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ESL 118

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Mini-Summary

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Plumlee, G. L., Wright, A., & Wright, D. N. (2016). He wrote, she wrote: Gender similarities

and differences in written business communication. *The Journal of Business Diversity*,

16(1), 78-85.

How Gender Difference Acts in Business Written Communication

In “He Wrote, She Wrote: Gender Similarities and Differences in Written Business Communication” Plumlee, Wright & Wright (2016) the author mainly focus on the communication business communication barriers, especially the communication between men and women (p. 78-85). In general, the researchers use the data from the exam content of some sophomore-level business communication classes. The students are required to write the response to a situation that, an employee make the client extremely unhappy and “you”, as the students should act like, will teach them how to perform the business etiquette. The responses are divided into 2 parts, men and women, and derive some research data like word count, character count, paragraph count, you- and me- usage, and readabilities. The researchers have different ways to gather the data, both by machine and by people, to make it more objective. After collecting and analyzing the data, researchers find the main way they express are similar: the word count, characters and language complexities are all similar by statistical analysis. However, the women prefer to be more positive, prefer to encourage others instead of get angry of them, which means the men are more likely to negatively react to other’s mistakes. In the end, the authors indicate two main limitations of this study. The outcome, on some level, are not objective that much, meaning that the experiment should include more scenario and more different level people to make it more objective. The researchers should set more situations, preferring to be both negative and positive, to collect and analyze the data. Another limitation would be that people treat different gender people in different ways, so in that way, this condition should be also explored in future.