.[9] Women are more likely to engage when GenAI is framed through practical applications in healthcare, education, or creative industries. Real-world case studies and interdisciplinary GenAI courses have proven effective in increasing participation and completion rates.

When women aren't engaged in applying and designing GenAI models—like ChatGPT—existing social biases can become hard-coded into AI systems and amplified at scale. A recent Berkeley Haas Center for Equity, Gender and Leadership study of 133 AI systems found that 44% exhibited gender bias, and 25% showed both gender and racial bias.[10] Without the perspectives of women developers, data scientists, and engineers, AI tools risk reproducing harmful stereotypes.

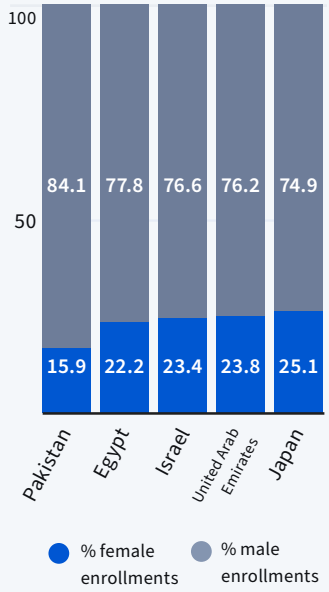
Coursera is committed to data-driven interventions—including self-efficacy boosts, real-world value framing, and AI-powered personalized coaching—to mitigate these barriers to entry. These approaches have led to measurable increases in female engagement, persistence, and completion rates in GenAI learning.

This playbook provides actionable strategies for **educators, businesses,** and **governments** to implement these insights and foster greater inclusivity in their GenAI initiatives. By designing more equitable learning environments, we can ensure GenAI education is not only accessible to all but also shaped by diverse perspectives.

Dr. Alexandra Urban
Learning Science Research Lead
coursera

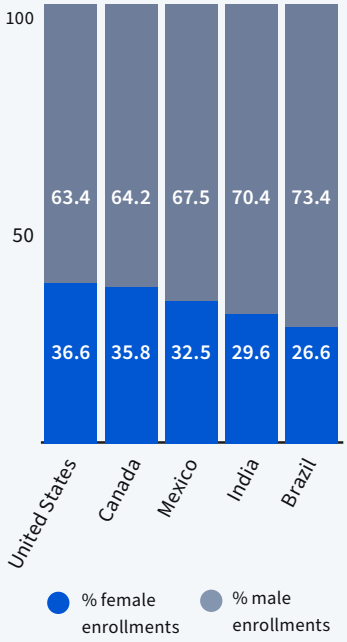
Countries with the largest GenAI gender gap

Based on all-time enrollments in GenAI courses on Coursera



GenAI gender gap in Coursera's top 5 countries by learners

Based on all-time enrollments in GenAI courses on Coursera



Closing the GenAI gender gap:

Five proven strategies

Closing the GenAI gender gap: Five proven strategies

Bridging the gender gap in GenAI learning requires targeted, data-backed solutions that remove barriers and drive engagement. Based on Coursera's research and learner insights, this section outlines five key areas for business leaders, educators, and governments to create more equitable, inclusive learning environments where women can upskill, persist, and thrive in GenAI fields.

Strategy #1

Expand access to GenAI skills learning

Women remain significantly underrepresented in AI, comprising only 29% of AI-skilled workers, according to a 2024 Randstad's AI and equity report.[11] This gap is not due to lack of interest or ability, but rather systemic barriers that limit access to AI learning opportunities. Cultural stereotypes, societal biases, and restrictive policies have historically discouraged women from pursuing technical fields.[12] Even when AI upskilling is available, women are often excluded from these opportunities or lack the support to see how AI skills can advance their careers.

