


# Gender Targeting in U.S. Newspaper Ads: 1940-2000

Enghin Atalay<sup>1</sup>   Lisa Kahn

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<sup>1</sup>Research results and conclusions expressed are those of the authors and do not necessarily reflect the views of the Federal Reserve Bank of Philadelphia, the Federal Reserve System, or the Federal Reserve Board of Governors. 

# Explicit Gender Targeting

## Gender pay gap

- ▶ Rapid convergence in the 80s, 90s; no change in the 60s, 70s
- ▶ Changes in human capital accumulation; technological change; home appliances; gender norms have been linked to progress

## Do employers overtly discriminate when they are allowed to?

- ▶ 1964 Civil Rights Act: “prohibits employment discrimination based on race, color, religion, sex and national origin.”
- ▶ Equal Opportunity Employment Commission formed in 1965.
- ▶ 1969 lawsuit filed by National Organization of Women for segregating job ads.
  - ▶ Pittsburgh Press v. Pittsburgh County on Human Relations et al. (1973)

## How do employers transition from discriminating to not?

- ▶ Do employers substitute towards more subtle targeting?
- ▶ Is any sluggish response correlated with sluggish employment or wage outcomes?

# Background: Job Ads in 1958

## Help Wanted—Female

### TEMPORARY

ARE YOU...

Frankly 40—but on this side of 60?  
we take them younger, too...

A visitor in New York?

A housewife whose children are at school?

A permanent job seeker—or appointee whose duties do not start immediately?

Your FREE TIME is  
PROFIT-TIME

Put Your Skill to Work  
at INTERESTING  
TEMPORARY ASSIGNMENTS

UPTOWN & DOWNTOWN  
MANHATTAN LOCATIONS

Work 3 to 5 FULL days or  
more in our clients' offices

NEEDED NOW...

STENOGRAPHERS  
TYPISTS-STAT TYPISTS  
TRANSCRIPTION OPERS  
COMPT. & CALC OPERS  
SWITCHBOARD OPERS

No part days, evenings or Saturdays!  
NO FEES TO APPLICANTS  
Interviews & Phone calls 10 AM-4 PM

TEMPORARY  
OFFICE SERVICES

150 NASSAU ST., N.Y.C.  
ROOM 621 W.O. 4-1352  
130 W 42 ST., N.Y.C.  
ROOM 2001 LA 4-3410

TEMPORARY

## Help Wanted—Female

### TYPISTS

(To Age 50)

—EXCELLENT SALARIES—  
—REGULAR INCREASES—  
Experienced Preferred

- MODERN OFFICES (AIR-CONDITIONED)
- COFFEE SERVICE
- LUNCHEON FACILITIES
- FINEST CO BENEFITS
- CONVENIENT LOCATION (DOWNTOWN MANHATTAN)

THE TRAVELERS  
INSURANCE CO.

80 JOHN ST  
MR. MALLORY

DI 4-7000

### TYPISTS EXPERIENCED

We offer a variety of interesting & diversified positions with salaries geared to your abilities. Excellent working conditions and congenial co-workers plus liberal company benefits. 5 DAYS 36 1/2 HOURS

Call Mr. D. Lotuso JU 2-6658

FOSTER WHEELER CORP.

666 5th Ave, NY (52-53 STS) 4th Fl

TYPISTS

## THE NEW YORK TIMES, SUNDAY, JAN. 5, 1958. W 7

## Help Wanted—Female

### TYPISTS

A New Job in Sight  
FOR YOU IN '58...

IF YOU:

- Have a High School diploma
- Type 40-50 W.P.M.
- Are 17-30.

WE OFFER:

Promotional Opportunities  
in OUR EXECUTIVE OFFICES

- COMPANY CAFETERIA
- MANY EMPLOYEE BENEFITS

APPLY IN PERSON 9 AM-2 PM  
300 PARK AVE.  
at 50th St. 8th Floor

### TYPISTS

Moving Up?

You'll get there faster with this expanding national company. If you're between 17-40, eager to learn we'll provide interesting, varied work. New air-conditioned offices, new equipment—plus low cost cafeteria, free life insurance, 11 paid holidays, company paid pension program, medical facilities.

INSURANCE COMPANY OF  
NORTH AMERICA COMPANIES  
770 BROADWAY (9 ST.) 10 FL.  
Phone BE 3-5010, ext 314

### TYPISTS

EXPD \$60-65  
BEGINNERS \$56

## Help Wanted—Female

### TYPIST

An experienced typist is needed to do varied work for top engineering company.

