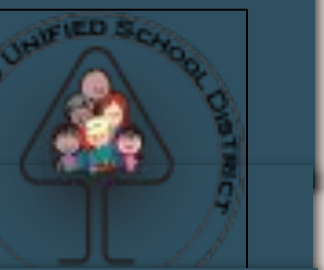




The Impact of Gendered Language on Workplace Roles and the Gender Pay Gap



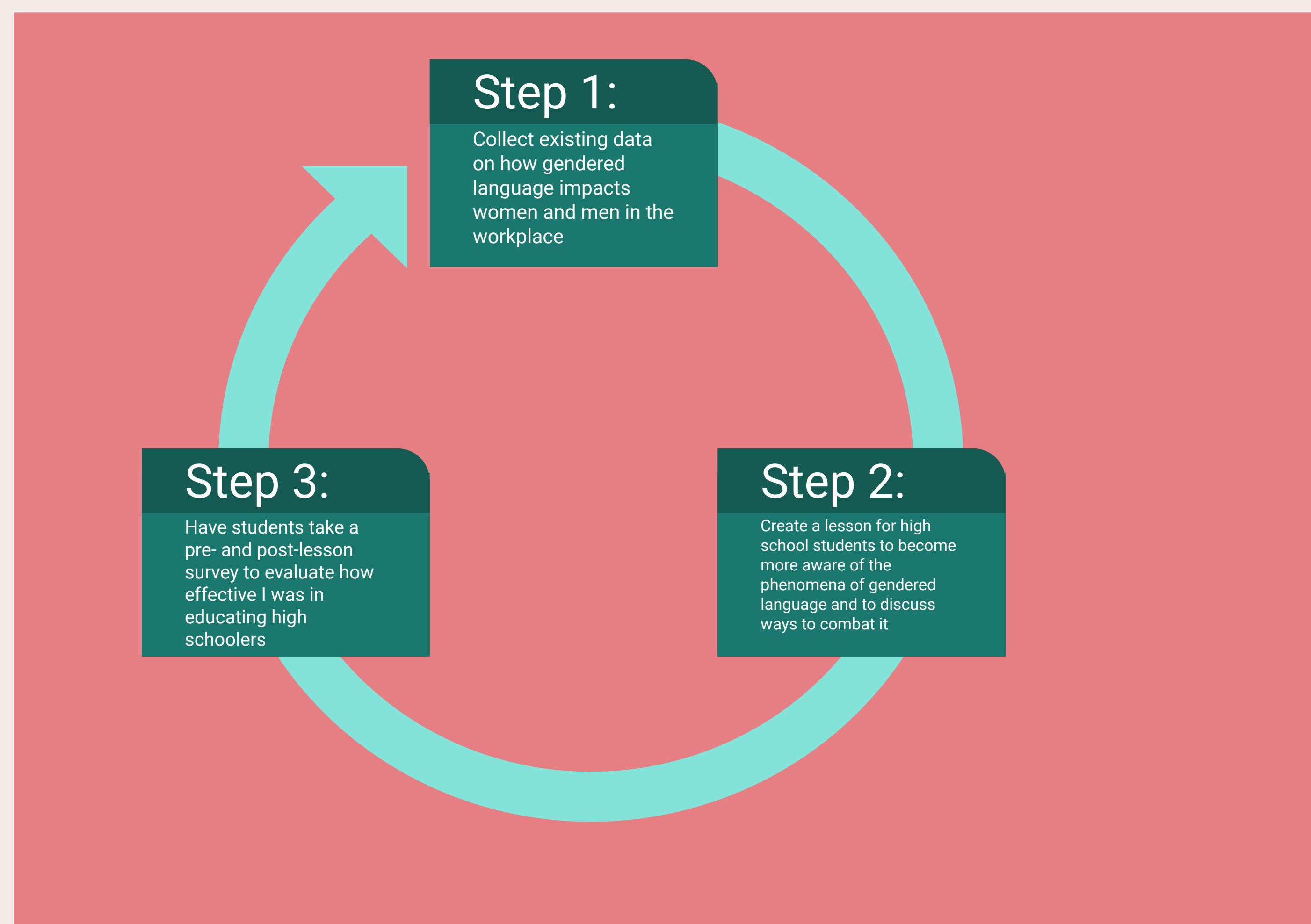
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INTRODUCTION

The Effect of Gendered Language on Workplace Roles

Gendered language affects people, workplace roles and the pay gap.

RESEARCH METHODOLOGIES



DATA / FINDINGS

On a scale from 1 (not well) - 5 (very well), how well do you understand gendered language?

Pre Survey

Scale	Count	Percentage
1	9	42.9%
2	7	33.3%
3	3	14.3%
4	1	4.8%
5	1	4.8%

Post Survey

Scale	Count	Percentage
1	0	0%
2	2	9.5%
3	1	4.8%
4	6	28.6%
5	12	57.1%

On a scale from 1 (not important) - 5 (very important), how important do you think gendered language?

Pre Survey

Scale	Count	Percentage
1	9	42.9%
2	7	33.3%
3	4	19%
4	1	4.8%
5	0	0%

Post Survey

Scale	Count	Percentage
1	0	0%
2	1	4.8%
3	2	9.5%
4	6	28.6%
5	12	57.1%

Do you think you actively attempt to combat gendered language?