When access to AI learning is prioritized, we see tangible progress. The same Randstad report finds that in India, 73% of women report receiving employer-sponsored AI upskilling opportunities—outpacing men (67%). In contrast, women in the United States and Canada report much lower access rates at just 27% and 24%, respectively, emphasizing the role that proactive interventions can play in bridging the gap.[13]

Many women begin their GenAI learning journey with introductory-level courses that emphasize accessibility, practical applications, and low barriers to entry.

By increasing access to GenAI education—through employer sponsorships, government-backed initiatives, and inclusive course design—we can unlock opportunities for women to engage in GenAI and contribute to its development.

Recommended actions

- **Educators:** Develop entry-level AI courses like Google's AI Essentials that remove unnecessary prerequisites and explicitly highlight how AI skills apply to a variety of career paths. Feature diverse instructors and case studies that reflect women's experiences. For example, Vanderbilt University's Prompt Engineering for ChatGPT course demonstrates how GenAI can support decision-making and productivity in

How women are engaging with GenAI skills on Coursera

700K enrollments

in GenAI content from women

Top GenAI courses

- Google AI Essentials
- Introduction to Generative AI
- Generative AI for Everyone
- Prompt Engineering for ChatGPT
- Generative AI: Prompt Engineering Basics

everyday tasks, making it approachable for learners from non-technical backgrounds.

- **Businesses:** Establish AI upskilling programs that prioritize gender inclusion. Offer opportunities to highlight diverse engineers, foster supportive communities, and promote female role models in technology. Consider providing sponsorships, mentorship, and financial incentives to encourage women employees' AI skill development. Additionally, developing Employee Resource Groups (ERGs) can foster supportive communities that focus on practical, career-relevant AI applications.
- **Governments:** Fund gender-equity initiatives in AI education, such as subsidies for AI certifications and national AI literacy campaigns. Support early interventions through programs like the UK's Gender Balance in Computing initiative, which has increased girls' participation in computing by training teachers and adjusting curricula to address gender biases. Additionally, policies requiring diverse representation in AI research and development should be created to ensure equitable participation.

Strategy #2

Increase female representation in GenAI content to drive engagement

Lack of representation is a major barrier to women's participation in GenAI learning. Insights on Coursera show that when female instructors, mentors, and leaders are visibly engaged in GenAI education, more women enroll, persist, and complete GenAI courses. Yet, across industries, women remain underrepresented in AI leadership: only 8% of Chief Technology Officers (CTOs) in the U.S. are women,[14] and just 33% of organizations include women in AI strategy decision-making.[15]

Among Coursera's top 100 STEM courses, those with at least one female instructor see an average of 30% female enrollment, compared to just 23% in courses taught solely by men.[16] For example, Google AI Essentials, which features a female instructor on-camera from the beginning, has 60,000 more women enrolled than it would if this course had no women on camera. When female instructors are visible and actively leading discussions, engagement improves significantly.

Representation matters from an early age. Girls who attend high schools with a higher proportion of female STEM teachers are more likely to pursue STEM degrees in college .[17] This principle extends into GenAI learning—when women see role models in instructional and leadership positions, they are more likely to engage, persist, and pursue careers in the field.

Expanding women's leadership in GenAI learning demands targeted initiatives, such as structured support systems, mentorship, and visibility. Programs like Technovation, a global AI and app development mentorship initiative, provide female mentors with upskilling opportunities so they can guide and inspire new learners. This cyclical approach ensures that more women see viable career paths in AI and continue advancing within the field.

By prioritizing female-led instruction, mentorship programs, and course design, we can break the cycle of underrepresentation and create a more inclusive GenAI learning ecosystem.

Average female enrollment increases from 23% to 30%

when STEM courses feature at least one female instructor

Instructor Spotlight

Dr. Barbara Oakley on making GenAI approachable for women

Dr. Barbara Oakley, Professor of Engineering at Oakland University and Coursera's inaugural "Innovation Instructor," highlights the unique challenges women face when engaging with GenAI. "Research shows that women often excel in communication and interpersonal skills," she explains, "which may contribute to hesitancy toward fields perceived as less people-oriented, like GenAI and STEM."