A minimum speed of 40 to 45 wpm is required.

Join our friendly professional staff in modern offices, conveniently located in three subways.

CALL MISS A. M. RETTIG  
BA 7-5000

BURNS and ROE, Inc.

Engineers & Constructors  
160 WEST BWAY, NEW YORK

Typists \$60 St

Electric typewriter. Pleasant air-conditioned office. Engineering firm.  
VOLT TECHNICAL CORP.  
241 Church St. NYC WO 6-0708

LAB TECHNICIAN

BIO-CHEMISTRY RESEARCH

Fundamental work on enzymes including isolation. Master's degree or work equivalent preferred. Good starting salary. Modern community hospital located 5 minutes from Penn station on LIRR.

PERSONNEL DEPARTMENT  
NORTH SHORE HOSPITAL  
VALLEY ROAD MANHASSET, L.I.  
MANHASSET 7-5000 EXT 272

TYPIST-CLERKS

Interesting positions for young women with 6 months' to 1 year experience, providing promotional opportunities, good salaries and liberal benefits. Modern offices are conveniently located near

## Help Wanted—Female

### TYPISTS

COULD YOU TYPE THIS  
AD IN THREE MINUTES?

That's all it takes to qualify for one of an extremely wide variety of fine jobs we can presently offer. No stint from straight typing to Dictaphone training. From stencil through multilith and vari-type. These jobs can start as high as a month or more; all carry an excellent chance for advancement, all include free insurance, medical service and a profit sharing plan that will cost you a thing.

For a job with a future here's a chance to select one from our collection. Stop in any day this week, for Mrs. Kesheck on the 5th floor, look them over for yourself at M. RILL, LYNCH, PIERCE, FENNER & BEANE, 20 Pine Street, New York City.

### TYPISTS

BEGINNERS—EXP

Five positions open at \$50-\$60 in start. Diversified duties. 35 wpm. Satisfaction guaranteed 3 days. Full employee benefits.

APPLY IN PERSON

120 Bway (Rm 41)  
(Near Wall St)

### TYPISTS

Various Locations  
Salary \$52 to \$60 Per Week  
AGES 20-45 YEARS  
Many employee benefits.

# Background: Job Ads in 1978

Help Wanted 2600

## PURCHASING ASSISTANT

mW1

Increase your professional skills at a major book publisher

An Associate's Degree or equivalent plus 2-3 years work experience earns you an opportunity to enhance the scope of your know-how and puts you in position for long-range growth with this major book publisher. You'll be involved in invoice payment, documentation, obtaining competitive bids. Heavy phone contact with vendors and company requisitioners. Salary \$16K+ depending on experience. Excellent fringe benefits. Interesting environment. For interview & appointment:

Call Janet Twiss

935-3127

An equal opportunity employer M/F

PURCHASING

## Join A Winning Team! BUYER

Foster Wheeler a leading Fortune 500 company serving the energy field has an exciting career opportunity available for a buyer.

We are seeking an individual with an engineering degree and a strong background in buying castings.

Salary will be commensurate with experience. We offer a wide range of benefits and a professional and congenial atmosphere. Please send resume and salary history in confidence to:

Royal M. Cowles, Dept NTB 11/12

FOSTER WHEELER  
ENERGY CORPORATION  
110 SOUTH ORANGE AVENUE  
LIVINGSTON, NEW JERSEY 07039

Equal Opportunity Employer M/F/H

## PURCHASING ASSISTANT BUYER

Due to growth and expansion of our company, we have a opportunity available

Help Wanted 2600

## QUALITY CONTROL MANAGER

An interesting opportunity for an experienced Quality Control Manager to join the staff of the Northern NJ facility of this rapidly expanding consumer products manufacturer.

The individual we seek will have prior background in further development, implement and monitor an on-going corporate program in Quality Control. Previous experience in the printing industry is desirable, but not mandatory.

The successful candidate will receive an attractive compensation package as well as outstanding company paid benefits program.

Please send resume, in strict confidence, stating work history and salary requirements, to:

V.P. PERSONNEL

RUDCO

INDUSTRIES, INC.  
123 Tryon Ave. West  
Teaneck, NJ 07666

An equal opportunity employer M/F

QUALITY

## SUPERVISION

Excellent opportunity to join top rated manufacturer electro/mechanical/plastic consumer goods.

Technically oriented person to seek out problem areas and initiate corrective test procedures.

