

Analysis Report

This report contains a thorough analysis of the stereotypic language and content in your job ads and an analysis of some communication content on your website.

1. Content Summary

We have analysed all the ads you provided for the last year; and all stereotypic words and phrases that can affect the candidates, in terms of job appeal and workplace belongingness, were detected and quantified. The stereotypic words analysed in this report were male, female, ethnicity and age. Find the most relevant information summarised below.

To represent overall statistics concerning the language in job ads, we have plotted the following information:

- 1) % of biased words/phrases per department
- 2) % of biased words/phrases per seniority
- 3) Most frequent stereotypic words/phrases used per department
- 4) Most frequent stereotypic words/phrases used per seniority
- 5) Correlation between the gender ratio of applicants and the bias in job ads per department
- 6) Correlation between the gender ratio of applicants and the bias in job ads per seniority
- 7) Correlation between the gender ratio of applicants and the bias in job ads across the organisation

Furthermore, we provide a list of feedback concerning the structure and content of a random selection of six job listings.

Finally, we share some observations regarding your website content pertaining in particular to short department descriptions and your PDF pamphlet that introduces Aalborg University to prospective students and employees.

2. Plots

2.1. Percentage of biased words/phrases per department

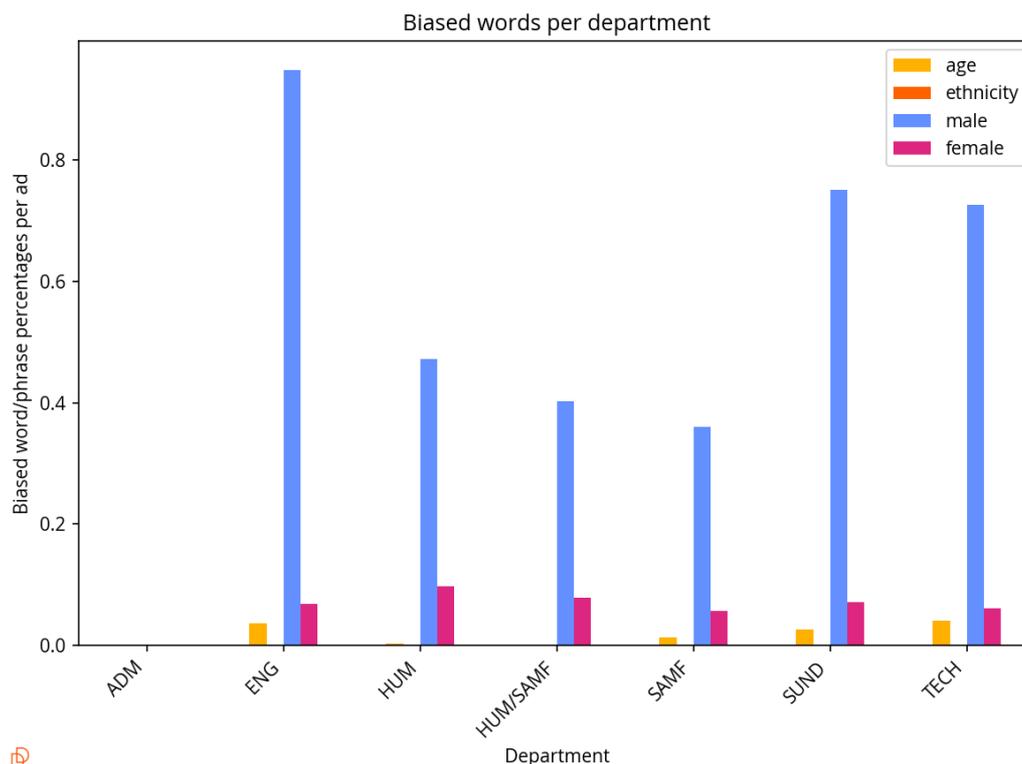


Figure 1. Average percentage of stereotypic language distributed by department

In the job ads you have provided us with for analysis, the type of bias that is present in a far higher percentage compared to any other types is **masculine wording**. This might mean that you attract more men to your listings in overall.

Three departments in particular are affected by this displaying language that contains percentages above the threshold described by research literature that is 0.6%¹. Departments ENG, SUND and TECH have high enough percentage of biased language to influence one's decision to apply or not to apply to an advertised position. This means that, according to our analysis, the wording of your listings for the departments ENG, SUND and TECH may effectively encourage male applicants while discouraging female applicants when applying.

The departments HUM, HUM/SAMF and SAMF have the lowest percentage of male biased language.

¹ 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.

