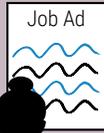


De-biasing Job Advertisements

Language in job advertisements can signal what **kind of applicant** the organization is looking for (traits, behaviors) & affect whether a person thinks they are a **good fit** for the position.^{1,13,14}



This is important in Science, Technology, Engineering & Mathematics (STEM) fields where women are **generally underrepresented**,² & hold fewer senior leadership positions.³

Job ads for male-dominated jobs tend to use more **stereotypically masculine language**, which makes women feel that **they don't belong**.⁴

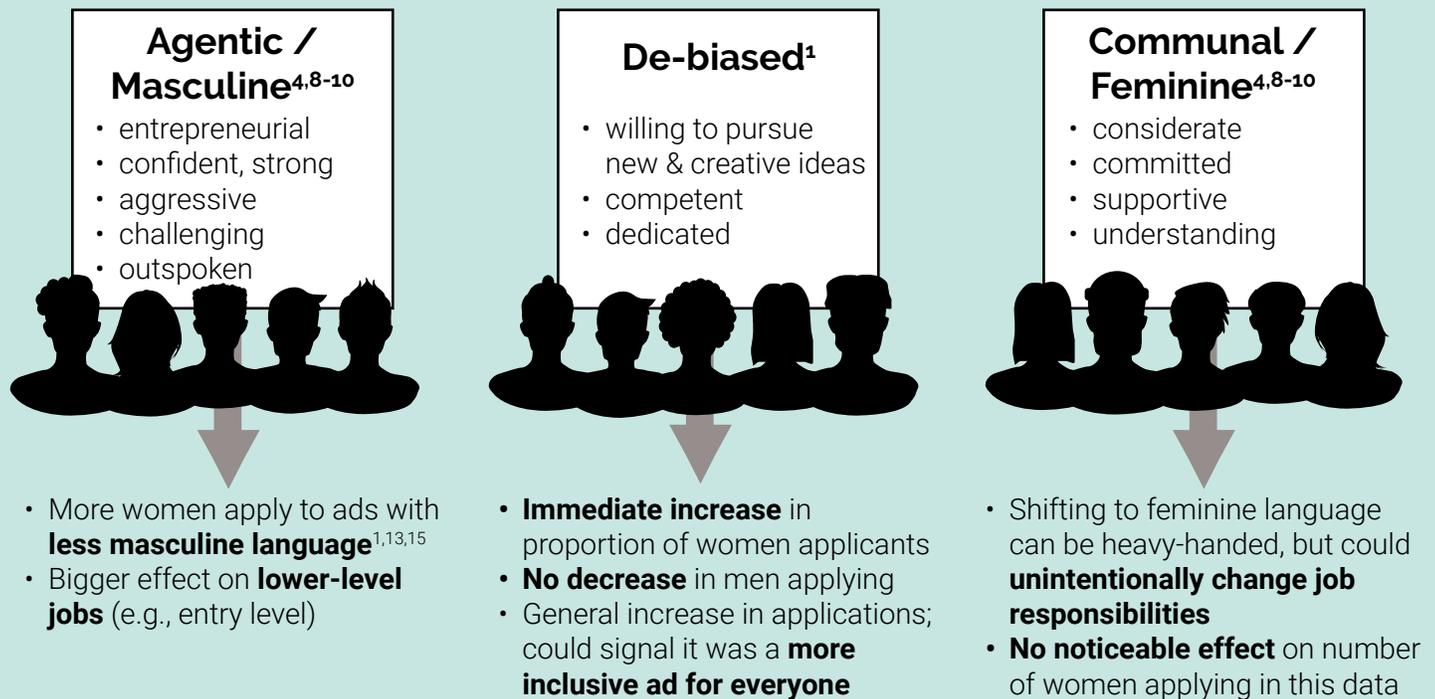
When women apply for these types of jobs, they may attempt to correct for their feeling of lack of fit by **downplaying feminine language** in cover letters, which can make them less likely to get the position.⁷ They also may expect the hiring process to be **biased against them**.^{5,6}



Masculine language in job postings can **perpetuate & sustain gender segregation** in jobs, & keep women out of male-dominated fields.

Effects of Language Use in Job Ads

Results from 3 studies on 575+ job ads & 30,000+ applicants, an in-organization experiment, & a lab experiment¹

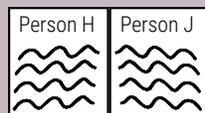


The impact of de-biasing job ads may go **beyond attracting more women** to apply, & attract a **wider variety of men** to positions.

Changing job ads is **one step** in diversifying organizations; implement with **other interventions** like:

Assessing applicants jointly

(look at more than one at once)¹¹



Making group hiring decisions

to reduce bias¹²



Note there is a difference between **diversity efforts** that increase representation numerically, & **inclusion efforts** that strive to retain & support underrepresented workers.

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De-bias your job ad with these tools:
textio.com
gender-decoder.katmatfield.com

About Project SINC

How can we ensure that young women have the mentoring support and inclusive networks they need to launch their careers successfully? Project SINC (Shaping Inclusive Network Cultures) aims to increase integration of women in social networks as they transition from university to the workplace. Promotion and retention at work is tied to an employee's integration in social networks and interactions with colleagues, but women in STEM often report subtle signs of exclusion in their interactions with others in male dominated fields. These experiences of exclusion make women especially aware of their gender and contribute to workplace burnout. SINC uses advanced methods to examine daily experiences and test interventions. One intervention is designed to increase belonging and reduce stress among identity-threatened students. A second intervention will use more equitable role assignments to increase positive interactions between men and women in the workplace.

About Engendering Success in STEM (ESS)

Engendering Success in STEM (ESS) is a research partnership focused on evidence-based solutions to foster positive working environments for people in STEM (Science, Technology, Engineering, and Math). We bring together social scientists, STEM experts, and stakeholders in STEM industry and education to use an evidence-based approach to break down barriers people face on their pathway to success. Canada's Social Sciences and Humanities Research Council reviewed and funded this project.