We seek college trained person with good verbal and written skills capable of accepting responsibility and growth.

- ...PAID Blue Cross
- ...PAID Blue Shield
- ...PAID Major Medical/Life
- ...PAID Dental
- ...PAID Pension
- ...PAID Holidays
- ...PAID Sick Days
- ...PAID Vacation
- ...PAID Tuition Refund

Submit resume or call Victor Turman : 381-7000

Emerson Quiet Kool

Help Wanted 2600

## RADIATION THERAPIST

Full time. Experienced. Licensed. Good benefits  
DEEP DALE GENERAL HOSPITAL  
55-15 Little Neck Parkway  
Little Neck, N.Y. 11362  
(212) 428-3000; ext 618

## RADIOGRAPHER

-Level 1 or 2-

Perform radiography of power plant pipe welds in accordance with Section 111 ASME code.

NIGHT SHIFT

Steady work, good pay & benefits. Including profit-sharing. Ridgewood/Manhasset area.

(212) 386-0700 Ext 356

## RADIOLOGY TECHNOLOGIST

Full time plus some call position available for registered ARRT or CRT to work with EMI Body Scanner (experienced preferred but will train) and as a staff technologist.

Please join our JCAH expanding to the needs of our multicultural bilinguall area with the beautiful Baywood country, 2 hours east of San Diego, south of Palm Springs and just 30 miles from Mexico. Good salaries and benefits. Contact PERSONNEL Dept.

(714) 344-2120 Ext. 226  
8:30 AM to 5:00 PM  
Monday through Friday

## PIONEER'S MEMORIAL HOSPITAL

207 W. Legion Rd.  
Brawley, CA, 92227

RADIOLOGY Temp. approx 4 mos

## RADIO THERAPY TECHNOLOGIST

LICENSE REQUIRED. Days 9-5

Major voluntary teaching hospital seeks experienced Radio Therapy Technologists to work in fast-paced Radiology Dept. Challenge & good starting salary.

Call Stan Giovannelli, 780-1862

LI College Hospital

354 Henry St., Bklyn, NY 11201

An Equal Opportunity Employer M/F/H

Help Wanted 2600

## REAL ESTATE

## OFFICE MGR. FOR PROMINENT FIRM

Process leases, handle collections at site office for new government aided hi-rise bldgs. Supervise small staff. Typing required.

CALL: 575-1053

REAL ESTATE F/PB \$25-\$35K

## CORPORATE REP

Our client, a Fortune 500 corporation, is seeking 2 management level individuals to administer a program of acquisition, disposition & leasing of office & industrial properties within their \$200MM+ portfolio. Corporate or institutional exp. a must. To apply, call (212) 227-8000 or write LOGIC Personnel Assoc., 170 Broadway, NYC 10038 (agency).

## RECEIVING CLERK

Elizabeth Arden has an opening in its shipping & receiving area. The responsibilities will include handling and lifting cartons of merchandise plus associated clerical duties. Experienced applicants preferred.

Please pick up applications on the 26th floor from 10AM to 12 Noon on Monday, November 13th.

## ELIZABETH ARDEN

1345 Avenue of the Americas  
New York, New York 10019  
An Equal Opportunity Employer M/F

## RECEPTIONIST

Front desk spot in rapidly growing E.Side co. for dynamic ind. Hrs 9-5. Some travel. To 115 F-PB  
CALL ELSA ABBEY 679-6644

## SNELLING & SNELLING

18 E. 41 St (Agency)

RECEPTIONIST

## SALES PERSONALITY

Sales and Marketing Firm Grand Central Area, needs Bright, hardworking person to handle phones, type and learn the business. Advancement possibilities. \$40-\$100 per week. Call Miss Ralph 553-0749 between 9-12 Bete

Help Wanted 2600

## RECEPTIONIST

## Cosmopolitan

MEET TOP EXECUTIVES

Flush new offices of executive health group seeks from desk receipt with pleasant, personable manner & the ability to handle some managerial duties. This is a low-keyed, non-pressured position with the opportunity to work with a professional staff, excel benefits program. Accurate typewritten.