Pre Survey

Response	Count	Percentage
Yes	1	9.5%
Not really	9	90.5%

Post Survey

Response	Count	Percentage
Yes	10	85.7%
Not really	2	14.3%

LESSON

An Introduction to Gendered Language

What	How	Example
According to the British Council, gendered language is commonly understood as language that has a bias towards a particular sex or social gender.	Gendered language is spread through conversation but also through media, such as television and books.	Gendered words are words like 'businessman' or 'waitress' that contain gendered pronouns to refer to people in general. For example, "a doctor should know how to communicate with his patients".

Why Does Gendered Language Matter?!

The ways people use gendered language can enforce harmful stereotypes that lead different groups to feel empowered or put down. These feelings affect the way people interact in a workplace and this affects topics such as the pay gap.

CONCLUSIONS / ANALYSIS

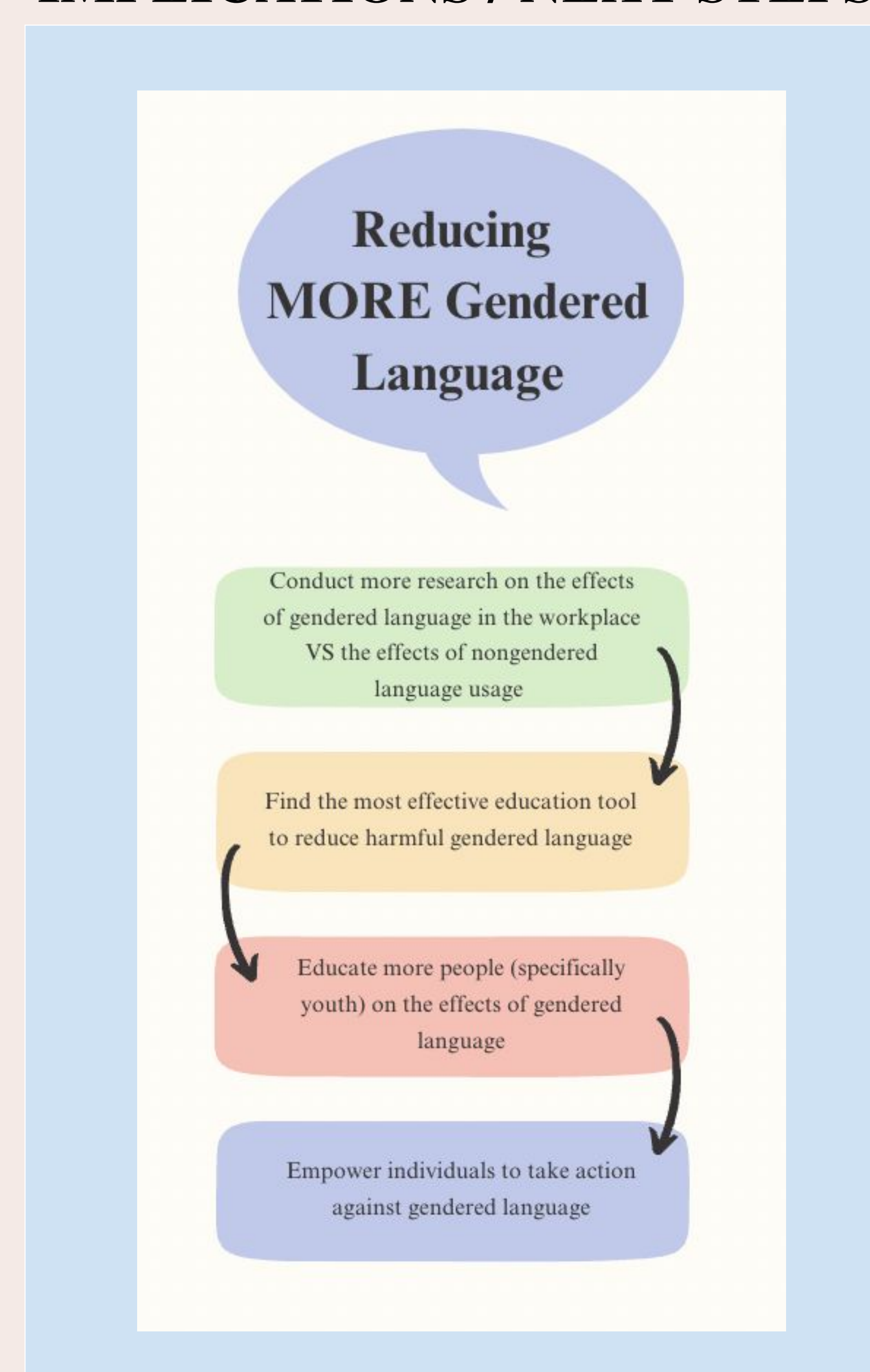
Increased education = reduced negative effects of gendered language

76.2% increase in individuals thinking they will actively attempt to combat gendered language after lesson

9.5% to 76.2% increase in high (4 or 5) understanding of gendered language

Overall, education on what gendered language is helps people understand it and believe it is important. After individuals took the lesson, their understanding of gendered language and its negative effects significantly increased. This increased understanding led them to want to take action to combat gendered language and its negative effects on the pay gap and workplace.

IMPLICATIONS / NEXT STEPS



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