2.2. Percentage of biased words/phrases per seniority

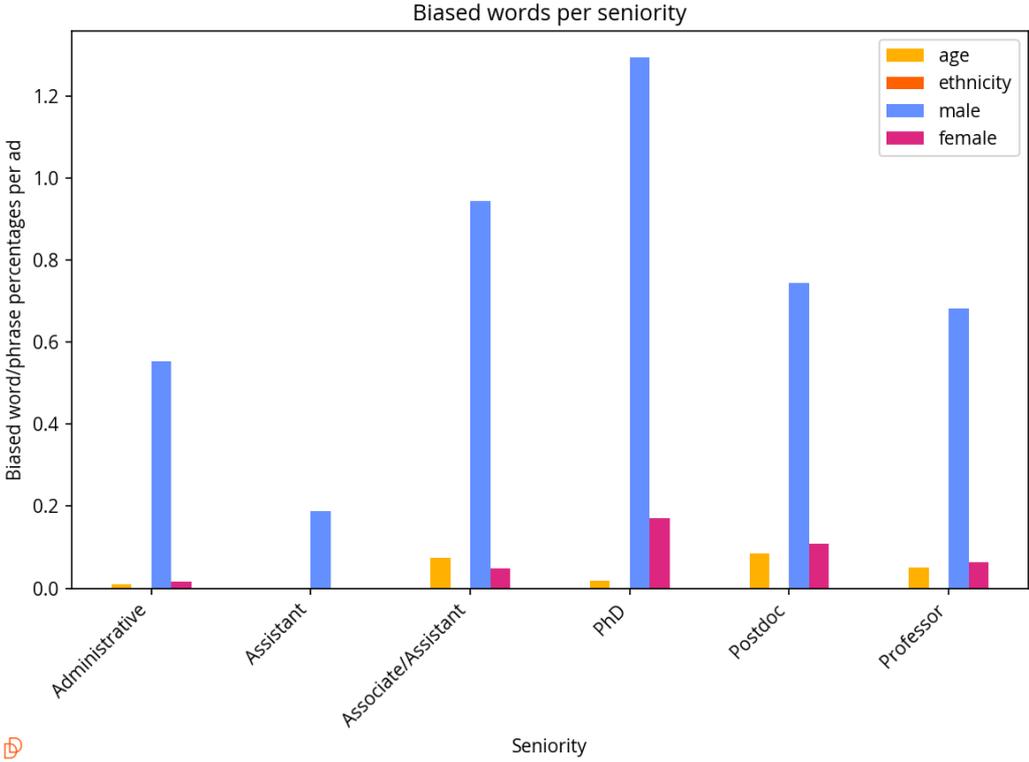


Figure 2. Average percentage of stereotypic language distributed by seniority level

Job listings of four out of the six seniority levels investigated contain biased language above the threshold that has been established by research to influence reader behaviour. The seniority levels of Associate and Assistant Professorship, PhD, Postdoc and Professorship positions. How this correlates with the ratio of female applicants you can find plotted in section 2.4, in figures 7 and 8.