## Cosmopolitan

THE SOURCE FOR PERMANENT & TEMPORARY POSITIONS

505 5th Ave 15th Fl 986-0590  
130 Bldg 4th Fl 544-5600  
118-09 Queens Bk Street Level  
Forest Hills

Equal Apply/No Fee Agency

RECEPTIONIST F/PD TO \$175

## FASHION

Discount on clothes, plush offices Exc co. brnts Must have sm typg & wk background. Gd command of language Call Anne Avon for appt. 675-6644

## SNELLING & SNELLING

18 E. 41 St (agency)

RECEIPT F/Pd \$170

## FORTUNE 500

Plush Park Ave corp needs poised, charming ind. who types 45-50wpm. Outstanding ind. in media ind. - dental - profit sharing. Call Mary Trainor, 986-2040 (agency)

## DONNELLY

505 5th Ave 4251-18Flr

Receptionist Fee Pd \$200

PUBLISHING

Help Wanted 2600

## RECEPTIONIST

## Cosmopolitan

PERSONNEL

Are you a bright, outgoing, warm individual? If so, we have the opportunity for you with one of the leading universities. You will be responsible for creating a comfortable atmosphere in this busy receptionist. Brnts incl everything from tuition fund to the use of off tennis courts. Some typewritten req. CL

## Cosmopolitan

THE SOURCE FOR PERMANENT & TEMPORARY POSITIONS

505 5th Ave 15th Fl 986-0590  
130 Bldg 4th Fl 544-5600  
118-09 Queens Bk Street Level  
Forest Hills

Equal Apply/No Fee Agency

RECEPTS F/Pd \$175

## PARK AVENUE

Type above work in plush office facilities package. Call/See Doran, 986-5805

ACCU-RATE agency 41E4251 Rr

EDITORIAL \$5 F/PD to \$175

## BI-LINGUAL

Fluent Spanish essential for changing position where flexibility & attention to details are essential: Progn, excellent skills, work on own. Accurate typing, some clerical research oriented organization. See Bradie Luckhurst, 986-5805

ACCU-RATE agency 41E4251 Rr

## RECEPTIONIST

Experienced on PBX 507 M switchboard a must. To greet the distinctive gentlemen. Prefer grad. No typing, some clerical. Top salary. Apply in person.

DUNHILL TAILORS

65 East 57 St., N.Y. City



## This Paper

Use digitized newspaper text from the *Boston Globe*, *New York Times*, and *Wall Street Journal* ads from 1940-2000.

What were the trajectories of explicit gender targeting pre and post-legislation?

Did employers substitute in their language after passage of the Civil Rights Act and the formation of the EEOC?

Did substitution towards implicit targeting impede convergence in labor market outcomes?

# This Paper

Use digitized newspaper text from the *Boston Globe*, *New York Times*, and *Wall Street Journal* ads from 1940-2000.

What were the trajectories of explicit gender targeting pre and post-legislation?

- ▶ Common before mid-1960s, equally so for male and female applicants, concentrated in low-skill occupations
- ▶ Declines throughout the 60s, but still prevalent in the early 70s.

Did employers substitute in their language after passage of the Civil Rights Act and the formation of the EEOC?

- ▶ Occupations (or employers) who previously mentioned an explicit gender preference when it was legal use more "gendered" adjectives later on.
- ▶ These differences abate slowly.

Did substitution towards implicit targeting impede convergence in labor market outcomes?

# Previous Literature

- ▶ Prevalence of explicit gender targeting / policies
  - ▶ Darity Jr. and Mason (1998): Comb through newspaper ads from 1960
  - ▶ Goldin (1990): Employer surveys asking about gender roles.
  - ▶ Kuhn and Shen (2013), Hellester, Kuhn, and Shen (2017, 2020): Online ads in Mexico and China
    - ▶ Targeting in low-skill jobs, equally likely to be male or female
    - ▶ Age twist (target young females, old males)
    - ▶ Effects on applications, callbacks
- ▶ Impacts of legislation on discrimination
  - ▶ Donohue III and Heckman (1991), Kurtulus (2012, 2016), Miller (2017)
  - ▶ Unintended consequences: Chan and Eyster (2003), Autor and Scarborough (2008), Yagan (2016)

# Outline

1. Data Sources
2. Explicit Gender Targeting
3. Substitution to Implicit Gender Targeting?
4. Wages and Occupational Segregation

# Processing newspaper text files

ProQuest processes images of newspaper pages into text files (OCR)

- ▶ Job ads from *New York Times* (1940-2000), *Wall Street Journal* (1940-1998), and *Boston Globe* (1960-1983)

Steps to construct the data set (steps 1-3 are from earlier work)

1. Distinguish vacancy postings from other advertisements
2. Find the boundaries between vacancy postings
3. Identify the ad's job title  $\Rightarrow$  SOC code
4. Identify the party posting the ad; salary; personal adjectives; page on which ad appears
5. Explicit gender targeting:
  - ▶ Men: "young man," "young boy," "young men," (or old, mature, experienced), "guy friday," "male position,"...
  - ▶ Women: "young woman," "young girl," "young women," (or old, mature, experienced), "gal friday," "female position,"...