To counteract this hesitancy, Oakley advocates for the power of relatable female role models and real-world applications in GenAI learning. "Connecting AI concepts to real-world communication can resonate strongly with many learners, including women," she notes. Courses such as Vanderbilt

University's Generative AI for Kids, Parents, and Teachers and Deep Teaching Solutions' Accelerate Your Learning with ChatGPT—co-taught by Oakley and Dr. Jules White—illustrate how GenAI can be introduced through approachable, everyday contexts rather than purely technical instruction.

Beyond boosting enrollment, Oakley stresses that self-directed curiosity must be nurtured rather than forced. "We have to be careful not to push too hard in the name of equity for women. We also need to respect women's choices," she advises, emphasizing the importance of inclusive course design that removes barriers while allowing women to engage at their own pace.

Dr. Barbara Oakley
Professor of Engineering
OAKLAND UNIVERSITY | DEEP TEACHING SOLUTIONS

Courses that apply GenAI to everyday contexts

- Generative AI for Kids, Parents, and Teachers
- Accelerate Your Learning with ChatGPT
- Leveraging Virtual Assistants for Personal Productivity — Guided Project
- Job Search with GenAI
- ChatGPT Meal Planning: Effortlessly Plan and Cook with AI

Recommended actions

- **Educators:** Proactively recruit female instructors and teaching assistants for GenAI courses, ensuring that learners see diverse role models in instructional roles. Incorporate guest speakers and case studies that reflect the experiences of women learners. For example, the Women in Engineering ProActive Network (WEPAN) has successfully implemented financial grants and research assistantships to encourage women's participation in advanced STEM studies, a model that could be adapted for GenAI programs.
- **Businesses:** Showcase female AI leaders through company initiatives like Google's Women Techmakers, which highlights diverse career paths and fosters supportive communities. Establish mentorship and sponsorship programs to connect women employees with those already working in AI and guide them into leadership roles. Offer programs that feature career workshops or executive panels showcasing how women are driving innovation in GenAI.
- **Governments**: Set diversity targets for government-funded GenAI projects to ensure gender parity and representation, inspired by the Government of Canada's 50-30 Challenge, which encourages organizations to achieve gender parity in leadership positions. Promote policies requiring women's inclusion in AI strategy development and offer financial incentives or subsidies for organizations that prioritize diversity in AI-related training programs.

Strategy #3

Boost women's confidence through targeted learning support

Confidence plays a crucial role in learning, yet many women hesitate to engage with GenAI courses due to a lack of self-efficacy—the belief in their ability to succeed. Women are significantly more likely to enroll in beginner-level GenAI courses than intermediate ones featured in GenAI Academy, signaling a need for accessible, structured pathways that build foundational skills and confidence.

This hesitation isn't about skill gaps alone—it stems from societal messaging, limited access to mentors, and a lack of personalized learning support.[18] Without interventions designed to reinforce self-efficacy, women are more likely to disengage early or opt out of GenAI learning altogether.

At Coursera, we've tested confidence-building interventions that have led to measurable improvements in persistence:

Self-efficacy boosting messages in STEM courses led to a

50% increase

in course completion rates for the youngest women

How Coursera's confidence-building interventions support female learners

- **Expanding beginner-friendly GenAI course offerings:** Women are six times more likely to enroll in beginner-level courses than intermediate ones, reinforcing the need for prerequisite-free, structured entry points into AI learning.
- **Embedding AI-driven coaching:** Coursera Coach, an AI-powered learning assistant, is used 11.1% more by women than men, demonstrating the value of tailored support and structured guidance in helping women persist in GenAI courses.[19]
- **Offering guided feedback and AI-powered support:** Post-Assessment Help on Coursera provides personalized recommendations, ensuring that learners receive clear, actionable next steps after completing assignments. Women engage with this feature at higher rates, using it to reinforce their learning and update any misunderstandings.[20]
- **Self-efficacy boosts within the learning experience:** Including self-efficacy boosting in-course messages led to a 50% increase in course completion rates among women aged 18-24 in STEM courses on Coursera.[21]

Building confidence in GenAI learning requires intentional support systems, mentorship, and recognition of progress. By integrating these elements into course design, organizations can create environments where women feel encouraged to develop their skills, persist in learning, and thrive in AI careers.

