Hodel, Formanovic, Sczesny, Valdrova, & von Stockhausen (2013). *Gender References in Job Advertisements.* 13th Congress of the Swiss Society of Psychology (SGP), Basel/Schweiz.(11.9.2013, talk, reviewed)

**Gender references in online job advertisements**

*Hodel, Formanovic, Sczesny, Valdrova, & von Stockhausen*

Gender, as one of the most prominent social categories, is represented in job advertisements in different ways. As gender equality guidelines prevent active discrimination of women or men, job advertisements that explicitly address only applicants of one specific gender are rare. Still formulations in job advertisements have been shown to impact personnel selection via the way women and men are addressed and referred to. These gender references occur in different ways, i.e. by using masculine or feminine linguistic forms, by using typically feminine or typically masculine traits and actions as well as by placing pictures of women and men. The present study therefore addresses the question which gender references are used and how this correlates with factors such as language, culture as well as status and gender-typicality of the job advertisement.

The data consists of job advertisements published online in Switzerland as well as three other European countries (Austria, Poland, and Czech Republic). We randomly selected 100 job advertisements from four lines of business characterized by different proportions of female employees – steels/metals, science, restaurants/food services, and health care. The advertisements were analyzed with regard to the linguistic form of the job title and the remaining text, the reference to gender-typical traits as well as pictures of women and men. We also noted indicators of job status and other information which might be relevant to the use of gender references (e.g., equal opportunity policies).

A first analysis of the Swiss data indicates that the phrasing of job titles is closely related to the proportion of women and men in this profession. While mainly gender-fair forms are used in healthcare, masculine forms are used more often in the domain of steels and metals. Feminine forms only, however, are almost never used. Swiss data will be compared to data of other countries.