From the February 20, 1966 *New York Times*

[illegible]

# Example

**receptionist i typist** very active . office requires cal with good and clerical back- , . must en ) oy working with people . excellent benefits fiver week liberal benefits apply stern brothers 6th floor personnel 41 west 42 st . new York cit v i

**receptionist** airline no experience co trains NYC interesting dial agency , 20 east 42 st dial agency , 135 b way near wall street reception . iist execs nice appearing . well spoken girls with a flair for tact are needed for the e xx flog of this too cg . i a minimum of one year i e xv or some college freq . 90-100 fee negot front desk agency public contact specialists 15 e 40th ( off mad av ) rm 206

**receptionist gal friday** we operate an executive personnel . the position is for our staff . we require an alert . brie . reliable person with a rood phone voice . no skills -no exp . required . 365-75 start . many benefits . no fee , of course [Robert Half Agency]

**receptionist** a new Madison avenue agency designed for those interested in extra-ordinary and unique public con- tact positions . tee negotiable typing trainees or exp . Madison avenue agency

**corner mad th lobby receipt typist** 9 b divers i fiend work in plush aft . co pays fee 585 Taft open Washington s birthday 150 Broadway agency di 90330 one east 42 st mu p640 receipt no skills fee pd to theatrical Joyce 11 w 42 , 1 rm 700 ( ) receipt ty pi ts \$ 80-90 personnel trainees np exp , company trains gals with 40 wpm in the personnel department of a rep steel company . interesting-fee paid appeal agency , 20 e 42 st near wall street [Appeal Agency]

**receptionist \$ 80** this plush cg seeks gal with typing and that clean scrubbed look to meet 8 greet clients . any exp ok benefits bonus co pays fee graham-white vj e also interview eve s . call for apple 1 dl ag d i 9-1280 reception desk to 90 fee paid large park ave coy teach and reservations ; type ; attar and poised [Graham White Agency]

**record clerk r tv \$ 90-95** ad figure apt . 2-3 vars exp in banking r-insurance . hunt 8 peck , fee reimbursed emerita a en v 2 4 in for full time position in media- cal research of medical ' school ) r or intensive care experience . call . fy 2-600d , ext 177

# Example

**receptionist i typist** [439022] very active . office requires cal with good and clerical back- , . must en ) oy working with people . excellent benefits fiver week liberal benefits apply stern brothers 6th floor personnel 41 west 42 st . new York cit v i

**receptionist** [434171] airline no experience co trains NYC interesting dial agency , 20 east 42 st dial agency , 135 b way near wall street reception . iist execs nice appearing . well spoken girls with a flair for tact are needed for the e xx flog of this too cg . i a minimum of one year i e xv or some college freq . 90-100 fee negot front desk agency public contact specialists 15 e 40th ( off mad av ) rm 206

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## Summary Statistics

	1940-63	1964-70	1971-2000	1940-2000
Explicit Male	0.036	0.013	0.002	0.017
Explicit Female	0.036	0.022	0.002	0.018
Male Page	0.292	0.206	0.006	0.150
Female Page	0.239	0.133	0.003	0.115
Male+Female Page	0.000	0.171	0.031	0.048
Ads (million)	3.3	1.8	3.9	9.1
with firm info	0.38	0.43	0.53	1.33
with salary info	0.11	0.09	0.20	0.39

# Summary Statistics

	Explicit Targeting			Gendered Pages		
	Male	None	Female	Male	None	Female
Male Page	0.440	0.262	0.101	1	0	0
Non-gendered Page	0.459	0.542	0.454	0	1	0
Female Page	0.110	0.197	0.454	0	0	1
Prefer Male	1	0	0	0.046	0.025	0.011
No explicit preference	0	1	0	0.945	0.947	0.919
Prefer Female	0	0	1	0.010	0.027	0.069
Percent of Ads	2.6	94.4	3.0	24.6	56.7	18.6