2.3. Examples of most frequent stereotypic phrases

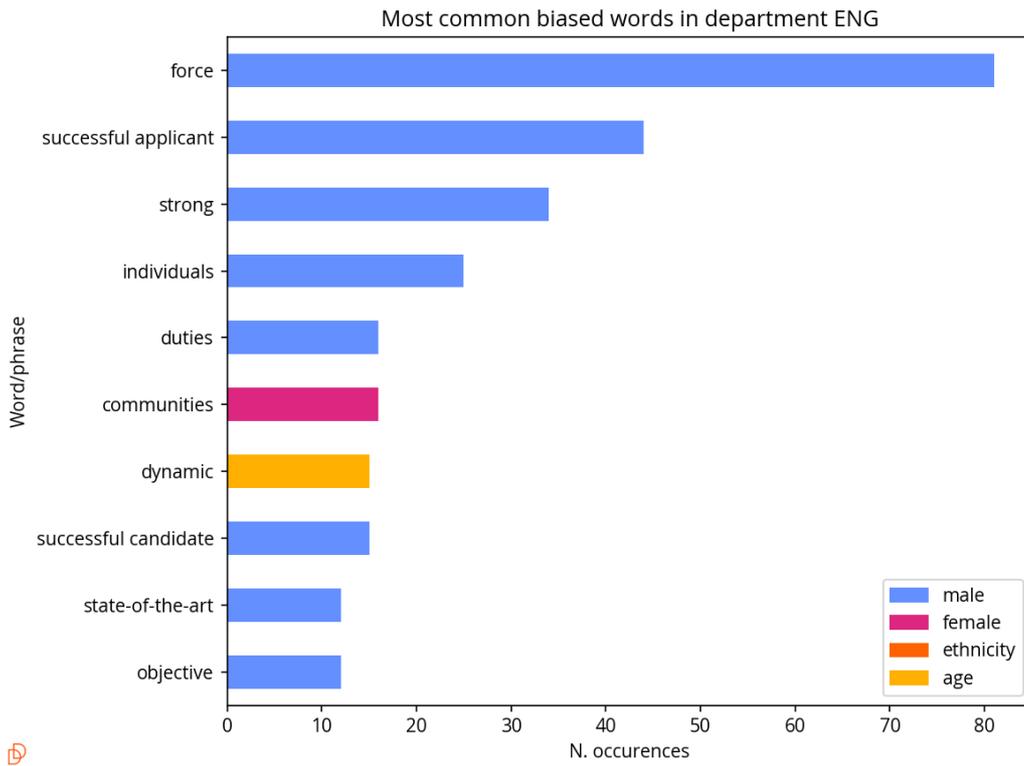


Figure 3. Number of times the highlighted phrases appear in the job ads in department ENG

Figure 3 shows the most frequent biased phrases in department ENG, which has the highest average bias percentage in job ad language among all departments (cf. fig. 1).

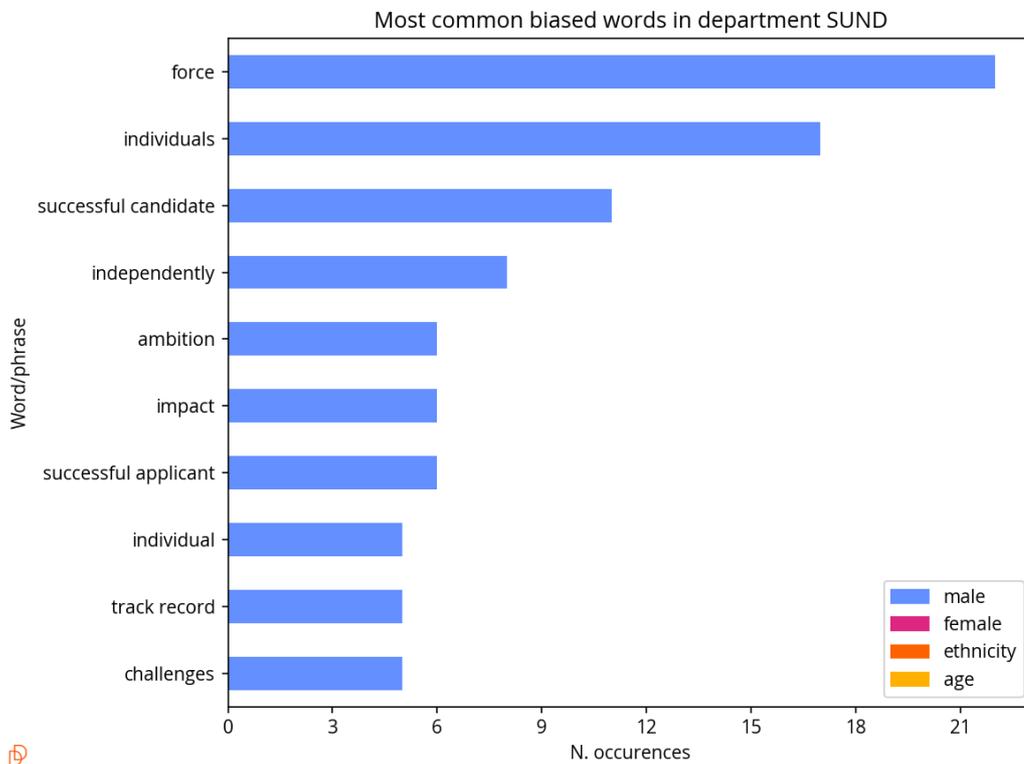


Figure 4. Number of times the highlighted phrases appear in the job ads in department SUND

