

One Year Later: The Gender Gap in GenAI

Evidence of Progress and the Conditions That Make It Possible

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Executive Summary

One year after Coursera's original *Gender Gap in GenAI* analysis, the data show clear and encouraging signs of progress. Although women remain underrepresented in GenAI learning globally, the gender gap is clearly narrowing. Women's share of total GenAI enrollments rose from **32% in 2024 to 36% in 2025**. For enterprise learners, women comprised **36% of GenAI enrollments on Coursera in 2024 and 42% in 2025**. This progress is particularly encouraging given the rapid growth of GenAI participation across all demographics, indicating that women's engagement with the technology is accelerating even faster than that of their male peers.

Several regions, countries, and courses are seeing successes on this front, particularly where GenAI education is accessible, application-driven, and supported by inclusive design. In several high-growth markets, women's participation is accelerating faster than men's, and, in some cases, women are completing GenAI courses at *higher rates* than their male peers. Together, these trends suggest that when structural barriers are reduced and GenAI skills are framed as practical, relevant, and attainable, women are eager to engage and gain these new skills at scale.



What this report covers

- **Course Design Matters:** Where Women Are Closing the Gap
- **Regional Trends:** Where Momentum Is Building and Who Is Falling Behind
- **Course Completions:** Where Women are Completing at Higher Rates
- **Two Global Outliers to Learn From:** Uzbekistan and Colombia
- **Beyond GenAI:** Complementary Human Skills
- **Conclusion:** A Clear Playbook for Continuing to Close the Gap

Course Design Matters: Where Women Are Closing the Gap

[Google AI Essentials](#) stands out as a flagship example of how inclusive course design can meaningfully narrow the gender gap in GenAI learning. Designed for beginners with **no prerequisites** and featuring a **female instructor prominently on screen**, the first course in this series, [Introduction to AI](#), has achieved more total female enrollments than any other GenAI course. With more than 250,000 female enrollments, this course has reached a more balanced enrollment mix of **41.2% women**.

This gender distribution is in the top 5% of GenAI offerings and underscores the importance of **early-stage accessibility**, **confidence-building pedagogy**, and **visible representation** in attracting women to GenAI learning.

Application-Driven GenAI Courses See Stronger Female Participation

These courses frame GenAI as an **immediately useful tool** for productivity and problem-solving, focusing on techniques learners can apply. Across Education, Data Analysis, and Writing, these top courses attracting women focus on the tangible benefits of these new technologies.

These instructors relate the addition of GenAI directly to goals that learners care about, such as improving their graphic design or teaching skills. This **emphasis on real-world use cases** correlates with stronger female interest and participation.

Top 10 Courses by Share of Female Enrollment

Course Name*	Partner Name	% of Enrollments by Female Learners
Generative AI Content Creation	Adobe	49.0%
Build AI Apps with ChatGPT, Dall-E, and GPT-4	Scrimba	49.0%
AI in Education: Leveraging ChatGPT for Teaching	Wharton + OpenAI	48.8%
Innovative Teaching with ChatGPT	Vanderbilt University	47.7%
Excel and Copilot Fundamentals	Microsoft	45.2%
ChatGPT for Beginners: SciFi Writing with Dall-e	Coursera	44.3%
Generative AI: Prompt Engineering Basics	IBM	43.3%
Introduction to Generative AI	Google Cloud	41.5%
Introduction to AI	Google	41.2%
ChatGPT Foundations for Teachers	OpenAI	41.0%

*Focused the analysis on courses with 3,000+ enrollments for both male and female learners to ensure adequate sample size.



Regional Trends: Where Momentum Is Building

Assessing women's participation in GenAI learning reveals significant regional differences in levels of parity. While some areas remain flat or down year over year, **other geographies have seen major accelerations in female GenAI participation** from 2024 to 2025:

- **Latin America: 2.0× growth** in female GenAI enrollments
- **Asia Pacific: 1.7× growth** in female enrollments

Other regions, including Europe and the Middle East, show more modest gains, while North America and Sub-Saharan Africa are relatively flat or declining, highlighting where additional intervention is needed.