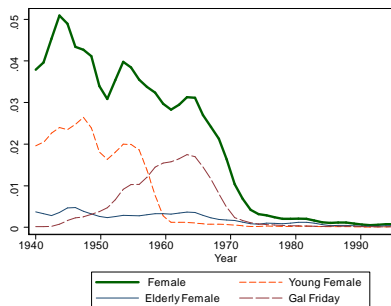
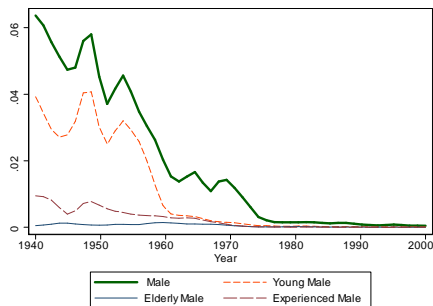
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Female Page	0.110	0.197	0.454	0	0	1
Prefer Male	1	0	0	0.046	0.025	0.011
No explicit preference	0	1	0	0.945	0.947	0.919
Prefer Female	0	0	1	0.010	0.027	0.069
Log Salary (Resid.)	0.018	0.001	-0.061	0.032	-0.092	-0.022
Regular schedule	0.163	0.146	0.359	0.086	0.133	0.305
Irregular schedule	0.018	0.006	0.009	0.010	0.006	0.005
Percent of Ads	2.6	94.4	3.0	24.6	56.7	18.6

# Outline

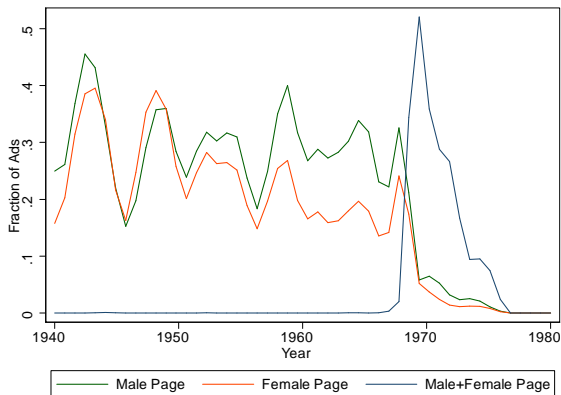
1. Data Sources
2. **Explicit Gender Targeting**
3. Substitution to Implicit Gender Targeting?
4. Wages Gaps and Occupational Segregation

# Trends in Explicit Gender Targeting



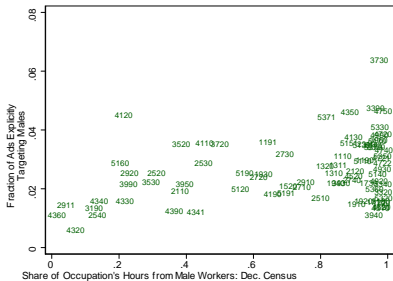
- ▶ 4.5 (1.4) percent of ads in the early 60s (70s) have an explicit mention of applicants for a gender.

# Trends in Gender-Specific Pages of Ads





# Overt Targeting by Occupation



# Outline

1. Data Sources
2. Explicit Gender Targeting
3. **Substitution to Implicit Gender Targeting?**
4. Wages and Occupational Segregation

## Gendered Adjectives

In the period in which targeting is legal (1946-63), regress targeting against a list of (500) personal adjectives  $\in \{\text{abrupt, accessible, ... , worrying, youthful}\}$

- ▶ Penalized regression, control for ad length, year fixed effects, and occupation fixed effects

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- ▶ Call  $w_a^{\text{male}}$  and  $w_a^{\text{female}}$  the number of mentions of the "male-predicting" or "female-predicting" personal adjectives in ad  $a$

# Regression Specification

In the pre-period, compute

- ▶ the frequency of explicit targeting  $\Rightarrow \bar{d}_o^{\text{female}}$  or  $\bar{d}_o^{\text{male}}$ .
- ▶ the average of "male" or "female" gendered adjectives  $\Rightarrow \bar{w}_o^{\text{female}}$ ,  $\bar{w}_o^{\text{male}}$
- ▶  $o$  indexes either occupations (4-digit) or firm  $\times$  occupation (2-digit) cells

## Regression Specification

In the pre-period, compute  $\bar{d}_o^{\text{female}}$ ,  $\bar{d}_o^{\text{male}}$ ,  $\bar{w}_o^{\text{female}}$ ,  $\bar{w}_o^{\text{male}}$

After gendered targeting is prohibited, compute  $w_{ot}^{\text{female}}$  and  $w_{ot}^{\text{male}}$  by  $o \times t$  pair