Recommended actions

- **Educators:** Develop AI courses with clear learning pathways and structured support to ensure learners can progress confidently. Incorporate tools like Coursera Coach, which enables self-paced, personalized guidance and supports women balancing multiple responsibilities. For example, clear actionable feedback after a project helps learners reinforce their understanding and improve persistence.
- **Businesses:** Create structured AI training programs with clear skill-building milestones, and recognize women's achievements in AI learning through company-wide initiatives. When launching internal GenAI learning programs, set clear, measurable goals to track engagement and outcomes effectively. At the launch of Generative AI for Everyone collection of GenAI Academy in 2024, leadership communicated a clear goal: Each Courserian would enroll in one GenAI course of their choosing along with our CEO's foundational course on navigating GenAI by the end of Q1 of 2024.
  To drive adoption, Coursera used targeted nudges from leadership, Slack announcements, and playful entry points like ChatGPT-generated jokes to build excitement and participation. Metrics such as enrollments, completions, and total learning hours were tracked to refine the program's effectiveness and inform future iterations.
- **Governments:** Fund AI education initiatives that include structured self-efficacy interventions, such as mentorship grants and career development programs targeting women in GenAI. For example, Azerbaijan's 4IR Academy has successfully upskilled 10,000 citizens in AI and other key technologies, achieving 51% female participation. Through cohort-based learning, mobile accessibility, and a focus on inclusivity, the program has demonstrated how targeted interventions can empower diverse populations to build confidence and expertise in AI skills.

Strategy #4

Provide clear AI policies and flexible learning to increase women's participation

For many women, unclear policies, lack of structured support, and time constraints create significant barriers to engaging with GenAI learning. According to a recent report from IBM, 59% of women report waiting for clear AI policies from their employers before adopting AI tools, reinforcing how institutional direction can either accelerate or stall participation.[22]

Without transparent guidance on how to apply GenAI skills, many women hesitate to invest time in learning—especially when they are also balancing caregiving responsibilities or full-time work. Insights from female learners on Coursera show that "no time" is the most common reason cited for discontinuing STEM courses.[23] The average time needed to complete a course is a stronger predictor of completion likelihood for females than males across STEM courses on Coursera. This highlights the need for modular, flexible learning models that fit into busy schedules while providing actionable feedback to support persistence.

The absence of clear AI guidelines compounds this issue by creating uncertainty around how GenAI should be learned, applied, and integrated into existing job roles. When companies fail to have clear policies on AI, they also end up reinforcing societal stereotypes, as seen in research by Leipzig University and Hugging Face, where AI-generated images consistently depicted men in technical roles such as "engineer" or "scientist," while women appeared in caregiving professions unless explicitly prompted otherwise.[24]

Recent data highlights how Coursera Coach, an AI-powered learning assistant, is one intervention that can can help women make the most of their limited learning time.Coursera Coach helps counteract time constraints by making learners 9.5% more likely to pass a quiz on their first attempt than learners who do not use Coach and also complete 11.6% more items per hour.[25]

Learners who use Coursera Coach are

9.5% more likely to pass a quiz

on their first attempt

Instructor Spotlight

Merve Hickok on AI's role beyond careers

Merve Hickok, a renowned AI ethics researcher and founder of AIethicist.org, highlights an often-overlooked reason why many hesitate to engage with GenAI: people do not realize the extent AI can impact their life outside of work.

