Gender segregation is the tendency for women to work in systematically different occupations and industries than men. This often occurs at critical career points, which can dissuade women from continuing in male-dominated industries. Women grow more aware of the “glass ceiling” as they advance in their careers:

Women with children experienced declines in earnings and hours worked; men with children correlated with increased earnings and virtually unchanged hours.

Gender Discrimination Exists

Stereotypes & Their Effects

Stereotype: Men

Agentic:
competitive
decisive
aggressive
socially dominant

Stereotype: Women

Communal:
kind
thoughtful
sensitive to others
defrent

Traditionally, companies have valued agentic behaviour over communal behaviour. This is used to justify keeping them out of male-dominated management positions. Some women counteract negative stereotypes by adopting a more masculine communication style. This can be effective for some women, but not all. Agentic behaviours have social costs.
Gendered language in job advertisements is a major concern, as it can influence candidates’ decisions. The use of gendered language in job descriptions can have a significant impact on who applies for a position. For example, women are more likely to apply to jobs that use feminine language compared to jobs that use masculine language. This can have negative consequences for women, as it can lead to a lack of diversity in the workforce. It is important for organisations to be aware of the impact of gendered language and to consider the effects it may have on their job applications. To encourage diversity, organisations should strive to use inclusive language in their job descriptions.
References


Recommended Readings


About WWEST 2015-2020

Westcoast Women in Engineering, Science and Technology (WWEST) is the operating name for the 2015-2020 NSERC Chair for Women in Science and Technology (CWSE), BC and Yukon Region. Our mission is to promote science and to engage students, industry, and the community to increase the awareness and participation of women and other under-represented groups in science, technology, engineering, and mathematics (STEM). WWEST works locally and, in conjunction with the other CWSE Chairs, nationally on policy, research, advocacy, facilitation, and pilot programs that support women in science and engineering.

About the 2015-2020 WWEST Chairholder

Dr. Lesley Shannon P.Eng is an Associate Professor and Chair for the Computer Engineering Option in the School of Engineering Science at Simon Fraser University. Dr. Shannon studies computer systems design. She works in a rapidly growing field that combines custom computing hardware and software to design and implement application-specific computer systems for applications in a wide range of areas including robotics, machine learning, aerospace and biomedical systems, multimedia applications, and cloud computing. She teaches both undergraduate and graduate students in the area of Computer Engineering; she received the 2014 APEGBC Teaching Award of Excellence in recognition of her classroom and out-of-class mentoring activities and her contributions in leading a redesign of the School’s undergraduate curriculum at SFU. Dr. Shannon has long been an advocate of increasing the diversity of students and workers in science- and engineering-related fields and was instrumental in developing programs to support a successful transition from high school into university.