Country-Level Signals: Who's Driving the Gains?

Several countries are meaningfully increasing the share of women enrolling in GenAI courses year over year with these percentage point changes from 2024 to 2025:

Latin America

- **Peru:** +14.5 pp
- **Mexico:** +5.3 pp
- **Colombia:** +4.5 pp
- **Brazil:** +1.7 pp
- **Costa Rica:** +1.7 pp
- **Chile:** +1.6 pp

Asia Pacific

- **Uzbekistan:** +8.8 pp
- **India:** +2.2 pp
- **Turkey:** +1.8 pp
- **Vietnam:** +1.4 pp
- **Indonesia:** +1.0 pp
- **Thailand:** +1.0 pp
- **Philippines:** +0.8 pp

Europe

- **Poland:** +3.8 pp
- **Austria:** +2.8 pp
- **France:** +2.0 pp
- **Portugal:** +1.2 pp

Country-Level Signals: Areas of Concern

Across the world, women's GenAI enrollments are increasing as a proportion of total enrollments, but in many of the Anglophone or economically developed countries, men's enrollments are growing more quickly. As a result, in the **United States** (-0.9 percentage points), **Canada** (-1.0 percentage point), the **United Kingdom** (-1.8 percentage points), **Spain** (-1.1 percentage points), and **Germany** (-0.2% percentage points), women represent a smaller share of total GenAI enrollments in 2025 than 2024. This pattern is indicative of overall trends in North America and Europe.

Major Middle Eastern economies also have work to do in this area, housing two of the countries with the lowest cumulative share of female GenAI enrollments: **United Arab Emirates** (24% female) and **Saudi Arabia** (26% female). The UAE's imbalance has become even more pronounced in 2025, with a 1.0 percentage point decrease in the share of female enrollments, though Saudi Arabia has recorded a modest increase in its share of GenAI enrollments from female learners (+0.4 percentage points).

In Asia, where many countries are narrowing the gender gap, some are remaining more stagnant, such as **Singapore** (-0.1 percentage point change), in share of female enrollments. Others still, including **Malaysia** (-1.5 percentage points), are seeing males enrolling at faster rates relative to females there.

Country-Level Signals: Who's Falling Behind?

Several countries have seen year-over-year decreases in the share of women enrolling in GenAI courses with these percentage point changes from 2024 to 2025:

Europe

- **Greece:** -4.3 pp
- **Switzerland:** -2.7 pp
- **United Kingdom:** -1.8 pp
- **Spain:** -1.1 pp
- **Germany:** -0.2 pp

North America

- **Canada:** -1.0 pp
- **United States:** -0.9 pp

Latin America

- **Argentina:** -3.9 pp

Asia

- **Malaysia:** -1.5 pp
- **Singapore:** -0.1 pp

Middle East

- **United Arab Emirates:** -1.0 pp

GenAI Course Completions



Where Women are Completing GenAI Content at Higher Rates

Enrollment tells only part of the story. Across a meaningful minority of countries, **women are more likely than men to complete** GenAI courses once they enroll, demonstrating strong persistence and commitment to these pressing new skills. Across the top five countries, **women are 1.5 times more likely to complete** GenAI courses than their male counterparts.

These patterns suggest that the primary barrier for women in GenAI is often *entry*, not capability or follow-through, especially in the Latin America, Asia Pacific, and Middle East markets. Once engaged, women frequently persist at equal or higher rates than men, reinforcing the importance of lowering the initial barriers to participation.

Countries where the **female completion rate for GenAI content exceeds male** completion rates, shown by percentage point difference:

Latin America

- **Paraguay:** +10.1 pp
- **Colombia:** +8.6 pp
- **Ecuador:** +3.8 pp
- **Mexico:** +3.6 pp

Asia Pacific

- **Uzbekistan:** +4.0 pp
- **India:** +3.0 pp
- **Thailand:** +2.5 pp
- **Indonesia:** +0.9 pp

Middle East

- **Saudi Arabia:** +9.9 pp
- **United Arab Emirates:** +2.4 pp

A woman wearing a light beige hijab, glasses, and an orange cardigan is sitting outdoors, working on a laptop. She is looking down at the screen with a focused expression. A maroon bag is visible next to her. The background shows green trees and a building, suggesting a park or campus setting.