"AI education is not just for career development but also for broader life roles," Hickok explains. "As consumers, citizens, parents, siblings, or friends, understanding AI helps us become more informed and better equipped to respond to technological and societal changes." However, lack of training, unclear AI guidelines and workplace policies often create uncertainty, leaving many—including women—unsure of how to engage with this technology.

Hickok urges organizations to reduce the intimidation factor and make AI feel accessible rather than exclusive. “As soon as you throw in technical terminology, people get intimidated. There is no reason. Once you understand the fundamentals, you’ll see how it impacts your life,” she says.

Merve Hickok
Founder, AI Ethicist

Learners

complete 11.6% more items

on average an hour when using Coursera Coach

Without guidance and time, women may feel excluded from AI-related fields before they even begin their learning journey. At Coursera, we’ve tested structured interventions that have improved engagement and retention, including the addition of Coursera Coach to provide needed support to learners often underserved by online learning. Organizations that clearly outline AI learning pathways, offer structured support, and provide flexible course formats can help women overcome uncertainty and integrate GenAI into their careers with confidence.

Recommended actions

- **Educators:** Develop clear AI policies and design flexible learning models. Collaborating with faculty and students to establish and communicate transparent AI policies is crucial, as it addresses ethical considerations, data privacy, and practical applications of GenAI. Plus, creating modular courses that allow learners to fit the content into their busy schedules is essential. Offering micro-credentials for completing specific modules, implementing asynchronous options, and providing self-paced projects can accommodate varying time constraints, ensuring that women can balance their learning with other responsibilities.
- **Businesses:** Launch structured GenAI training programs tailored to employees at all levels and offered in short, modular units. Coursera’s Generative AI Academy serves as an exemplary model, offering curated content across three pillars, including: GenAI for Everyone, which teaches foundational skills for employees across roles; GenAI for Executives, which instills strategic training for leaders to execute impactful GenAI initiatives, and GenAI for Teams, which offers cross-functional training tailored to specific job roles. Additionally, organizations should establish GenAI ethics policies to set clear usage guidelines. Resources like Coursera’s Understanding Generative AI Risks guide offer actionable steps for addressing concerns such as hallucinations, intellectual property, and bias amplification.
- **Governments:** Develop GenAI policies that prioritize ethical considerations and inclusivity. For instance, IBM’s course, Generative AI: Impact, Considerations, and Ethical Issues, provides insights into navigating the ethical complexities of GenAI adoption such as data privacy. Governments can also follow Coursera’s model of secure GenAI Playgrounds, which enable learners to practice GenAI skills in safe, private environments, giving employees permission for where and how to try new GenAI prompting.

Strategy #5

Make GenAI relevant to women's careers and everyday lives

For many women, the decision to pursue GenAI learning isn't just about access—it's about relevance.[26] If GenAI feels disconnected from their career paths, day-to-day work, or personal ambitions, engagement remains low.

Despite GenAI's growing influence across industries, women remain underrepresented in AI and big data fields, making up just 30% of learners on Coursera. If women don't see how GenAI aligns with their goals, they are less likely to engage in upskilling opportunities, reinforcing existing disparities in AI adoption and leadership.

On Coursera, we tested how emphasizing goal-relevance can close this gap. In a randomized controlled trial, we introduced in-course prompts designed to help learners reflect on how STEM course content connected to their overall life goals—an intervention which virtually eliminated the gender gap in STEM MOOC completion rates.[27]

Instructor Spotlight

Dr. Jules White on making GenAI practical and relevant

Dr. Jules White, Professor of Computer Science at Vanderbilt University, sees practical application as the key to closing the gender gap in GenAI learning. "GenAI is an interdisciplinary tool where innovation comes from how you apply it within your discipline. By using your experience and creativity, you can tap into its full potential," he explains.

