

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

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¹Research 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.

Background

Gender pay gap

- ▶ Rapid convergence in the 80s, 90s; little 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 Employment Opportunity 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 46—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 an
painter 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 . . .

STENOGRAHERS

TYPISTS-STAT TYPISTS

TRANSCRIPTION OPERS

COMPTR & CALC OPERS

SWITCHBOARD OPERS

No part days, evenings or Saturdays!
No FEES TO APPLICANTS
Interviews & phone calls 10 A.M.-1 P.M.

**TEMPORARY
OFFICE SERVICES**

150 NASSAU ST., N.Y.C.
ROOM 621 WO 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
- CONVENIENT BUSES
- 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 36½ HOURS

Call Mr. D. Lotufo JU 2-6658

FOSTER WHEELER CORP.
666 5th Ave. NY 152-53 STS) 4th Fl

TYPISTS

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

W 7

Help Wanted—Female	Help Wanted—Female	Help Wanted—Female
TYPISTS	TYPIST	TYPIST
A New Job in Sight FOR YOU IN '58 . . .		COULD YOU TYPE THIS AD IN THREE MINUTES?
IF YOU: • Have a High School diploma Type 40-50 W.P.M. Are 17-30.	An experienced typist is needed to do varied work for top engineering company.	That's all it takes to qualify for one of an extremely wide variety of jobs we can presently offer. Even training from scratch typing, Dictaphone training. Front office through multilift and vari-type. These jobs can start as high as a \$1,000 a month salary. A excellent chance for advancement, which include free insurance, medical service and a profit sharing plan that will benefit you.
WE OFFER: Promotional Opportunities IN OUR EXECUTIVE OFFICES	A minimum speed of 40 to 45 wpm is required.	For a job with a future here's a chance to select one from our collection. Stop in any day this week for a free interview. Call 5-5900. Look them over for yourself. MARY LYNCH PIERCE FENNER BEANE , 10 Pine Street, New York 6
COMPANY CAFETERIA MANY EMPLOYEE BENEFITS	Join our friendly professional staff in modern offices conveniently located nr three subways.	
APPLY IN PERSON 300 PARK AVE. at 50th St. 5th Floor	CALL MISS A. M. RETTING BA 7-5900	
TYPISTS	BURNS and ROE, Inc. Engineers & Constructors 160 WEST BWAY, NEW YORK	
Moving Up?	Typists . . . \$60 St	
You'll get there faster with this expanding personnel department. If you're between 17-40, eager to learn, we 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.	Electric typewriter. Pleasant air-conditioned office. Engineering firm. VOLT TECHNICAL CORP. 241 Church St., NYC WO 6-0708	
INSURANCE COMPANY OF NORTH AMERICA COMPANIES 110 BROADWAY (Rm 9 ST.) 10 FL. Phone BE 3-8010, ext 314	LAB TECHNICIAN BIO-CHEMISTRY RESEARCH Fundamental work on enzymes including isolation, characterization, properties, equivalent preferred. Good starting salary. Modern community hospital located 1½ minutes from Penn station on LIRR. PERSONNEL DEPARTMENT NORTH SHORE HOSPITAL VALLEY ROAD MANHASSET, L.I. MANHASSET 7-5000 EXT 212	
TYPISTS	VALLEY ROAD MANHASSET, L.I. MANHASSET 7-5000 EXT 212	
EXPD	TYPIST-CLERKS	
BEGINNERS	Interesting positions for young women with 6 months' to 1 year experience providing promotional opportunities, good salaries and liberal benefits. Modern offices near Grand Central Station.	
\$60-65		
\$56		
TYPISTS		TYPISTS
BEGINNERS		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 years work experience earns you an opportunity to enlarge 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 processing, accounts receivable, competitive bids. Heavy phone contact with vendors and company requisitioners. Salary \$1600 depending on experience. Excellent fringe benefits, interesting environment. For interview appointment:

Call Janet Tylor

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, experience with various contracts and a professional and congenial atmosphere. Please send resume and salary history in confidence to: Roval 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 position available

Help Wanted 2600

QUALITY CONTROL MANAGER

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

The individual we seek will have prior background to further develop, implement, and monitor quality incorporated 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 tea rated manufacturer electric/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 Vision
- ...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
55-100 Ridgefield Avenue
Little Neck, N.Y. 11362
(212) 428-3000; ext 618

RADIOGRAPHER

-Level I or 2-

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

Steady work, good pay & benefits, including profit-sharing. Ridgewood/Massey 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. Experience preferred but will train and as a staff technologist.