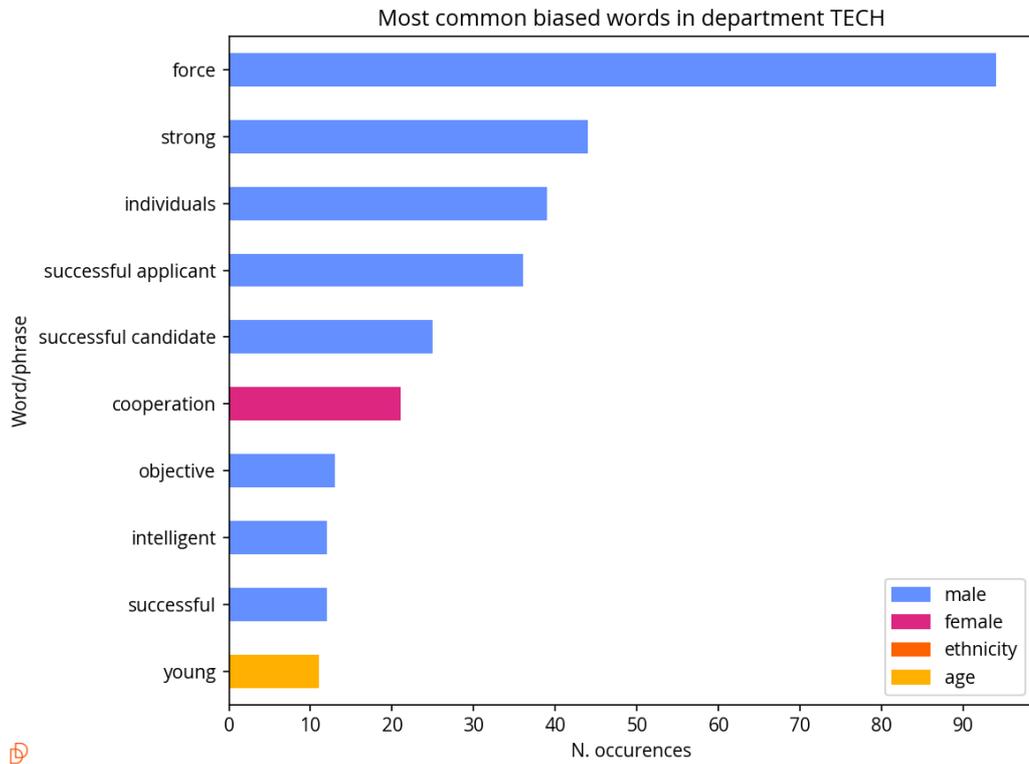


Figure 5. Number of times the highlighted phrases appear in the job ads in department TECH

Similarly, figure 4 and 5 show the most frequent biased phrases in the listings of department SUND and TECH, respectively, as the departments with the second and third highest average percentage of biased language in its job listings (cf. fig. 1).

Phrases such as “independent”, “force”, “successful” and “individual” are the most commonly occurring ones across the two departments with the most biased language. Replacing these words through neutral alternatives will help create more inclusive listings that will appear inviting for a more diverse demographic of applicants.