His approach? Meeting learners where they are. By using real-world scenarios like meal planning for busy families, drafting legal agreements, and improving patient communication, White's Prompt Engineering for ChatGPT course from Vanderbilt University makes GenAI feel tangible and useful rather than abstract and technical. As a result, the course has achieved near gender parity in completion rates, with 28% of men and 27% of women finishing successfully.

"Many people assume GenAI is hyper-technical, but its real power lies in creativity and critical thinking," White emphasizes. "It's a tool anyone can use to solve problems in innovative ways." By showcasing relatable use cases, he removes barriers to entry and helps learners see AI as an asset in their personal and professional lives.

Dr. Jules W
Professor of Computer Science
VANDERBILT UNIVERSITY

Practical strategies to increase women's engagement

- **Demonstrating AI's impact in women-dominated fields:** When AI is framed around healthcare,[28] education,[29] and the arts,[30]— sectors where women are already highly engaged—women's interest and persistence increase.
- **Highlighting real-world applications:** Courses like Vanderbilt University's Prompt Engineering for ChatGPT, led by Dr. Jules White, achieves near gender parity in completion rates by demonstrating how GenAI applies to everyday tasks such as meal planning, productivity, and decision-making.
- **Encouraging reflection and goal-setting:** Activities like career path mapping and skills-to-goals exercises help learners connect AI skills with their aspirations, reinforcing why learning GenAI matters.

When organizations, educators, and businesses frame GenAI as a tool for diverse career paths and everyday applications, more women see AI as a resource—not a barrier.

Recommended actions

- **Educators:** Reimagine how GenAI is integrated into curriculum design by connecting the technology to practical career and personal applications. For example, insights from Coursera's Generative AI in Higher Education playbook reveal that 71% of business leaders prioritize hiring candidates with AI skills over more experienced candidates without them.[31] Design programs that reflect this shift by offering interdisciplinary courses to bridge GenAI concepts with real-world applications. Additionally, focus on empowering instructors with GenAI tools to enhance their reach and impact, emphasizing the collaborative model between educators and technology rather than replacement.
- **Businesses:** Highlight GenAI Academy as a model for scalable, role-specific training. The program provides tailored learning pathways for executives, teams, and general employees, ensuring that GenAI skills align with day-to-day responsibilities. Programs like these demonstrate how businesses can make GenAI practical and relevant to diverse roles. Encourage adoption by offering sponsorships, mentorship opportunities, and clear career advancement pathways for employees engaging with GenAI learning. Showcase examples of successful applications in your own industry and across a variety of roles.
- **Governments:** Emphasize GenAI's potential to drive innovation and improve public service delivery. Coursera's Harnessing the Power of AI to Transform Government Training playbook highlights the economic value GenAI can unlock in the public sector, estimated between $2.6 trillion and $4.4 trillion annually.[32] Develop policies that prioritize funding for interdisciplinary GenAI programs aimed at addressing skill gaps in automation-heavy roles. Support AI literacy campaigns that connect GenAI to societal challenges, such as sustainability and digital transformation, ensuring women see its relevance to their lives and communities.

Turning insights into measurable outcomes

The gender gap in GenAI learning is a reflection of missed opportunities for innovation, economic growth, and societal progress. As AI rapidly reshapes industries, the voices shaping its future must be as diverse as the populations it serves. Closing this gap requires more than awareness—it demands action.

At Coursera, we've seen firsthand that when learning environments prioritize representation, structured support, and relevance, women engage with GenAI at higher rates. Courses designed with inclusive instructors, clear learning pathways, and real-world applications drive significantly higher female enrollment and persistence. Through targeted interventions—such as personalized coaching, value-relevance framing, and mentorship programs—we've proven that the barriers preventing women from pursuing AI skills are not insurmountable.

The work towards gender equity in GenAI learning cannot happen in isolation. Businesses must ensure that AI training is inclusive, offering role models and career pathways that empower women to lead. Educators must design courses that reflect diverse experiences, connect AI learning to real-world impact, and remove unnecessary prerequisites to begin. Governments must champion AI upskilling initiatives that prioritize accessibility and equity, creating a future where AI education is open to all.