Please join our JCAH expanding to full accreditation. We offer excellent bilingual areas with the beautiful desert, rodeo country, 2 hours east of San Diego, south of Palm Springs and just 30 miles from Mexican border. Good working benefits. Contact PERSONNEL Dept.

(714) 344-2120 Ext 726
8:30 AM to 5:30 PM
Monday through Friday

PIONEER'S MEMORIAL HOSPITAL

207 W. Legion Rd.
Brawley, CA 92227

RADIOLOGY Temp. apox 4 mos

RADIO THERAPY TECHNOLOGIST

LICENSE REQUID. Dues 9-5
Major voluntary teaching Hospital
soc. exp. Radio Therap. Technologist
to work in fast-paced Radiology Dept.
Challenge & good starting salary.
Call Stan Giovannini, 780-1862

LI College Hospital

354 Henry St., Brooklyn, NY 11201
An Equal Opportunity Employer M/F

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/Pd \$75-35K

CORPORATE REP

Our client, a Fortune 500 corporation, is seeking 2 management level individuals to administer a program of acquisitions, sales and marketing of residential properties within their \$200MM+ portfolio. Corporate or institutional exp. must. To apply, call (212) 227-8000 or write LOGO Personnel, 170 Broadway, NYC 10036 (Agency).

RECEIVING CLERK

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

Please pick up application on the 2nd 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 corp. for dynamic indiv. Hrs 9-5 Some tyng. To \$175 F/PD
CALL ELSA ABBEY 679-6644

SNELLING & SNELLING

18 E. 41 St (Agency)

RECEPTIONIST

18 E. 41 St

SALES PERSONALITY

Sales and Marketing Firm Grand Central Avenue, Dept. BMN, 11th fl., Harderizing products, handle phones, type and learn our business. Advancement possibilities. \$140-\$160 per week. Call Miss Ralph 935-0749 Between 9-12 Betw Elec. 10th & 11th Sts. (Agency)

Help Wanted 2600

RECEPTIONIST

\$190-215

Cosmopolitan

MEET TOP EXECUTIVES

Are you a bright, outgoing, well-qualified Indiv? If so, we have the opportunity available for you with one of the most prestigious companies in the publishing industry. This is a low-keyed, non-pressure position. You will be working with a professional staff, excel brnts program. Accurate typg 50 wpm.

