

# Embracing Gender-Neutral Language in Job Ads: A Step Towards Inclusivity

Numerous studies have shown that gender-neutral wording in job adverts outperform those that contain gendered words and yet a recent report has found that only 38% of all job ads use gender-neutral language.

In today's ever-evolving labor market, the significance of gender-neutral wording in job advertisements cannot be emphasized enough. Adopting gender-neutral language is crucial for fostering a diverse and equitable work environment. By eliminating gender bias in job ads, employers can attract a wider array of applicants, reduce unconscious bias during the hiring process, and promote a culture of inclusion.

## Attracting a Diverse Pool of Applicants

A key motivation for using gender-neutral language in job ads is to appeal to a larger and more diverse group of applicants. Research indicates that gendered words and phrases can discourage potential candidates from applying, as they may not feel suited for the role. By employing gender-neutral language, employers effectively communicate their openness to a wide range of candidates, regardless of their gender identity. This expands the talent pool, providing access to an extensive range of skills and experiences.

## Minimizing Unconscious Bias in the Hiring Process

Incorporating gender-neutral language is essential for mitigating unconscious bias during the hiring process. Unconscious bias refers to the unintentional stereotypes, both positive and negative, that individuals may hold. Studies have shown that job ads containing gender-specific language can influence the perception of the role and the applicant's suitability. By using gender-neutral language, employers can help minimize this bias and create a more level playing field.

A free tool that can be used to check job advertisements for gendered words can be accessed [here](#).

For more information on the research behind this initiative:

Gaucher, D., Friesen, J., and Kay, A.C., (2011). Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality. *Journal of Personality and Social Psychology*. July 2011. Vol 101(1). Pp 109-28.

[Click here](#) for a list of words that the research considered masculine- and feminine-coded.