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

Enghin Atalay\textsuperscript{1}  Lisa Kahn

May 21, 2020

\textsuperscript{1}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.”
- 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?
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
COMPTR & 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, NYC
ROOM 621
120 W 42 ST, NYC
ROOM 241C
LA 4-3410

THE TRAVELERS
INSURANCE CO.
80 JOHN ST
MR. MALLORY
DI 4-7000

TYPISTS
(To Age 50)
—EXCELLENT SALARIES—
—REGULAR INCREASES—
—EXPERIENCED

MODERN OFFICES
(AIR-CONDITIONED)
COFFEE SERVICE
LUNCHEON FACILITIES
FINEST CO BENEFITS

CONVENIENT LOCATION
(DOWNTOWN MANHATTAN)

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

Help Wanted—Male

BURNS and ROE, Inc.
Engineers & Constructors
180 WEST 68TH ST NEW YORK

Help Wanted—Male

TYPISTS

$60 St

VOL TECHNICAL CORP.
211 Church St., NYC
WD 6-0768

LAB TECHNICIAN

BIO-CHEMISTRY RESEARCH
Fundamental work on enzymes including isolation, mastering degree or work equivalent preferred. Good starting salary.
MODERN COMMUNITY HOSPITAL
BROADWAY 30 ST, 10 FL.
Phone 54-3010, ext 314

TYPISTS

$60-65
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

TYPISTS—EXPERIENCED

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

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. Don't think from straight typing to
Dictaphone training. From strenuous through multilingual and
multi-type.

These jobs can start as high as a month or more; all carry an ex-
ceptional chance for advancement, all include free insurance, medical
services and a profit sharing plan that won't cost you a thing.

For a job with a future here's a chance to select one from our collec-
tion. Stop in any day this week for a personal interview.

BURLINGTON, 3rd Floor.
Look them over for yourself at M.
RILL LYNCH PIERCE, PENNER
BEAN, 30 Pine Street, New York City.

TYPISTS

BEGINNERS—EXP.
Five positions open at $20-50
Ages 18 to 25, 5 days.

APPLY IN PERSON
120 Bway (Rm 411)
(Near Wall St)

TYPISTS—CLERKS

VARIOUS LOCATIONS
Salary $25 to $60 Per Week
AGES 20-45 YEARS
Many employee benefits.
### Background: Job Ads in 1978

<table>
<thead>
<tr>
<th>Title</th>
<th>Company</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURCHASING ASSISTANT</td>
<td>mW1</td>
<td>Increase your professional skills at a major book publisher. An Associate's Degree or equivalent plus 2 years experience earns you an opportunity to expand the scope of your knowledge and put you in position for long-range growth with this major book publisher. You'll be involved in inventory documentation, obtaining competitive bids, invoicing, and accounts receivables. Salary $10,800 - $12,000 depending on experience. Excellent fringe benefits. Interesting environment. For interview appointment, call Janet Tyler, 935-3172.</td>
<td></td>
</tr>
<tr>
<td>QUALITY CONTROL MANAGER</td>
<td>RUDCO INDUSTRIES, INC.</td>
<td>An interesting opportunity for an experienced Quality Control Manager to join the staff of the Northern NJ. An opportunity to boost your experience in the rapidly expanding consumer products industry. The individual will contribute to the development of new QC processes. Excellent fringe benefits.</td>
<td></td>
</tr>
<tr>
<td>RADIOGRAPHY</td>
<td>DEEP DIVE GENERAL HOSPITAL</td>
<td>An opportunity for a Radiographer to join the staff of our busy hospital. Excellent fringe benefits.</td>
<td></td>
</tr>
<tr>
<td>REAL ESTATE</td>
<td>OFFICE MGR. FOR PROMINENT FIRM</td>
<td>We are looking for a professional with experience in real estate. Duties include handling and supervising small staff. Tying required. For interview, call (212) 386-0700. Ext. 356.</td>
<td></td>
</tr>
<tr>
<td>RADIATION THERAPIST</td>
<td>DEEP DIVE GENERAL HOSPITAL</td>
<td>Full time, experienced, licensed, good benefits. Excellent fringe benefits.</td>
<td></td>
</tr>
<tr>
<td>RECEPTIONIST</td>
<td>FORTUNE 500</td>
<td>Full time plus some call, some evening availability for a registered RBTH or secretary. Experience preferred but will train. As a receptionist, your responsibilities will include handling and answering telephones, scheduling appointments, handling mail, and general clerical duties.</td>
<td></td>
</tr>
<tr>
<td>RECEPTIONIST</td>
<td>COSMOPOLITAN PERSONNEL</td>
<td>Full time plus some call, some evening availability for a registered RBTH or secretary. Experience preferred but will train. As a receptionist, your responsibilities will include handling and answering telephones, scheduling appointments, handling mail, and general clerical duties.</td>
<td></td>
</tr>
<tr>
<td>RECEPTIONIST</td>
<td>COSMOPOLITAN PERSONNEL</td>
<td>Full time plus some call, some evening availability for a registered RBTH or secretary. Experience preferred but will train. As a receptionist, your responsibilities will include handling and answering telephones, scheduling appointments, handling mail, and general clerical duties.</td>
<td></td>
</tr>
<tr>
<td>RECEPTIONIST</td>
<td>COSMOPOLITAN PERSONNEL</td>
<td>Full time plus some call, some evening availability for a registered RBTH or secretary. Experience preferred but will train. As a receptionist, your responsibilities will include handling and answering telephones, scheduling appointments, handling mail, and general clerical duties.</td>
<td></td>
</tr>
</tbody>
</table>
This Paper