Cosmopolitan

THE SOURCE FOR PERMANENT & TEMPORARY POSITIONS

505 5th Ave

15th Fl

996-0500

4th Fl

964-3434

544-5609

Street Level

Equal Opp/No Fee Agency

RECEPTIONIST

F/PD TO \$175

FASHION

Discount on clothes, plush offices

etc. brnts. Must have jnng & wk

bkgrnd. Cd. exp. \$175 F/PD
Anne Avon for appt. 679-6644

RECEPTIONIST

15th Fl

4th Fl

996-5400

544-5609

Street Level

Equal Opp/No Fee Agency

RECEPT

F/Pd

\$170

SNELLING

18 E. 41 St

RECEPTIONIST

F/PD

\$200

PUBLISHING

Plush Park Ave corp need polished, experienced brnts. \$175 F/PD
15th fl., 4th fl., 9th fl., 10th fl., 11th fl.,
12th fl., 13th fl., 14th fl., 15th fl., 16th fl.,
17th fl., 18th fl., 19th fl., 20th fl., 21st fl.,
22nd fl., 23rd fl., 24th fl., 25th fl., 26th fl.,
27th fl., 28th fl., 29th fl., 30th fl., 31st fl.,
32nd fl., 33rd fl., 34th fl., 35th fl., 36th fl.,
37th fl., 38th fl., 39th fl., 40th fl., 41st fl.,
42nd fl., 43rd fl., 44th fl., 45th fl., 46th fl.,
47th fl., 48th fl., 49th fl., 50th fl., 51st fl.,
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267th fl., 268th fl., 269th fl., 270th fl., 271st fl.,
272nd fl., 273rd fl., 274th fl., 275th fl., 276th fl.,
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557th fl., 558th fl., 559th fl., 560th fl., 561st fl.,
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582nd fl., 583rd fl., 584th fl., 585th fl., 586th fl.,
587th fl., 588th fl., 589th fl., 590th fl., 591st fl.,
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597th fl., 598th fl., 599th fl., 600th fl., 601st fl.,
602nd fl., 603rd fl., 604th fl., 605th fl., 606th fl.,
607th fl., 608th fl., 609th fl., 610th fl., 611st fl.,
612nd fl., 613rd fl., 614th fl., 615th fl., 616th fl.,
617th fl., 618th fl., 619th fl., 620th fl., 621st fl.,
622nd fl., 623rd fl., 624th fl., 625th fl., 626th fl.,
627th fl., 628th fl., 629th fl., 630th fl., 631st fl.,
632nd fl., 633rd fl., 634th fl., 635th fl., 636th fl.,
637th fl., 638th fl., 639th fl., 640th fl., 641st fl.,
642nd fl., 643rd fl., 644th fl., 645th fl., 646th fl.,
647th fl., 648th fl., 649th fl., 650th fl., 651st fl.,
652nd fl., 653rd fl., 654th fl., 655th fl., 656th fl.,
657th fl., 658th fl., 659th fl., 660th fl., 661st fl.,
662nd fl., 663rd fl., 664th fl., 665th fl., 666th fl.,
667th fl., 668th fl., 669th fl., 670th fl., 671st fl.,
672nd fl., 673rd fl., 674th fl., 675th fl., 676th fl.,
677th fl., 678th fl., 679th fl., 680th fl., 681st fl.,
682nd fl., 683rd fl., 684th fl., 685th fl., 686th fl.,
687th fl., 688th fl., 689th fl., 690th fl., 691st fl.,
692nd fl., 693rd fl., 694th fl., 695th fl., 696th fl.,
697th fl., 698th fl., 699th fl., 700th fl., 701st fl.,
702nd fl., 703rd fl., 704th fl., 705th fl., 706th fl.,
707th fl., 708th fl., 709th fl., 710th fl., 711st fl.,
712nd fl., 713rd fl., 714th fl., 715th fl., 716th fl.,
717th fl., 718th fl., 719th fl., 720th fl., 721st fl.,
722nd fl., 723rd fl., 724th fl., 725th fl., 726th fl.,
727th fl., 728th fl., 729th fl., 730th fl., 731st fl.,
732nd fl., 733rd fl., 734th fl., 735th fl., 736th fl.,
737th fl., 738th fl., 739th fl., 740th fl., 741st fl.,
742nd fl., 743rd fl., 744th fl., 745th fl., 746th fl.,
747th fl., 748th fl., 749th fl., 750th fl., 751st fl.,
752nd fl., 753rd fl., 754th fl., 755th fl., 756th fl.,
757th fl., 758th fl., 759th fl., 760th fl., 761st fl.,
762nd fl., 763rd fl., 764th fl., 765th fl., 766th fl.,
767th fl., 768th fl., 769th fl., 770th fl., 771st fl.,
772nd fl., 773rd fl., 774th fl., 775th fl., 776th fl.,
777th fl., 778th fl., 779th fl., 780th fl., 781st fl.,
782nd fl., 783rd fl., 784th fl., 785th fl., 786th fl.,
787th fl., 788th fl., 789th fl., 790th fl., 791st fl.,
792nd fl., 793rd fl., 794th fl., 795th fl., 796th fl.,
797th fl., 798th fl., 799th fl., 800th fl., 801st fl.,
802nd fl., 803rd fl., 804th fl., 805th fl., 806th fl.,
807th fl., 808th fl., 809th fl., 810th fl., 811st fl.,
812nd fl., 813rd fl., 814th fl., 815th fl., 816th fl.,
817th fl., 818th fl., 819th fl., 820th fl., 821st fl.,
822nd fl., 823rd fl., 824th fl., 825th fl., 826th fl.,
827th fl., 828th fl., 829th fl., 830th fl., 831st fl.,
832nd fl., 833rd fl., 834th fl., 835th fl., 836th fl.,
837th fl., 838th fl., 839th fl., 840th fl., 841st fl.,
842nd fl., 843rd fl., 844th fl., 845th fl., 846th fl.,
847th fl., 848th fl., 849th fl., 850th fl., 851st fl.,
852nd fl., 853rd fl., 854th fl., 855th fl., 856th fl.,
857th fl., 858th fl., 859th fl., 860th fl., 861st fl.,
862nd fl., 863rd fl., 864th fl., 865th fl., 866th fl.,
867th fl., 868th fl., 869th fl., 870th fl., 871st fl.,
872nd fl., 873rd fl., 874th fl., 875th fl., 876th fl.,
877th fl., 878th fl., 879th fl., 880th fl., 881st fl.,
882nd fl., 883rd fl., 884th fl., 885th fl., 886th fl.,
887th fl., 888th fl., 889th fl., 890th fl., 891st fl.,
892nd fl., 893rd fl., 894th fl., 895th fl., 896th fl.,
897th fl., 898th fl., 899th fl., 900th fl., 901st fl.,
902nd fl., 903rd fl., 904th fl., 905th fl., 906th fl.,
907th fl., 908th fl., 909th fl., 910th fl., 911st fl.,
912nd fl., 913rd fl., 914th fl., 915th fl., 916th fl.,
917th fl., 918th fl., 919th fl., 920th fl., 921st fl