Two Global Outliers to Learn From

Uzbekistan: A Global Leader

Uzbekistan is currently the **only country on Coursera where women comprise the majority of GenAI enrollments**: 58.9% of all Uzbekistani GenAI enrollments are female.

This reversal of the typical Gen AI gender gap is not accidental. Uzbekistan's success reflects a **coordinated ecosystem** where policy, platform access, and cultural reinforcement work together:

- Digital skills and gender equity are national priorities
- Coursera access is provided at scale and often at low or no cost
- Content is localized and embedded in national education platforms
- Outreach spans schools, universities, & community programs nationwide

Colombia: A GenAI Success Story

Women's share of GenAI enrollments is rising, and women are completing GenAI courses at a higher rate than men. As a result, **total GenAI course completions are now nearly equal between women and men** across the country, showing how increased access and strong persistence can close the gap in outcomes.

Country-wide factors include:

- Collaborations with government agencies, universities, workforce development programs, and employers expand access to GenAI skills
- Embedding GenAI courses into national skilling initiatives, higher education pathways, and job-aligned programs makes learning more affordable, relevant, and accessible
- A structured ecosystem of learning encourages persistence on these vital skills

Beyond GenAI: Complementary Human Skills

As GenAI adoption accelerates, **human skills, especially Critical Thinking**, are increasingly essential complements to technical capabilities. Encouragingly, women are engaging with these skills at high rates, especially in North America.

- Women account for **42% of all Critical Thinking enrollments** worldwide
- In the **United States**, women make up **50.2%** of enrollments
- In **Mexico**, women represent **48.1%** of Critical Thinking enrollments

While the male enrollment increase in Critical Thinking enrollments from 2024 to 2025 was 157%, the female increase year over year was **193%**.

A Powerful Combination

This strong participation underscores a critical trend: women are actively building the **combined technical and human skills** required to use GenAI effectively and responsibly. We see the greatest utility from these new tech tools when combined with durable human skills like Critical Thinking. As human-in-the-loop processes continue to be needed for much of AI deployment, learners who engage in Critical Thinking content will be rewarded in their personal and professional lives.

Women also exceed **45% of Critical Thinking enrollments** in:

- **Canada:** 46.9%
- **France:** 46.8%
- **Brazil:** 46.8%
- **Philippines:** 46.5%
- **Singapore:** 45.8%
- **United Kingdom:** 45.7%

A Clear Playbook

One year later, the gender gap in GenAI learning has **not disappeared but it is narrowing in meaningful, measurable ways**. The data points to a clear playbook for accelerating progress:

- Design GenAI courses for beginners that feature real-world application
- Ensure visible representation and inclusive pedagogy across educational modalities
- Expand access through policy, partnerships, and localization
- Reinforce participation through social validation and diverse role models
- Pair GenAI skills with durable human capabilities like Critical Thinking

A Narrowing Gap, Still Work to Do

Where enabling conditions are in place, women are enrolling, persisting, and succeeding at higher rates. The growing momentum across Latin America and Asia, particularly in countries such as Colombia and Uzbekistan, demonstrates that meaningful progress is not just possible but already underway.

Looking ahead, the opportunity is clear: apply these insights now when designing for your own learners. Employees, students, and broader populations alike can all benefit. With deliberate investment and targeted support, GenAI upskilling can scale more equitably and effectively, ensuring this momentum translates into lasting outcomes for all.



Continuing to Close the Gap

At Coursera, we are committed to reaching diverse audiences and continuing to close the gender gap in technical upskilling. To reach this goal, we continue to invest in:

- Accessible, **beginner-friendly GenAI learning** paths
- Application-driven, **job-aligned content**
- Flexible, **affordable**, and scalable delivery models
- **Localization** and national platform integrations
- Data-driven insights to **track and improve equity**

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