

The Presence of Gendered Wording within a Novel Sample of Job Ads from India, Nigeria, New Zealand, and Rwanda

AFFILIATIONS

Undergraduate Research Award, University of Manitoba

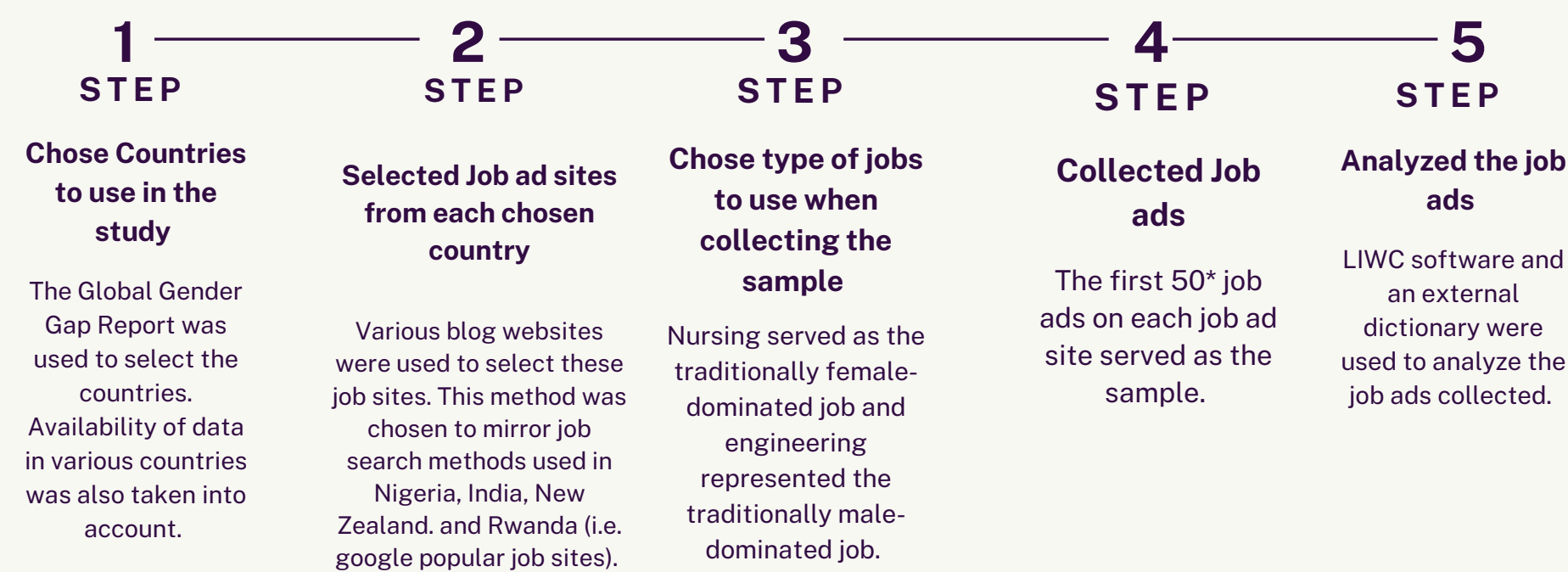
AUTHORS

Larissa Ngara & Dr. Danielle Gaucher

INTRODUCTION

Gendered language consists of words that are typically associated with masculine and feminine gender stereotypes. Past research has found that gendered wording exists within job advertisements, and can serve to perpetuate gender inequality (Gaucher, Friesen, & Kay, 2011). Much of this past work has investigated the presence and effects of gendered wording within the context of the United States, Canada, and the United Kingdom. In this project, we investigated the presence of gendered wording in job advertisements from India, Nigeria, New Zealand, and Rwanda. With support of an Undergraduate Research Award from the University Manitoba, we investigated the prevalence of feminine and masculine language in job advertisements collected from countries with varying levels of relative gender inequality. Hypothesising that, in general, countries with relatively higher gender inequality will contain greater gendered language. We also analysed all samples for the prevalence of various other indicators including wording associated with power, achievement, negative and positive emotion, explicit references to female and male candidates, and risk and reward.

METHODOLOGY



RESULTS

We found that gendered wording and other language differences emerged in the job ads samples. Across all the countries sampled, engineering ads contained greater gendered language (both masculine and feminine wording) than nursing job ads. Additionally, engineering job ads contained greater achievement, risk, negative emotion, and reward-related wording compared to the nursing ads. Countries with relatively higher gender inequality had greater masculine language (i.e., explicit references to men) across all job ads.

ANALYSIS

Feminine Language

A main effect of occupation type emerged, $F(1, 252) = 11.077, p = 0.001$, such that engineering job ads contained greater feminine language than nursing job ads ($M = 0.851; SD = 0.822$ and $M = 0.527; SD = 0.703$, respectively).

