

# Removing Gender Bias In Recruitment Advertising Through Technology

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IN-HOUSE RECRUITMENT TECHNOLOGY CONFERENCE

07/02/2019



# Agenda

- ▶ The Problem
- ▶ The Solution
- ▶ Demo
- ▶ Questions
- ▶ Round table discussions

# The Problem



## Restrictive job adverts 'put women off', says top female boss

**Women are put off from applying for jobs in male dominated industries because of "restrictive" application forms, a top business chief has said.**

Severn Trent chief executive Liv Garfield, one of the UK's youngest female CEOs, said some women were not applying for roles because of "must have" skills lists.

She said companies needed more female trailblazers.

## The subtle way most job adverts discriminate against genders

You're probably affected by it without even realising.

## Journal of Personality and Social Psychology

### Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality

Employers and recruiters across the UK are putting their diversity at risk by unconsciously using gender-biased language in job adverts, according to totaljobs.

Released today by totaljobs, the study reviewed 76,000 UK jobs adverts over a six-week period and highlighted how employers unwittingly bias their hunt for talent by using gender-biased language in job descriptions. Totaljobs'



# The Opportunity

- ▶ A diverse workplace is more effective, and a diverse organization performs better, as shown by a 2015 report from McKinsey & Company, and a year later, from the Peterson Institute for International Economics.
- ▶ Gender Diversity in management positions increases profitability.
- ▶ For every 1% rise in a workforce's gender and cultural diversity, there were corresponding increases of 3% and 9% in sales revenue, respectively.

# We still have a **BIG** problem with Jobs Ads

- ▶ Copying and pasting job descriptions
- ▶ Written for the employer, not the candidate
- ▶ Spelling and grammatical errors
- ▶ Too long
- ▶ Unnecessary use of jargon
- ▶ Male bias

# What makes an effective advert?



# Leadership by Resourcing Managers

## Strategic objectives

- ▶ E.g. More women?
- ▶ Reducing ad spend
- ▶ Building the employer brand
- ▶ Talent pools

## Leading by example

- ▶ How old was the last ad?
- ▶ Did it attract enough candidates?
- ▶ Did it provide good candidates?
- ▶ Did it provide a diverse range of candidates?

## Questions to ask

- ▶ Showing which ads work
- ▶ Starting from the best
- ▶ Demonstrating fairness, engagement, relevance

## Best Practice Templates

- ▶ Speed
- ▶ Consistency

# Dimensions Generating Success

- ▶ Gender bias – Academic research
- ▶ Readability – Academic research
- ▶ Advert length – eArcu Analytics
- ▶ Bullet points – eArcu Analytics
- ▶ Questions – eArcu Analytics

# The Solution

- ▶ eArcu's **AdPro** automatically assesses and scores all job adverts across the five criteria
- ▶ **AdPro's** augmented writing software uses artificial intelligence to pore over job descriptions in real time, highlighting any terms that could come across as particularly masculine or feminine.