Background: Job Ads in 1958 vs 1978

In 1958:

- ▶ Newspapers segregated pages of ads as "Help Wanted-Male" or "Help Wanted Female"
- ▶ Examples:
 - ▶ For a temporary position: "Are you ... a housewife whose children are in school"
 - ▶ Typist-Clek position: "Interesting positions for young women with 6 months to 1 year experience"

In 1978:

- ▶ Newspapers no longer label pages of ads according to gender.
- ▶ Many ads end with the phrase: "an equal opportunity employer M/F"
- ▶ Example:
 - ▶ Receptionist position: "Park Ave corp needs poised, charming indiv."

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), Bailey, Helgerman, Stuart (2023)
 - ▶ 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:
Atalay, Phongthiengham, Sotelo, Tannenbaum, 2018; 2020)

1. Distinguish vacancy postings from other advertisements
2. Find the boundaries between vacancy postings
3. Identify the ad's job title ⇒ 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

Classified Ad 1343 — No Title
New York Times (1923-Current file). Feb 20, 1966; ProQuest Historical Newspapers: The New York Times
pg. W11

Help Wanted—Female
Cont'd From Preceding Page

RECEPTIONIST TYPIST

Very active employment office requires gal with good telephone & clerical background. Must enjoy working with people.

Excellent Benefits
Five-day Week
Liberal Benefits

APPLY: STERN BROTHERS
6th Floor Personnel
West 45th Street
New York City

Receptionists \$70-95

Airline

NO EXPERIENCE CO TRAINS. NYC.
INTERESTING
DIAL Agency, 20 East 42 St
DIAL Agency, 135 Bway
(NEAR WALL STREET)

RECEPTIONIST-EXECS

Nice appearing, well spoken girls with a desire to work hard needed for this exec position. Co. offers a minimum of one year exp or some college recd.

\$90-100 WEEKLY FEE NEGOTIATE
FRONT DESK AGENCY
"PUBLIC CONTACT SPECIALISTS"
15 E 40th (off Mad Av) Rm 205

RECEPTIONIST/GAL FRIDAY
We offer an executive personnel agency. The position is for our staff. We require an alert, bright, able person with a good telephone voice. No skills —no exp. required. \$65-75 Start. Many benefits.

MR. BERNARD WILENS
ROBERT HALF PERSONNEL
295 Madison Avenue (Room 423)
MD 6-6700

receptionists
a new madison avenue
agency offers the
those interested in
extraordinary and
unique public con-
tact positions.

fee negotiable
Typing helpful
Training on App.
madison avenue agency
CORNER MAD. & 40TH (LOBBY)
RECEP. TYPIST: Interesting & diversi-
fied work in lush ofc.
Hrs PAYE FEES.....\$85

TAFT

OPEN WASHINGTON'S BIRTHDAY
150 BROADWAY agency D1 9-0330
ONE DAY AGENT MURKIN
OFFICE IN 40TH ST. SEE BRYAN SIGN

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]

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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

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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
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