Coursera remains committed to advancing inclusive learning pathways, but meaningful change requires a collective effort. The question is not whether we can close the gender gap in GenAI learning but whether we will take the necessary steps to make it happen. Together, we can build an AI future that empowers everyone.

Endnotes

Endnotes

1 2024's Rising Content and Fastest Growing Skills for 2025 (Coursera, 2024)

2 Women in Tech Stats 2025: Uncovering Trends and Unseen Data (WomenTech Network, 2025)

3 Global Gender Gap Report 2023 (World Economic Forum, 2023)

4 STEM gender stereotypes from early childhood through adolescence at informal science centers (McGuire et al., 2020)

5 STEM Gender Gaps Significant Among Gen Z (Gallup, 2023)

6 Demographic Characteristics of High School Math and Science Teachers and Girls' Success in STEM (Oxford Academic, 2016)

7 Addressing the Gender Gap in STEM MOOCs: How Brief, In-Course Messages Can Increase Females' Motivation and Online Learning Success (Urban, 2022)

8 Addressing the Gender Gap in STEM MOOCs: How Brief, In-Course Messages Can Increase Females' Motivation and Online Learning Success (Urban, 2022)

9 Will gen AI help or hinder women in the workplace? (Cognizant, 2024)

10 When Good Algorithms Go Sexist: Why and How to Advance AI Gender Equity (Berkeley Haas Center for Equity, Gender and Leadership, 2021)

11 Understanding talent scarcity: AI & equity report (Randstad, 2024)

12 Gender bias in academia: a lifetime problem that needs solutions (Llorens et. al, 2021)

13 Understanding talent scarcity: AI & equity report (Randstad, 2024)

14 Under ten percent of chief technology officers are women (Verdict, 2023)

15 Generative AI: Closing the gender gap (IBM, 2023)

16 Addressing the Gender Gap in STEM MOOCs: How Brief, In-Course Messages Can Increase Females' Motivation and Online Learning Success (Urban, 2022)

17 Demographic Characteristics of High School Math and Science Teachers and Girls' Success in STEM (Oxford Academic, 2016)

18 Global Evidence on Gender Gaps and Generative AI (Harvard Business School, December 2024)

19 Coursera Coach: Providing Essential Learner Support (Khan & Urban, December 2024)

20 A Growth Mindset Can Reduce the Gender Gap in STEM (Hickey, Bakthavachalam, Urban, and Kolodny, Coursera, 2018)

21 Addressing the Gender Gap in STEM MOOCs: How Brief, In-Course Messages Can Increase Females' Motivation and Online Learning Success (Urban, 2022)

22 Generative AI: Closing the gender gap (IBM, 2023)

23 Closing the Gender Gap in STEM MOOCs Through Brief, Novel Interventions (Urban, 2023)

24 Reproducing inequality: How AI image generators show biases against women in STEM (UNDP, 2023)

25 Coursera Coach: Providing Essential Learner Support (Khan & Urban, December 2024)

26 Addressing the Gender Gap in STEM MOOCs: How Brief, In-Course Messages Can Increase Females' Motivation and Online

Learning Success (Urban, 2022)

27 Addressing the Gender Gap in STEM MOOCs: How Brief, In-Course Messages Can Increase Females' Motivation and Online Learning Success (Urban, 2022)

28 Transforming Women's Healthcare with AI (Health Management, 2024)

29 39 Examples of Artificial Intelligence in Education (University of San Diego, 2024)

30 AI in Art: Everything You Should Know About Its Role and Future (Unite.AI, 2024)

31 2024 Work Trend Index Annual Report (Microsoft & LinkedIn, May 2024)

32 The economic potential of generative AI: The next productivity frontier (McKinsey & Company, 2023)

coursera