How gender-biased is your job ad?

Gender-coded language in Dutch job ads

Volume II – September 2020



Feminine-oriented

Masculine-oriented

industries

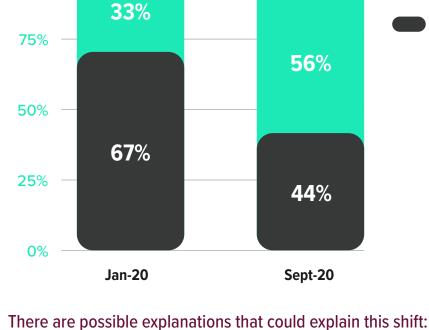
industries

Sia Partners researched the use of gender-biased language in Dutch job ads for the first time in

January 2020. 67% of the industries were masculine-oriented. Conducting the research again in September 2020, a shift towards the usage of feminine-coded language has taken place. Percentage of gender-oriented industries

Introduction •

100%



Organisations become more aware of the need to diversify and (un)consciously adjust their communication.

Responsibility, care and compassion are among the leadership skills that people seek during the pandemic. As research and the media acknowledges the benefits of the combination of masculine and feminine (androgynous) leadership traits during the pandemic, this

has led to more feminine-coded language in job ads.

The relative distribution of sectors has changed as a result of the

impact of the crisis in sectors. Masculine and feminine-coded language

In social studies, it is shown that if job ads contain mainly masculine-coded words they are less appealing to female applicants. When using mainly feminine-coded words, job ads are evenly appealing to female and male applicants, leading to more gender diversity on the work floor.

Masculine-coded

Feminine-coded Associated with feminine environments Associated with masculine environments

Aimed at personality traits Perceived as harder words

- Studies have found that these words are
- appealing to men, but result in fewer female job applicants. This might result in a male

dominated environment.

You are result driven

Industries

An example of masculine-coded language is:

Regarded as softer words

Studies have shown that the words are just as

appealing to males and females. This leads to

Aimed at behaviour

- more diverse applicants for the job.
- neutral or feminine: You are able to achieve results

• The sentence on the left can be written as

Our Gender-coded language tracker bot

Gender-coded words

use of gender-coded words.

Top five industries with

Hotels & Leisure

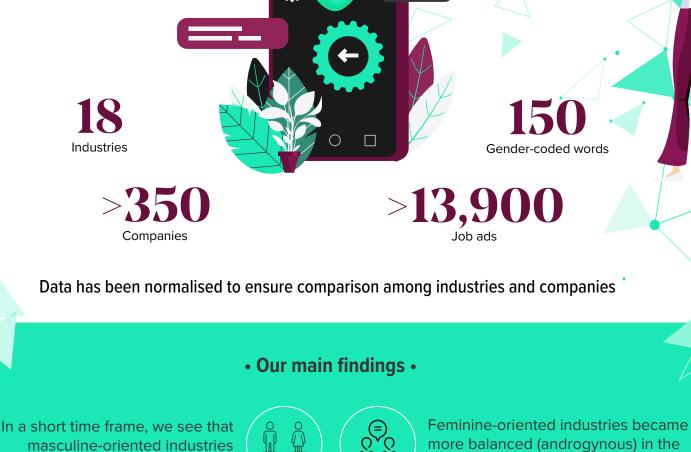
Telecom

Technology

Fashion

Pharmaceuticals

Sia Partners' Data Science lab built a gender-coded language tracker bot via its innovative Heka ecosystem. The bot analysed job ads on the use of Dutch gender-coded language supported by social research.



masculine-coded job ads feminine-coded job ads January 2020 September 2020

Pharmaceuticals

Food & Beverage

September 2020 **Industrial Hotels & Leisure**

Health **Automotive Insurance Energy & Natural Resources** Insurance

January 2020

Industrial

Retail (Non-

Automotive

Food)

became more feminine-oriented

Top five industries with

Accountancy

Insurance

Fashion General Retail (Food) Health

The more masculine-oriented industries show an increase in the use of feminine-coded words Total overview •

Health Insurance

Accountancy

Score per industry Score on January 2020 Score on September 2020 Industrial Automotive General Insurance

Energy & Natural Resources Food & Beverage **Employment & Recruiting** Banking Retail – Non Food Public Services _ Travel & Booking Retail (Food) Fashion **Pharmaceuticals** Technology **Telecom** Hotels & Leisure -0.2-0,1 Masculine-coded Feminine-coded

Want to know how your company scores?

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Gender-coded words per average job ad

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0,2

0,3

Sources: https://hbr.org/2020/06/will-the-pandemic-reshape-notions-of-female-leadership Blake-Beard, S., Shapiro, M. and Ingols, C. (2020), "Feminine? Masculine? Androgynous leadership as a necessity in COVID-19", Gender in Management, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/GM-07-2020-0222

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