

Gendered wording **subtly** signals who **belongs** and **who doesn't**.

Below are examples of language in job advertisements and qualities of candidates.

## *Feminine*

- a company's "**excellence**" in the market
- "**understand** markets to **establish** appropriate selling prices"
- "We are **committed** to providing top quality health care that is **sympathetic** to the needs of our patients"

## MASCULINE

- a company's "**dominance**" in the market
- "**analyze** markets to **determine** appropriate selling prices"
- "We are **determined** to deliver **superior** medical treatment tailored to each individual patient"

### Source:

Gaucher, D., Friesen, J. & Kay, A. (2011). Evidence that gendered wording in job advertisements exists and sustains gender inequality. *Journal of Personality and Social Psychology*, 101(1), 109-128.

## Sample Gendered Words

### *Feminine*

Affectionate  
 Cheer\*  
 Commit\*  
 Communal  
 Compassion\*  
 Connect\*  
 Considerate  
 Cooperat\*  
 Depend\*  
 Emotiona\*  
 Empath\*  
 Flatterable  
 Gentle  
 Honest  
 Interdependen\*  
 Interpersona\*  
 Kind  
 Kinship  
 Loyal\*  
 Nurtur\*  
 Pleasant\*  
 Polite  
 Quiet\*  
 Respon\*  
 Sensitiv\*  
 Submissive  
 Support\*  
 Sympath\*  
 Tender\*  
 Together\*  
 Trust\*  
 Understand\*  
 Warm\*  
 Yield\*

### MASCULINE

Active  
 Adventurous  
 Aggress\*  
 Ambitio\*  
 Analy\*  
 Assert\*  
 Athlet\*  
 Autonom\*  
 Challeng\*  
 Compet\*  
 Confident  
 Courag\*  
 Decide  
 Decisive  
 Decision\*  
 Determin\*  
 Domina\*  
 Force\*  
 Hierarch\*  
 Hostil\*  
 Independen\*  
 Individual\*  
 Intellect\*  
 Lead\*  
 Logic  
 Objective  
 Opinion  
 Outspoken  
 Persist  
 Principle\*  
 Stubborn  
 Superior  
 Self-confiden\*  
 Self-sufficien\*  
 Self-relian\*