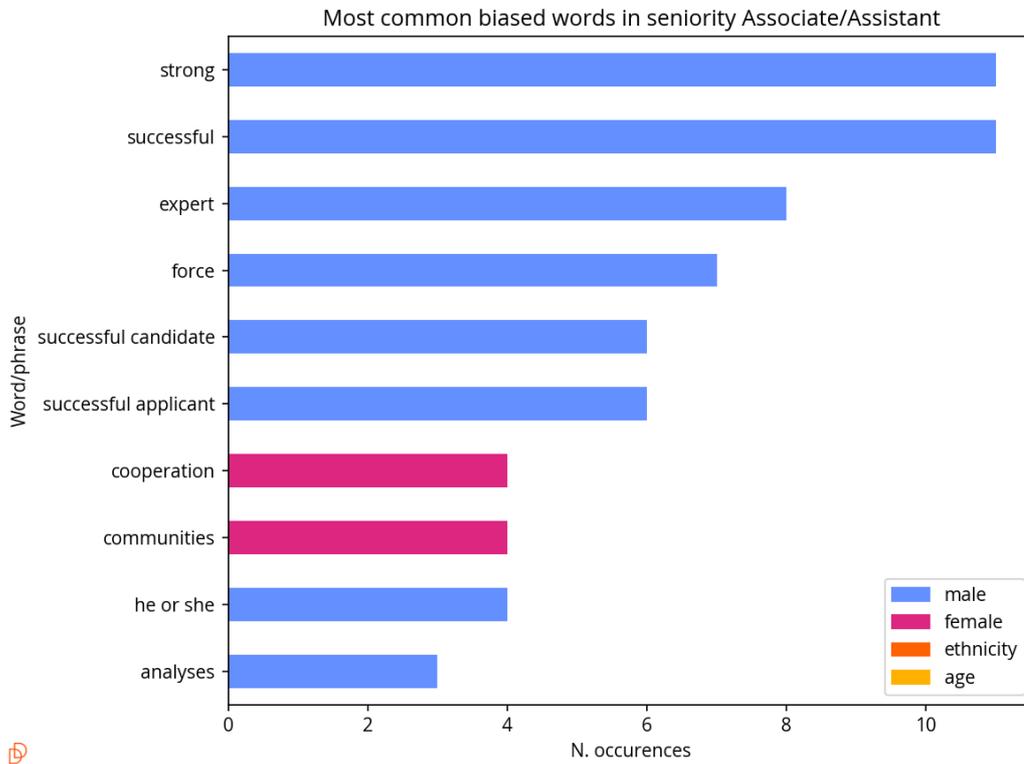


Figure 6. Number of times the highlighted phrases appear in listings for Associate/Assistant Professor positions

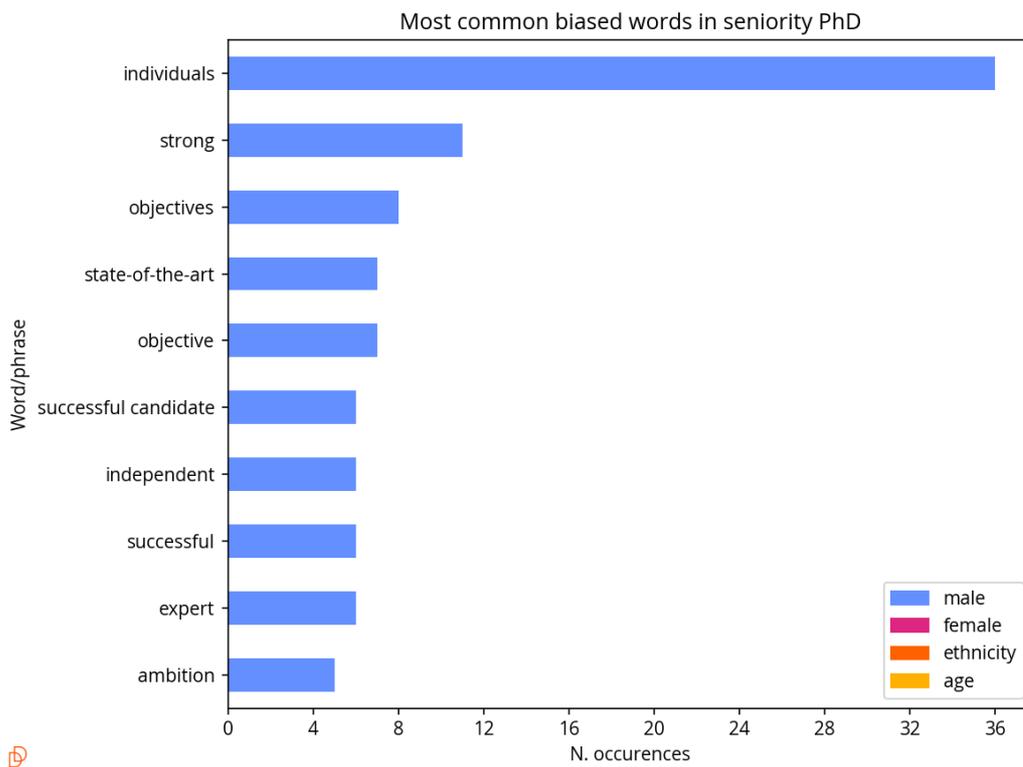


Figure 7. Number of times the highlighted phrases appear in listings for PhD positions

Figures 6 and 7 represent a selection of biased words and phrases in job ad texts for open positions on the level of Associate and Assistant Professorship and PhD listings, respectively. Similarly to the distribution per department (cf. figures 3 and 4), biased words such as “individuals”, “strong” and “successful” are prevalent.