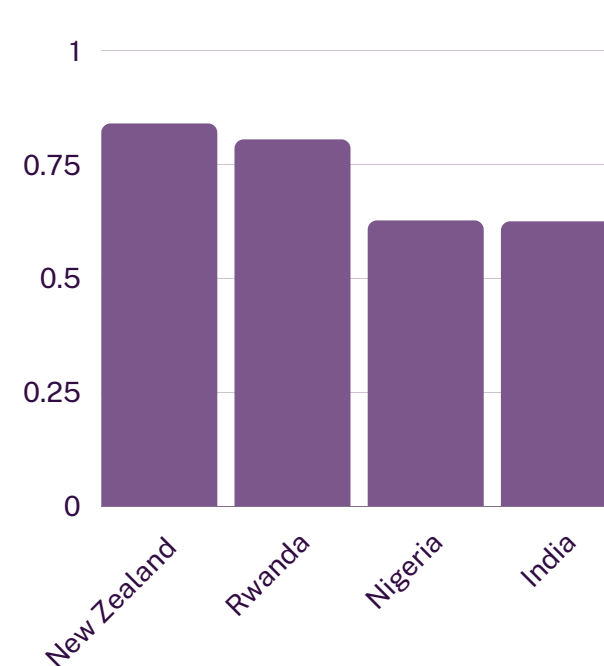
A main effect of relative gender inequality was also significant, $F(1, 252) = 16.488, p < 0.001$, such that, there was greater feminine language within the job ads from with countries relatively lower gender inequality, compared to the job ads from countries with relatively higher gender inequality ($M = 0.885; SD = 0.793$ and $M = 0.606; SD = 0.771$, respectively).

Masculine Language

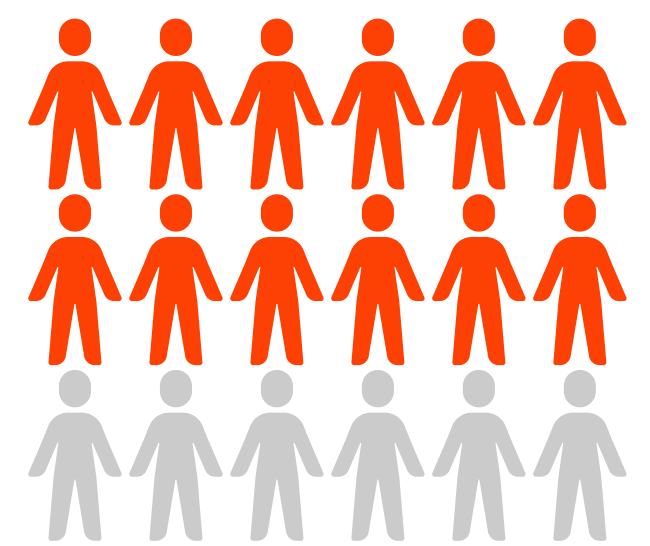
A main effect of occupation, $F(1, 252) = 25.060, p < 0.001$, such that engineering job ads contained greater masculine language than nursing job ads ($M = 0.609; SD = 0.610$) and $M = 0.323; SD = 0.523$, respectively).

A main effect of the country's relative level of gender inequality was also significant, $F(1, 252) = 12.406, p < 0.001$, such that, there was greater masculine language within the job ads from countries with relatively higher gender inequality, compared to the job ads from countries with relatively lower gender inequality ($M = 0.632; SD = 0.532$ and $M = 0.478; SD = 0.640$, respectively).

Global Gender Gap Index Scores 2021*



*Higher scores indicate a smaller gender gap



Countries with relatively higher gender inequality had greater masculine language (i.e., explicit references to men) across all job ads.

CONCLUSION & INSIGHTS

A number of job advertisements from India indicated a preferred gender, with some stating only either males or females need apply. In India, discrimination against gender is prohibited in public education and employment, however, there is significant reference to preferred gender in various job advertisements (L&E Global, 2019).

Gender specification in certain job advertisements could be due to religious reasons, or an effort to balance a workforce that is already skewed.

Another possible explanation for the varying quality of job ads is that the websites may have different rules and regulations pertaining to the content of job ads posted.

These results suggest that gendered wording is present within novel contexts, and often in ways that reinforces traditional gender stereotypes about men and women.

RELATED LITERATURE

Gaucher, D., Friesen, J., & Kay, A. C. (2011). Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality. *Journal of Personality and Social Psychology*, 101(1), 109–128. <https://doi.org/10.1037/a0022530>

L&E Global. (2019). Employment Law Overview India 2019-2020. https://knowledge.leglobal.org/wp-content/uploads/sites/2/LEGlobal-Employment-Law-Overview_India_2019-2020.pdf

Pennebaker, J. W., Booth, R. J., & Francis, M. E. (2015). *Linguistic Inquiry and Word Count: LIWC* [Computer software]. LIWC.net. <http://liwc.wpengin.com>

World Economic Forum. (2021, March 31). *Global Gender Gap Report 2021: Insight Report*. <https://www.weforum.org/reports/ab6795a1-960c-42b2-b3d5-587eccda6023>