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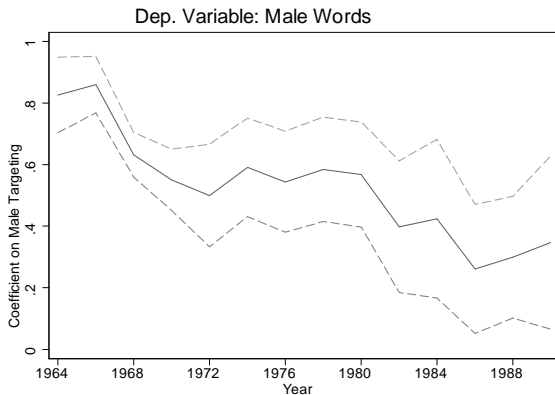
Regression:

$$\begin{aligned} w_{ot}^{\text{male}} = & \beta_t + \mu_t \cdot \bar{d}_o^{\text{male}} + \nu_t \cdot \bar{w}_o^{\text{male}} \\ & + \phi_t \cdot \bar{d}_o^{\text{female}} + \gamma_t \cdot \bar{w}_o^{\text{female}} + \epsilon_{ot} \end{aligned}$$

(with a corresponding regression with  $w_{ot}^{\text{female}}$  as dependant variable)

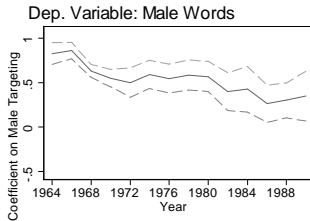
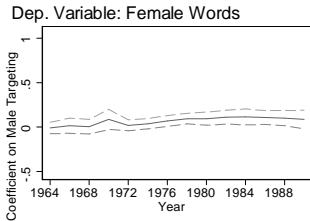
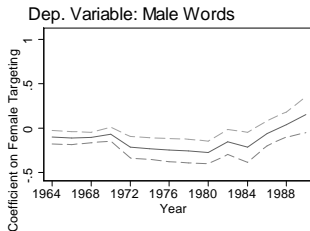
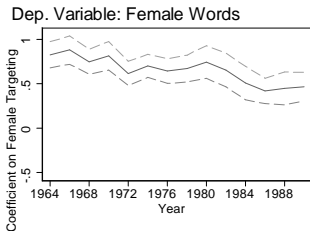
- Coefficients of interest:  $\mu_t$  and  $\phi_t$ : relationship between past explicit targeting and current use of gendered adjectives.

## Results: SOC

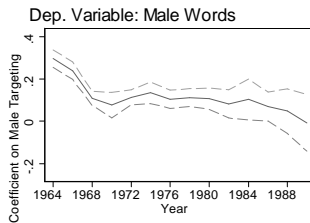
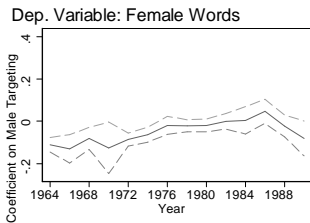
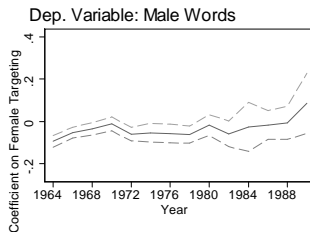
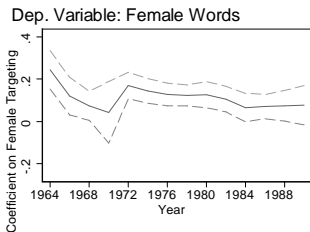


- Occupations with 1 extra mention of explicit targeting for males had 0.5 more mentions of male-specific gendered adjectives in the 1970s

# Results: SOC



# Results: Firm-by-SOC



# Outline

1. Data Sources
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# Correlation between gendered language and labor market outcomes

In the pre-period, compute  $\bar{d}_o^{\text{female}}$ ,  $\bar{d}_o^{\text{male}}$ ,  $\bar{w}_o^{\text{female}}$ ,  $\bar{w}_o^{\text{male}}$