2.4. Correlation between the gender ratio of applicants and the bias in job ads per department and seniority

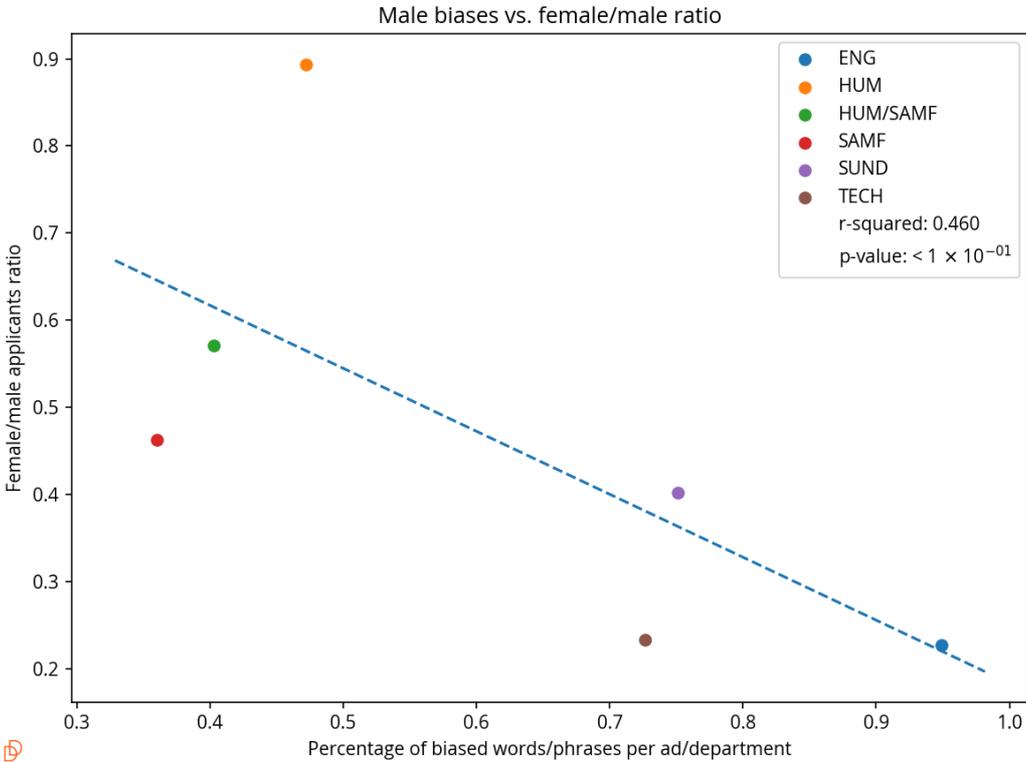


Figure 8. Correlation between the ratio of female applicants and the percentage of masculine language per department

Figure 8 represents the relationship between the ratio of female applicants to male applicants and the amount of male biased language in the listings per department. While there is no linear correlation, there is a strong tendency pointing to the department with on of the least biased ads having the highest ratio of female applicants and the department with the most biased language having the lowest ratio of female applicants. This may be indicative of a systemic gender imbalance that shows itself both in language and the applicant pool, and we propose changing this imbalance by eliminating the stereotypes in your written language.

