

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\*