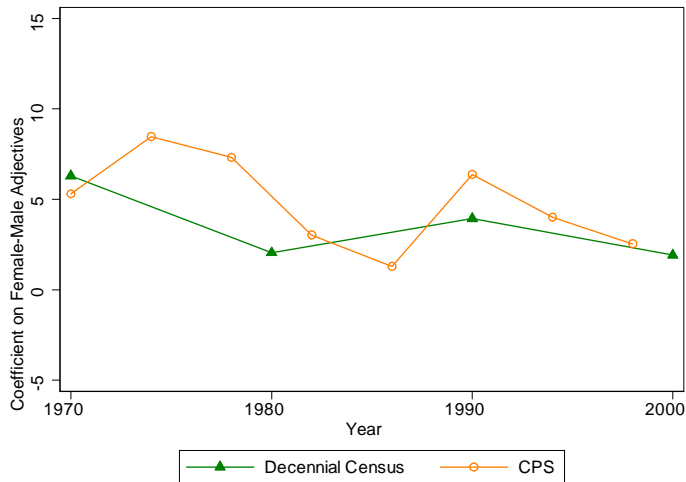
After gendered targeting is prohibited, compute  $w_{ot}^{\text{female}}$  and  $w_{ot}^{\text{male}}$  by  $o \times t$  pair

Regression:

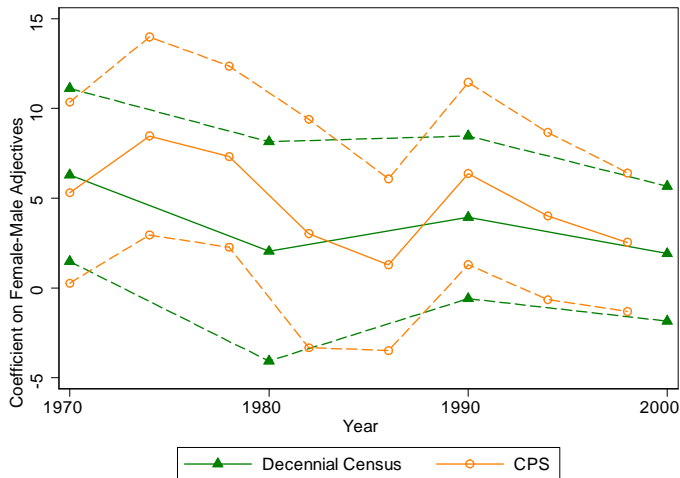
$$y_{ot} = \beta_t + \delta_t \cdot (w_{ot}^{\text{male}} - w_{ot}^{\text{female}}) + \mu_t \cdot \bar{d}_o^{\text{male}} + \phi_t \cdot \bar{d}_o^{\text{female}} \\ + \nu_t \cdot (\bar{w}_o^{\text{male}} - \bar{w}_o^{\text{female}}) + \theta_t \cdot \bar{y}_o + \epsilon_{ot}$$

- ▶  $y_{ot}$ : labor market variable:  
{share of female workers, log average wage} from CPS ASEC  
or Decennial Census

# Substitution to Female Words, Away from Male Words Correlated with Higher Female Labor Share

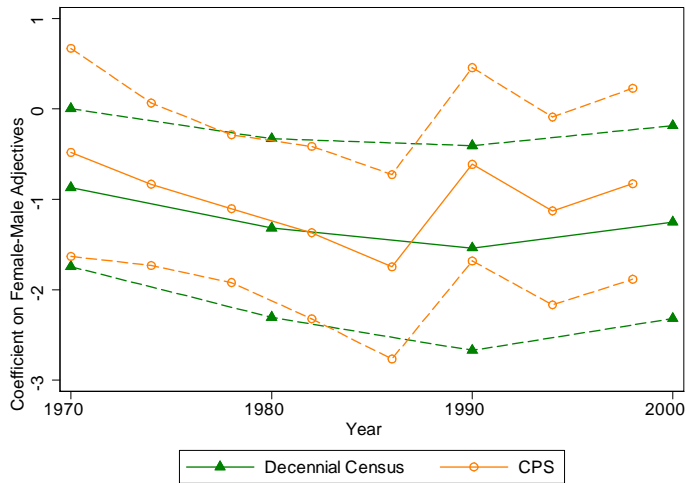


# Substitution to Female Words, Away from Male Words Correlated with Higher Female Labor Share





# Substitution to Female Words, Away from Male Words Correlated with Lower Wages



# Recap

- ▶ Study firm gender targeting between 1940s to 90s (primarily 50s to 70s)
- ▶ Explicit gender targeting was common up to early 1970s
- ▶ Occupations (firms) with more explicit gender targeting before mid 1960s use more gendered adjectives after
- ▶ Gendered adjectives post 1970 correlate with labor outcomes: female share of workers, average wages, female-male wage gap.