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## Workshop 7

# Choosing Your Words Wisely: How Language Influences Whether Female Talent Will Apply for a Job

### Workshop Chair:

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### Description

Scientific research has demonstrated that the language used in a job advertisement is a decisive factor that influences who applies for that job<sup>1</sup>. Language is not neutral, and the specific word choices used can have an outsize impact on the likelihood of women, minorities, and people with non-traditional backgrounds taking an interest in the role. However, 70% of current job ads are still written in such a way as to mostly appeal only to men. This needs to change.

In the workshop, you will learn about the unconscious thought patterns that influence female talents when reading job advertisements — and where these thought patterns come from. You will also look at a real-world example of a job ad to analyze which factors are more likely to act as a deterrent – and therefore narrow your talent pool significantly. You will learn what solutions there are to make a job advertisement more inviting for female talent — so that you and your company can increase the number of applications from women by 40% or more.

After an introduction to the impact of language in job ads, you will gain hands-on experience in analyzing and rewriting a job ad — so you can immediately start improving your recruitment process!.

<sup>1</sup>Source: Gaucher, D., Friesen, J., & Key, A. C. (2011). "Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality" in *Journal of Personality and Social Psychology*, 101(1), 109-128.

### Number of participants:

Up to 50 participants

### Duration:

90 minutes (possibly longer)