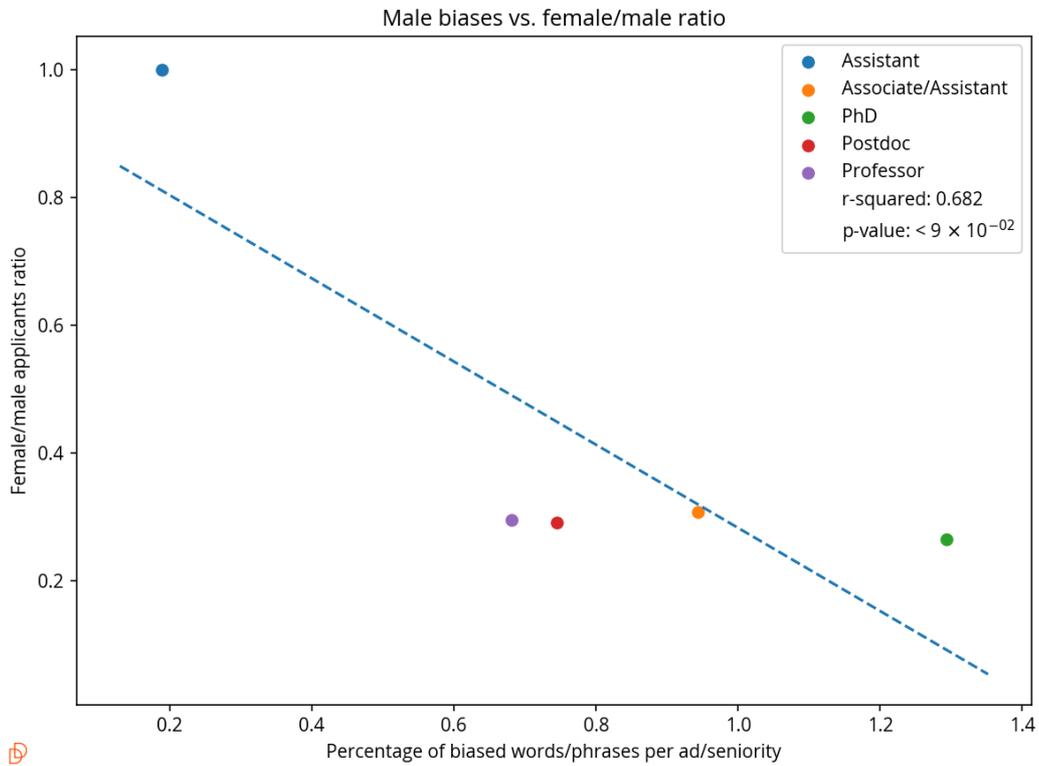


Figure 9. Correlation between the ratio of female applicants and the percentage of masculine language per seniority level

In Figure 9, a strong tendency of correlation can be observed between gender diversity of applicants and masculine language used in the job listings, sorted by seniority, especially with regard to the staggering difference between the 1:1 ratio of female applicants to assistant positions and the ~0.3:1 ratio of female applicants for PhD, Postdoc, Associate/Assistant Professor and Professor positions. Similarly to the department sorting, Develop Diverse can help address this disparity on a linguistic level.

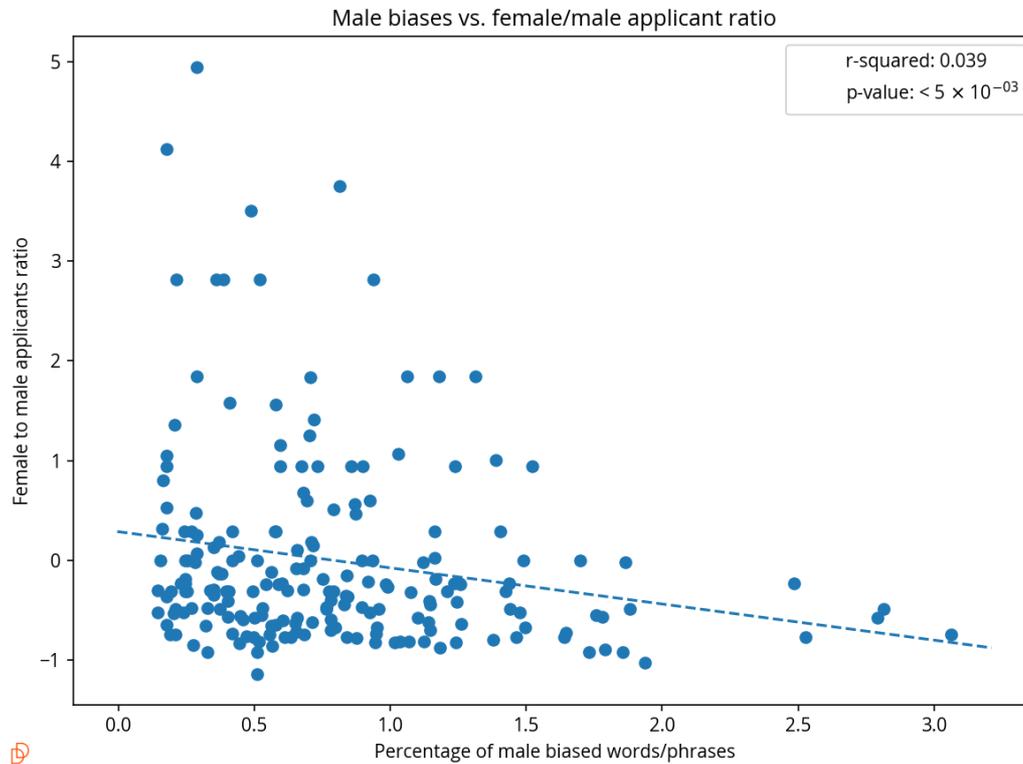


Figure 10. Correlation between the ratio of female applicants and the percentage of masculine language across the organisation

Figure 10 represents the gender distribution of the applicants correlated with the masculine language the ads contain across all departments. When considering all applicants to all of your listings, it is clear that the more masculine language your job ads contain, the less women apply to the position relative to the total number of applicants. As mentioned above, changing the language of your job ads is a big step towards ensuring balance in the applicant pool, and our services are geared exactly towards that.

3. Job ad structure report

Based on a random sample of six job ads that were advertising open vacancies at the time of this analysis, we have compiled a list of feedback notes concerning the structure and content of these job ads.

