Becoming a Freelancer Developer Woman Who Can Manage Her Own Economy Through AI Powered Technology!

Developing an Online Vocational Training Course Process Powered by Artificial Intelligence Women Will Earn Money Remotely

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ABSTRACT

It is now well known that women who are economically empowered are able to become more independent and can go further in the process of gaining self-confidence. Unfortunately, we are in a serious economic crisis in Turkey due to various and multiple reasons such as the great earthquake disaster and the pandemic. In the related literature, as in many countries, it is stated that young girls and women engage in sex work to earn money or enter risky sites such as OnlyFans and that the average age of this age tends to decrease [1]. However, it is possible to earn money as a UX designer or developer on freelance platforms by using technology for production rather than consumption.

This research aims to develop a voluntary online training that offers young women the opportunity to become developers remotely even in their free time, thus creating opportunities for women who produce and manage their own economy. The research developed for this purpose will be carried out by employing the technology-based design model, which is one of the design-based research methods. In this process, structured interviews will be conducted with students who volunteer to participate in the research and want to receive training, as well as with female experts in the fields of UX design, front-end developer, distance education, instructional design, measurement and evaluation in education and psychology.

The data obtained within the scope of the current research will be analyzed by experts in a cross-sectional manner with the content analysis method. During the process, multiple revision meetings, at least 3, will be held with the experts coming together online. The online teaching design will then be piloted with volunteer young women. The data obtained as a result of this research will be used to inform the instructional design process of a distance education vocational training course. It is expected that this research will make young women feel valued not for their appearance but for what they produce and their skills.

CCS CONCEPTS

• Social and professional topics, Professional topics, Computing education, Adult education

KEYWORDS

Gender balance, vocational training, online learning, remote working.

ACM Reference format:


1 Introduction

Many countries are struggling with economic crisis after the pandemic. However, after the major earthquake disaster in Turkey, many women lost their jobs. In addition, university students had to work and moonlight to cover their education expenses. Economic crisis situations can have worrying negative impacts on students and educational activities [2]. These reasons, combined with various psychological and social factors and the increased use of social media among digital natives, have led young girls to engage in sex work or express themselves through their appearance on unsafe sites such as OnlyFans which site including a lot of risks [3]. Women have been taught some misinformation within the social norms they grew up with. For example, that they are more valuable if they have a good-looking body. However, as the authors of this research, we believe that a woman is valued not for her inborn characteristics that she cannot choose, but for her ability to change, develop and humanize her production skills. UX design profession is realized through technology, it is a specialty that allows remote work by its nature [4]. The following section briefly discusses AI-powered UX design processes.

1.1 AI Powered UX Design

When we examine the current trends, we see that easy-to-use tools like Figma allow designers and developers from different countries to collaborate synchronously. Rapidly spreading artificial intelligence tools can be integrated into Figma as plugins and speed up the work of designers [5]. This may encourage women who are prejudiced against technology and have low self-confidence and perceptions of competence in this area. Within the scope of this study, it is aimed to design an online training environment for women that includes strategies such as how to easily produce UI/UX designs using artificial intelligence plugins and which international freelancer sites they can earn money through them, portfolio building and increasing visibility.

Methodological details about the process of developing the platform design that will be employed for this purpose are presented in the next section.
2 Methodology

Design-based research method is planned to be employed in this study. Because this research method addresses learning in the context of the systematic design of instructional strategies and tools [6], [7]. The following section discusses the data collection methods and tools that will be employed in the operation of this methodology.

2.1 Data Collection

This online vocational training platform is planned to be implemented through an iterative cycle of design, decision-making, analysis and redesign. In this process, semi-structured interview data obtained from interviews with the developer and the volunteer expert team from different disciplines and women who have the status of learners, learner designs added on the online portfolio site, learner designs transmitted electronically, learner and researcher diaries will be analyzed by content analysis method [8].

2.1.1 Data Collection Tools. This section provides information about the tools that will be used for the purpose of the study:

Volunteer Consent and Ethical Information Form. This data collection tool will be developed by the researchers and its purpose is to obtain the voluntary declaration of the participants in the study and to provide ethical information about the confidentiality of the study.

Semi-structured Participant & Expert Interview Forms. The main purpose of this form is to assess the opinions of volunteer experts and women learners about the training contents and the technologies used, under the themes of “convenience”, “motivating factors”, “finding a job” and “career-oriented support”.

Participant and Researcher Reflective Journals. Participants will be asked to keep a reflective diary about their practical knowledge and motivation during the process. These journals will be limited in number of characters, but users will be encouraged to express their original thoughts boldly.

Online Portfolio Designs & Figma Prototype Evaluation & Feedback Form. Experts will provide feedback to the participating women through the form, which includes criteria such as usability, simplicity, compliance with design principles and flow theory.

2.2 Data Analysis

Design-based research is a strong research model in terms of mixing data [9]. In this research, semi-structured interviews and product evaluations made by experts will be analyzed and the scores to be made by the product evaluations will be analyzed and re-submitted to the opinions of measurement and evaluation experts.

3 Findings

It is planned to structure the expected findings of the research based on the following steps:

1. Expected findings on encouragement to overcome the learners’ prejudices and discussion of the impact of the training content prepared by women experts in the field of psychology and UX designers.
2. Expected findings on the development of solutions using technological innovation and existing design principles required by design-based research.
3. Gradual findings for a self-perpetuating testing and development process to find solutions
4. Expected findings including reflective opinions collected in order to contribute to the solution of the research problem and to create design principles
5. The benefits obtained includes criteria such as usability, simplicity, compliance with design principles and flow theory, will also be evaluated and reported by the participants

4 Conclusion and Recommendations

As a result of this research, it is aimed to design a more effective and functional online vocational training course developed with the design-based research method thanks to the data obtained. This online education and vocational training platform, which can be easily translated into different languages thanks to artificial intelligence tools, can reach a wider audience. what we women researchers need to do here is to increase the widespread impact of the research idea as much as possible through technology with the policy and mission of leaving no sister behind. In contrast to the studies that address the digital risks caused by platforms that monetize sexual content, this research offers a solution-oriented idea.

REFERENCES