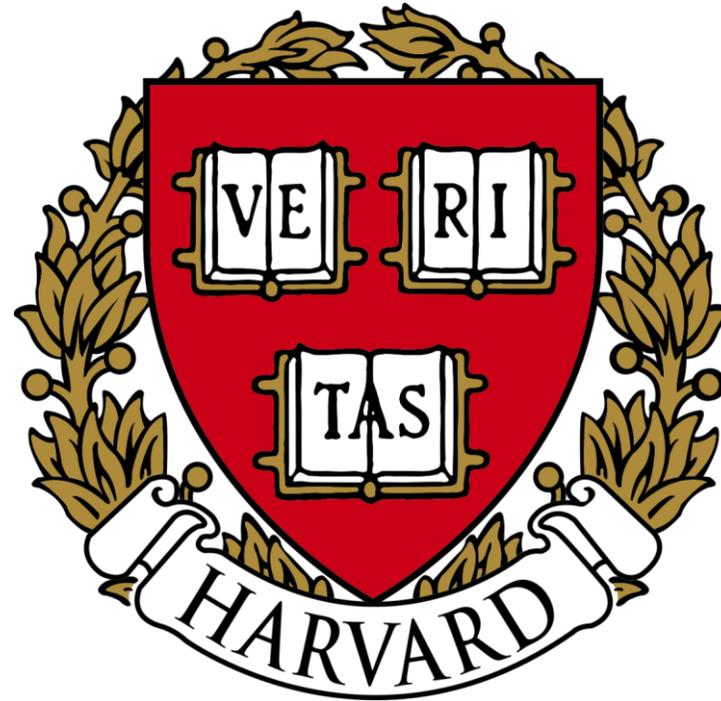
# Measuring and Managing

Search

	Location	Text Analysis Score	Text Analysis Gender Bias
	Leicester	36	5
	Dusseld...	42	10
our...	Dusseld...	42	10
	Leicester	44	5
our...	Bristol	44	10
	London	44	10

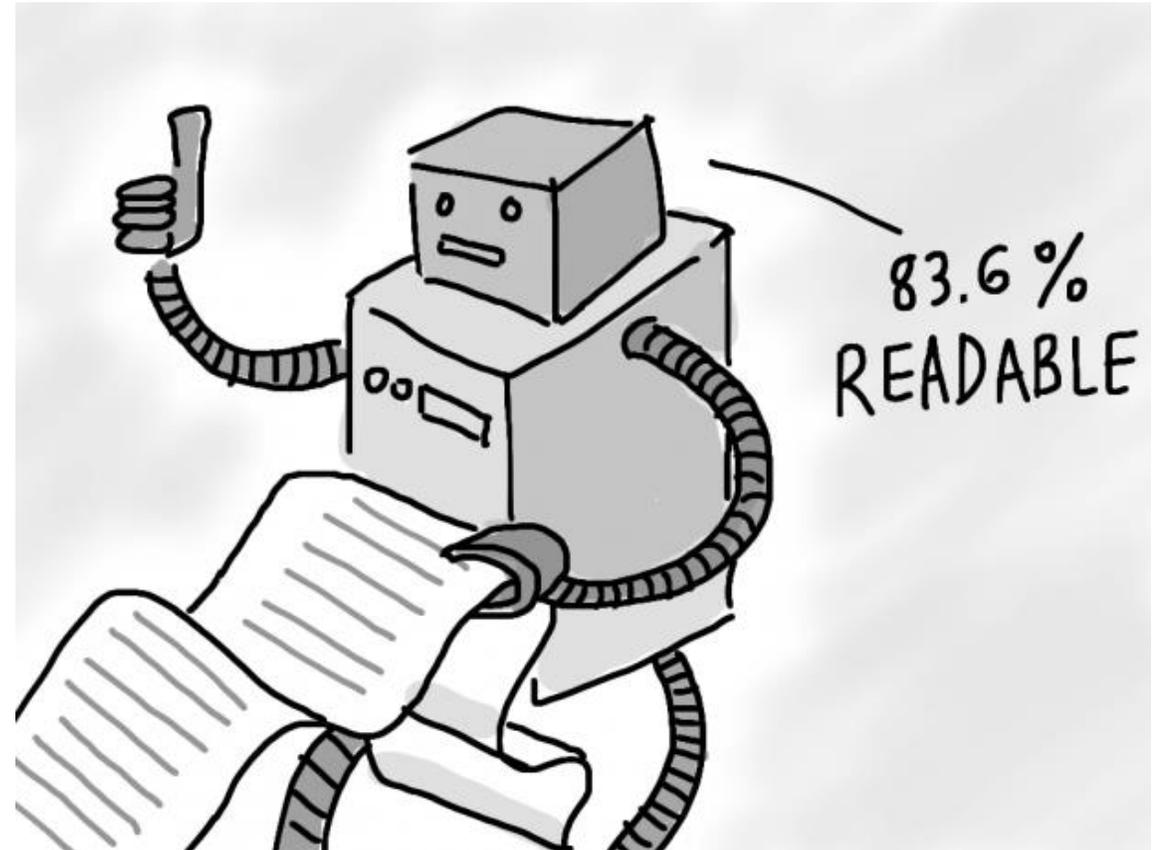
*“This might apply  
to others but I’m  
not bias”*