The job ads that were used for this feedback are as follows:

<https://www.vacancies.aau.dk/show-vacancy/?vacancy=1027560>

<https://www.vacancies.aau.dk/show-vacancy/?vacancy=1027673>

<https://www.vacancies.aau.dk/show-vacancy/?vacancy=1026858>

<https://www.vacancies.aau.dk/show-vacancy/?vacancy=1020716>

<https://www.vacancies.aau.dk/show-vacancy/?vacancy=1027588>

<https://www.vacancies.aau.dk/show-vacancy/?vacancy=1027731>

IMAGES (General info): We recommend using images to spark a feeling of identification and belongingness in the job ad reader. The images should reflect neutrality in terms of social bias.

Feedback: There are no images attached to the job ads. The images on the website itself overwhelmingly feature white people with a focus on men, though a (binary) gender distribution seems more or less balanced.

MISSION&VISION and VALUES&CULTURE (General info): It is important to highlight the mission, vision, values and culture of your organization, departments and teams to encourage potential candidates who share those to apply to your open positions. This information helps them learn more about the organization and develop their feeling of belonging, especially women who are more purpose-driven. This can result in higher employee retention as well since the applicants will be identifying with the organization/department/team mission, vision, values and culture.

Feedback: Completely missing from the job ads themselves.

WE/OUR & YOU/YOUR STATEMENTS (General info): Converting sentences into we/our or you/your statements increases the readers' feeling of belonging. We recommend using statements such as "You are expected to" or "Our organizations' vision is".

Feedback: Entirely absent.

JOB AD FORMAT (General info): We recommend writing job ads with one third of the content being bulleted. Bullets make the text more comprehensible.

Feedback: Most often the only bulleted content is the list of things the application must contain. We advise you to bullet the required skills, research areas the candidate needs to be versed in, soft and hard skills, etc.

NUMBER OF REQUIREMENTS (General info): We recommend not having more than six requirements per job ad. Women and minority groups might be discouraged from applying if they do not fulfil 100% of the requirements. We recommend avoiding nice-to-have requirements, and instead discussing them only in the interview.

Feedback: There are often no clear skill requirements in the job ads. We advise you to include some hard and soft skills that you value in a person who you envision filling the position you are advertising. This will also give you more control over finding the candidate that will fit your university's vision and mission the best.

EMPLOYEE BENEFITS (General info): It is important to name the benefits for the employee to make the potential applicant aware of their professional and personal gains. This will attract more applicants.

Some examples of benefits that you could add into your job ads are if they are applicable: 1) Leadership courses 2) Flexible working hours 3) Possibility to work remotely 1 day a week 4) 20% of your working hours can be dedicated to work on what you are most passionate for, so you can be creative and innovative.

Feedback: Benefits are typically not mentioned in the listings. We would advise you to consider including things that might make it attractive for people to work with you.

CALL-TO-ACTION (General info): We recommend you include a call-to-action sentence at the end of the ad. It should be simple and intuitive. This encourages applicants to apply.

Feedback: The application process is referred to in the middle of the text in a passive voice. Try to put an actively phrased call to action at the end of the listing.

EQUALITY STATEMENT (General info): We advise including information about the diversity and inclusion (D&I) activities you perform in your organization in the templates. An example could be the fact that you use a software tool to make the language of your job ads inclusive. We can provide you with a DD certificate if you are interested. In addition, we advise you to include a statement that emphasizes your efforts in embracing and developing a diverse and inclusive culture.

Feedback: There is a short D&I statement included, however the phrasing of it doesn't reflect an active commitment to best D&I practices. Try to word your D&I statement with active language, reflecting commitment not just highlighting that anyone may apply, but that your hiring practices themselves are not discriminatory either.

4. Website notes and observations

In addition to the above in depth analysis, we have also given the AAU website a read over, with a particular focus on the faculty descriptions and images and the PDF pamphlet available at this link: <http://www.e-pages.dk/aalborguniversitet/472/html5/>.

Regarding the department descriptions we have found that out of the short blurbs readily available once one clicks the link to the individual departments, only the Faculty of Engineering contains biased language. We would suggest rephrasing the faculty description in order to attract more diverse prospective students and so enriching the talent pool in a field that is still currently understood as a male-dominated field. We advise

you to use our DD-scan tool to scan this text for stereotypic wording and replace these words with non-biased ones.

With regard to the PDF pamphlet, please find our observations as comments in the PDF file itself, attached (2016-09-13_AAU_profilbrochure_2016_UK_version_DD.pdf). Please, be advised that the notes and observations inserted in the file are not exhaustive and are only a fraction of feedback we are offering to provide in our consultancy regarding website content and PR material.