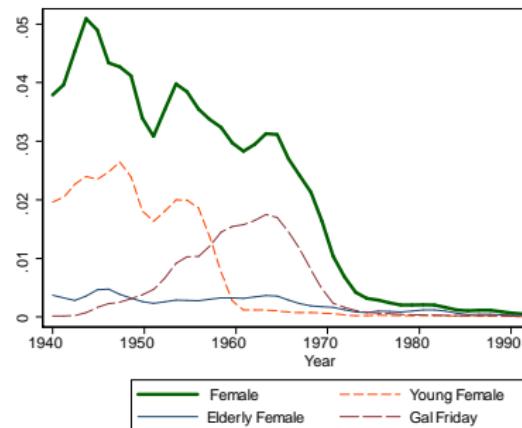
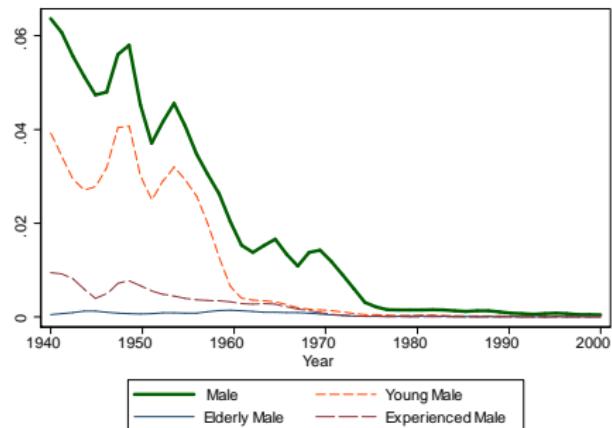
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Log Salary (Resid.)	0.018	0.001	-0.061	0.032	-0.092	-0.022
Regular schedule	0.163	0.146	0.359	0.086	0.133	0.305
Irregular schedule	0.018	0.006	0.009	0.010	0.006	0.005
Percent of Ads	2.6	94.4	3.0	24.6	56.7	18.6

Outline

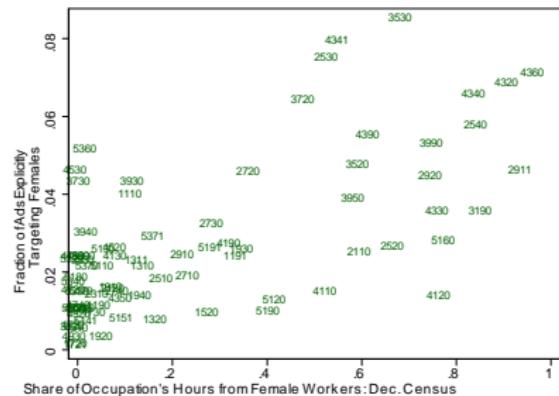
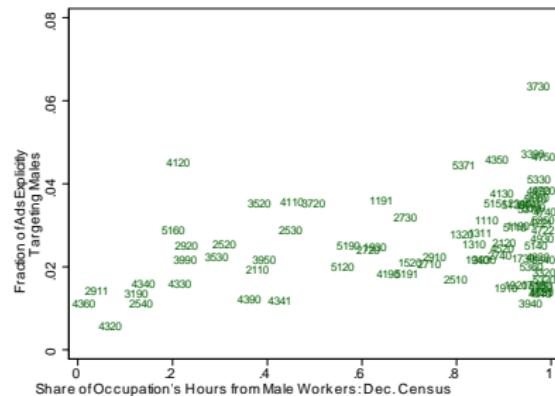
1. Data Sources
2. **Explicit Gender Targeting**
3. Substitution to Implicit Gender Targeting?
4. Wages Gaps and Occupational Segregation

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.

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^{male} and w_a^{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^{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^{male} , $\bar{w}_o^{\text{female}}$, \bar{w}_o^{male}

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

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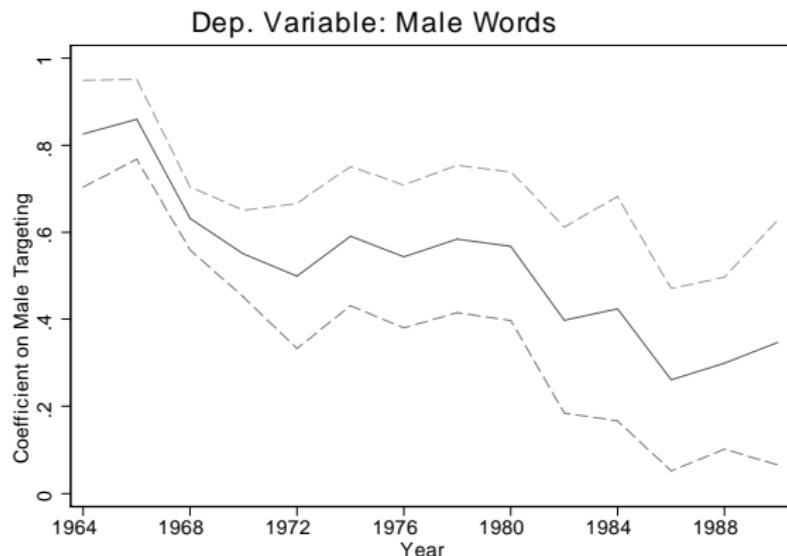
Regression:

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

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

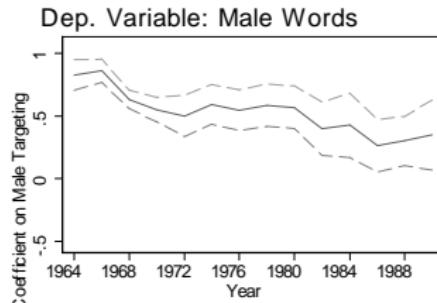
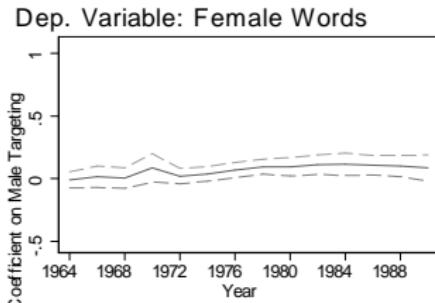
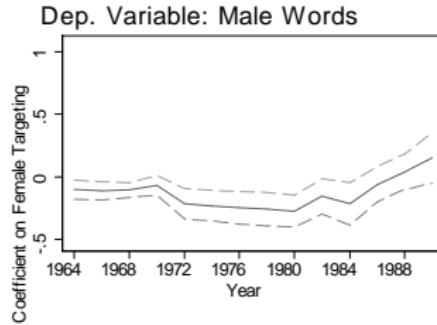
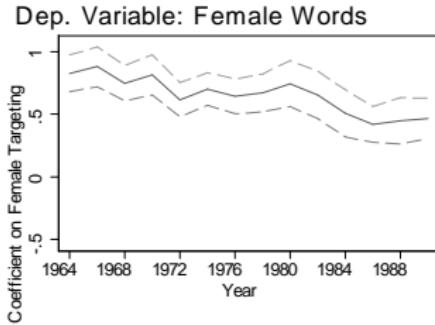
- ▶ Coefficients of interest: μ_t and ϕ_t : relationship between past explicit targeting and current use of gendered adjectives.