Harvard University - Implicit  
Association Test

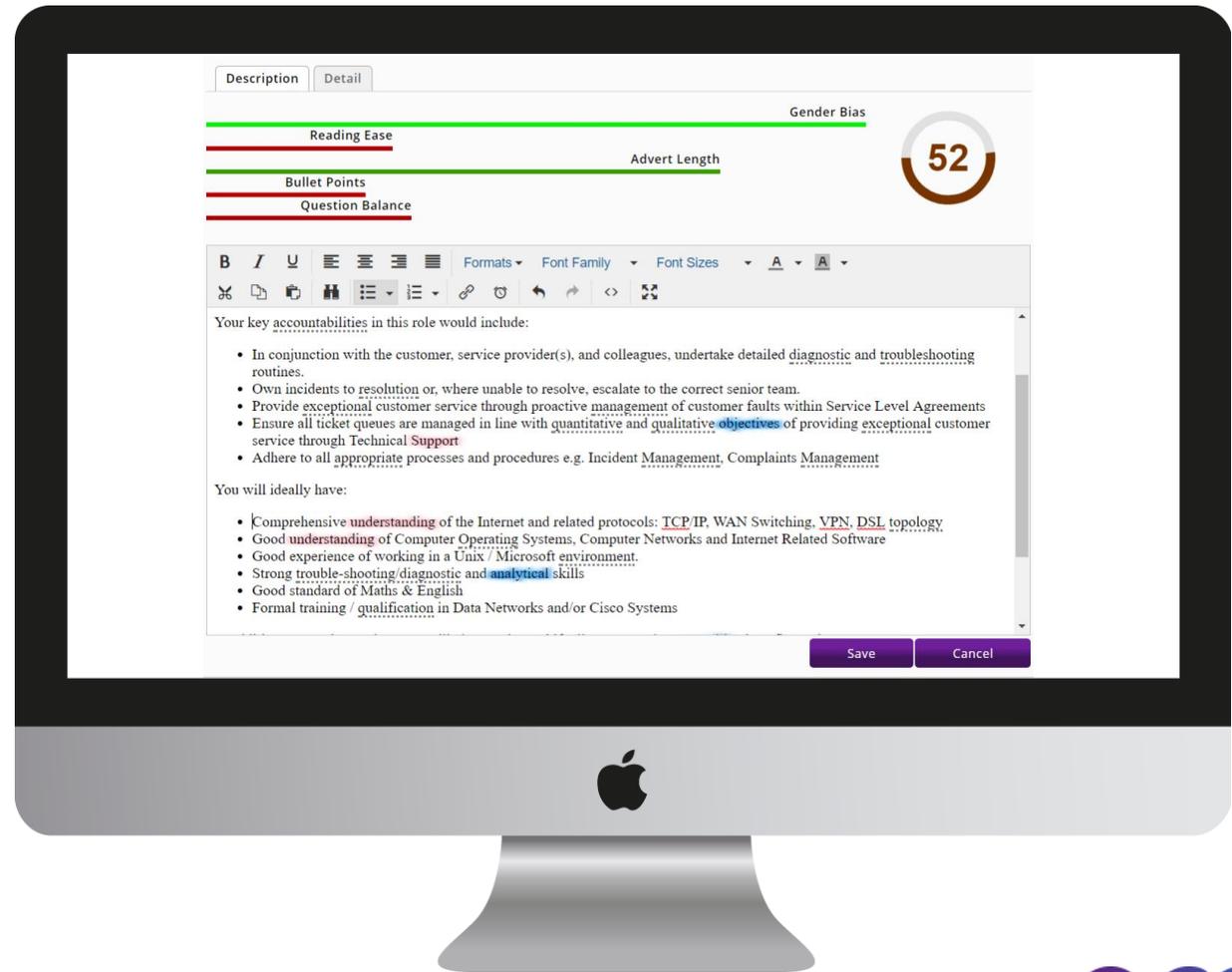


## Readability

- ❑ Original research
- ❑ Flesch reading ease
- ❑ Depends on the target audience



# Let's have a look at AdPro in Action



## Measuring Success

- ❑ More applications
- ❑ Better qualified applicants
- ❑ Diverse candidates
- ❑ Reach interview
- ❑ Faster hiring



# Conclusion

Tangible Business Benefits



Thank you!