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


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
  - 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**
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)


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,"...
Example

From the February 20, 1966 *New York Times*
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 . iiist 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 five 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. I list 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 frid[434171] we operate an executive personnel. The position is for our staff. We require an alert. Brie. Reliable person with a good phone voice. No skills-no exp. Required. 365-75 start. Many benefits. No fee, of course [Robert Half Agency]

receptionist [434171] a new Madison avenue agency designed for those interested in extraordinary and unique public con- tact positions. Tee negotiable typing trainees or exp. Madison avenue agency

corner mad th lobby receipt typist [436014] 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 [434171]. $ 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 [434071] 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 five 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. list execs nice appearing. well spoken girls with a flair for tact are needed for the 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 [434171] 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 [434171] 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 [436014] 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 [434171]. $ 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 [434071] 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
receptionist i typist [439022] very active office requires cal with good and clerical back- . must en ) oy working with people . excellent benefits five 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 . list 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 [434171] 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 [434171] 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 [436014] 9 b divers i fiend work in plush ait . 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 [434171]. $ 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 an . [Graham White Agency]

record clerk r [434071] 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
## Summary Statistics

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Explicit Male</td>
<td>0.036</td>
<td>0.013</td>
<td>0.002</td>
<td>0.017</td>
</tr>
<tr>
<td>Explicit Female</td>
<td>0.036</td>
<td>0.022</td>
<td>0.002</td>
<td>0.018</td>
</tr>
<tr>
<td>Male Page</td>
<td>0.292</td>
<td>0.206</td>
<td>0.006</td>
<td>0.150</td>
</tr>
<tr>
<td>Female Page</td>
<td>0.239</td>
<td>0.133</td>
<td>0.003</td>
<td>0.115</td>
</tr>
<tr>
<td>Male+Female Page</td>
<td>0.000</td>
<td>0.171</td>
<td>0.031</td>
<td>0.048</td>
</tr>
<tr>
<td>Ads (million)</td>
<td>3.3</td>
<td>1.8</td>
<td>3.9</td>
<td>9.1</td>
</tr>
<tr>
<td>with firm info</td>
<td>0.38</td>
<td>0.43</td>
<td>0.53</td>
<td>1.33</td>
</tr>
<tr>
<td>with salary info</td>
<td>0.11</td>
<td>0.09</td>
<td>0.20</td>
<td>0.39</td>
</tr>
</tbody>
</table>
### Summary Statistics

<table>
<thead>
<tr>
<th></th>
<th>Explicit Targeting</th>
<th>Gendered Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>None</td>
</tr>
<tr>
<td>Male Page</td>
<td>0.440</td>
<td>0.262</td>
</tr>
<tr>
<td>Non-gendered Page</td>
<td>0.459</td>
<td>0.542</td>
</tr>
<tr>
<td>Female Page</td>
<td>0.110</td>
<td>0.197</td>
</tr>
<tr>
<td>Prefer Male</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>No explicit preference</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Prefer Female</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Percent of Ads</td>
<td>2.6</td>
<td>94.4</td>
</tr>
</tbody>
</table>
## Summary Statistics