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 Occupation

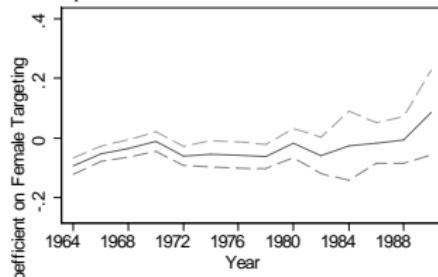


Results: Firm-by-SOC

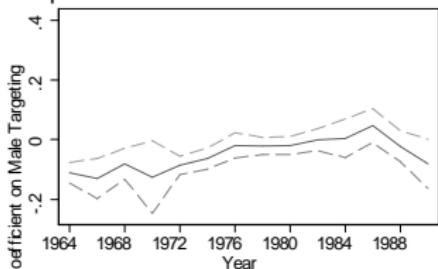
Dep. Variable: Female Words



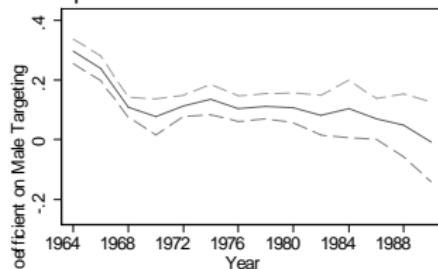
Dep. Variable: Male Words



Dep. Variable: Female Words



Dep. Variable: Male Words



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

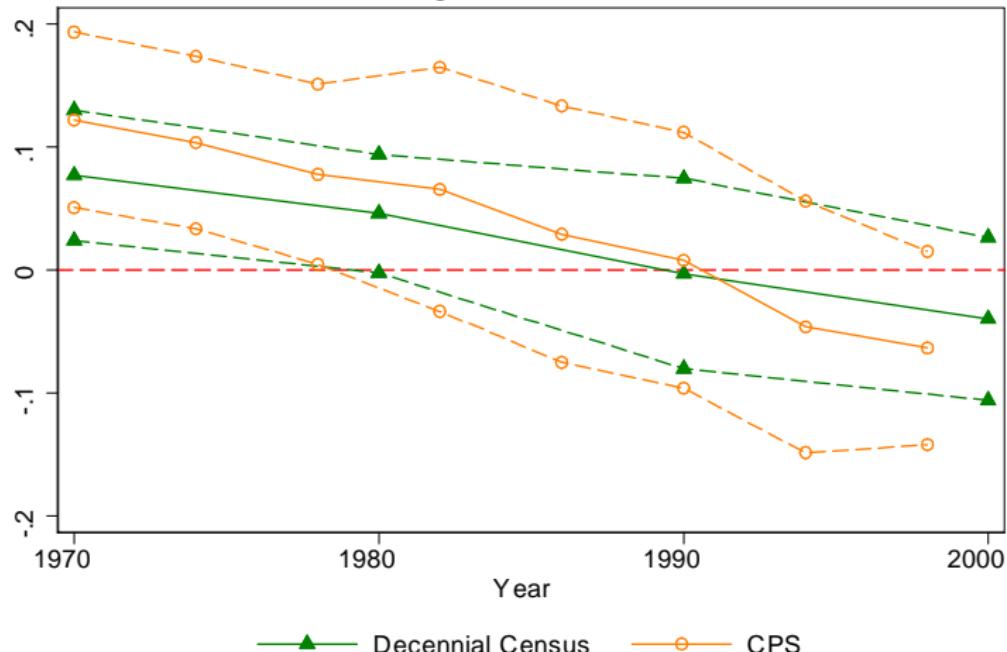
After gendered targeting is prohibited, compute w_{ot}^{female} and w_{ot}^{male} by $o \times t$ pair: female (e.g., poised) and male (e.g., aggressive) adjectives in occupation o and year t .

Regression:

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

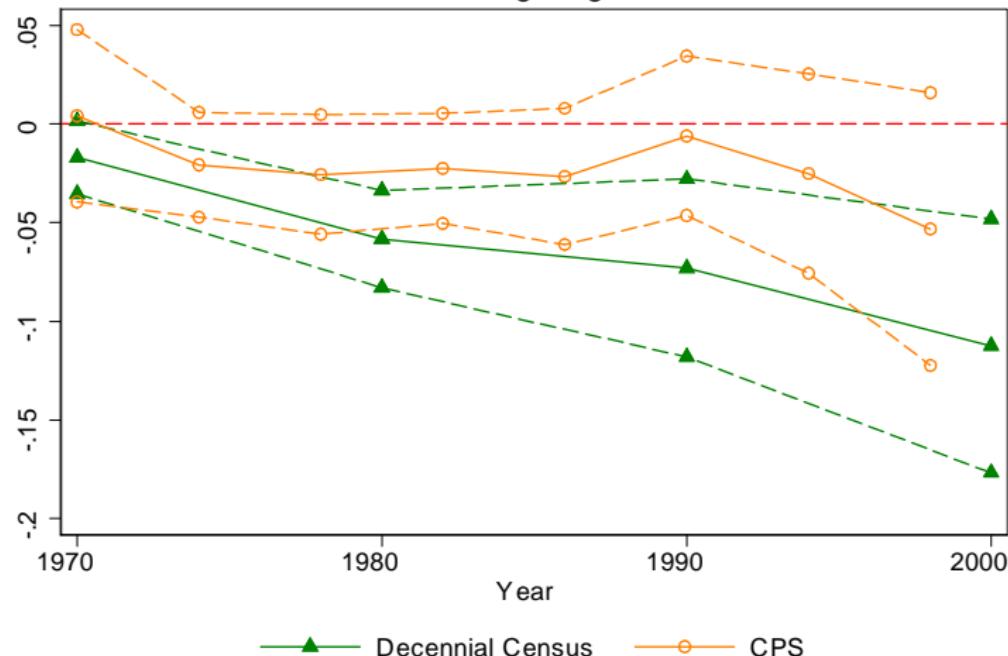
- ▶ y_{ot} : labor market variable:
{share of female workers, log average wage} from CPS ASEC or Decennial Census

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



A 1 standard deviation increase in male words / decrease in female words \Leftrightarrow 12 percent higher female share in 1970.

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



A 1 standard deviation increase in male words / decrease in female words \Leftrightarrow ~5 percent lower avg. wages in 1980.

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.