<table>
<thead>
<tr>
<th></th>
<th>Explicit Targeting</th>
<th>Gendered Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>None</td>
</tr>
<tr>
<td>Male Page</td>
<td>0.440</td>
<td>0.262</td>
</tr>
<tr>
<td>Non-gendered Page</td>
<td>0.459</td>
<td>0.542</td>
</tr>
<tr>
<td>Female Page</td>
<td>0.110</td>
<td>0.197</td>
</tr>
<tr>
<td>Prefer Male</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>No explicit preference</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Prefer Female</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Log Salary (Resid.)</td>
<td>0.018</td>
<td>0.001</td>
</tr>
<tr>
<td>Regular schedule</td>
<td>0.163</td>
<td>0.146</td>
</tr>
<tr>
<td>Irregular schedule</td>
<td>0.018</td>
<td>0.006</td>
</tr>
<tr>
<td>Percent of Ads</td>
<td>2.6</td>
<td>94.4</td>
</tr>
</tbody>
</table>
Outline

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

![Graph showing trends in gender-specific pages of ads over years 1940 to 1980. The graph plots the fraction of ads over years with lines for male pages, female pages, and combined male and female pages.]
Overt Targeting by Occupation

Share of Occupation's Hours from Male Workers: Dec. Census

Share of Occupation's Hours from Female Workers: Dec. Census
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
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
- Top words relating to explicit male targeting: ambitious; aggressive; driving; energetic; adaptable; sober; progressive; mechanical; steady; industrious; strong; thorough; active; strict; dry

Top words relating to explicit female targeting: cultured; poised; cheerful; attractive; quitting; pleasant; exciting; charming; busy; friendly; efficient; elegant; quiet; intelligent; alert
Gendered Adjectives

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

- Penalized regression, control for ad length, year fixed effects, and occupation fixed effects
- Top words relating to explicit male targeting: ambitious; aggressive; driving; energetic; adaptable; sober; progressive; mechanical; steady; industrious; strong; thorough; active; strict; dry
- Top words relating to explicit female targeting: cultured; poised; cheerful; attractive; quitting; pleasant; exciting; charming; busy; friendly; efficient; elegant; quiet; intelligent; alert
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
- Top words relating to explicit male targeting: ambitious; aggressive; driving; energetic; adaptable; sober; progressive; mechanical; steady; industrious; strong; thorough; active; strict; dry
- Top words relating to explicit female targeting: cultured; poised; cheerful; attractive; quitting; pleasant; exciting; charming; busy; friendly; efficient; elegant; quiet; intelligent; alert
- Call \( w^\text{male}_a \) and \( w^\text{female}_a \) 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 $\Rightarrow \tilde{d}_o^{female}$ or $\tilde{d}_o^{male}$.
- the average of "male" or "female" gendered adjectives $\Rightarrow \tilde{w}_o^{female}, \tilde{w}_o^{male}$
- $o$ indexes either occupations (4-digit) or firm×occupation (2-digit) cells
Regression Specification

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

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

In the pre-period, compute \( d_{o}^{\text{female}} \), \( d_{o}^{\text{male}} \), \( w_{o}^{\text{female}} \), \( w_{o}^{\text{male}} \).

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

Regression:

\[
\begin{align*}
\quad w_{ot}^{\text{male}} &= \beta_t + \mu_t \cdot d_{o}^{\text{male}} + \nu_t \cdot \bar{w}_{o}^{\text{male}} \\
&\quad + \phi_t \cdot d_{o}^{\text{female}} + \gamma_t \cdot \bar{w}_{o}^{\text{female}} + \epsilon_{ot}
\end{align*}
\]

(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

![Graphs showing changes in coefficients on Female Targeting and Male Targeting over years for Dep. Variable: Female Words and Dep. Variable: Male Words.](image-url)
Results: Firm-by-SOC

Dep. Variable: Female Words

Coefficient on Female Targeting

Dep. Variable: Male Words

Coefficient on Male Targeting

Year

Dep. Variable: Female Words

Coefficient on Female Targeting

Dep. Variable: Male Words

Coefficient on Male Targeting

Year
Outline

1. Data Sources
2. Explicit Gender Targeting
3. Substitution to Implicit Gender Targeting?
4. Wages and Occupational Segregation
Correlation between gendered language and labor market outcomes

In the pre-period, compute $d_{o}^{\text{female}}$, $d_{o}^{\text{male}}$, $w_{o}^{\text{female}}$, $w_{o}^{\text{male}}$

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

Regression:

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

$y_{ot}$: 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