

TIFFANY FRENCH

THINKFUL FINAL CAPSTONE

PROJECT GOALS & SCOPE

- ▶ To analyze job postings for potentially biased language, which may be a cause of very gender-skewed jobs.
- ▶ Scrape job postings, analyze with supervised and unsupervised NLP techniques.
- ▶ This could be the basis for a “Turn-it-in” Style tool that could take text input, and provide analysis and suggestions for neutralizing the language.

Gender Gaps and AI Skills



Skills where women outnumber men

Text analytics

Speech Recognition

Text Mining

Natural Language Processing

Skills where men outnumber women

Deep Learning

Apache Spark

66%

74%

Artificial Neural Networks

Machine Learning

66%

85%

Computer Vision

Pattern Recognition

67%

98%

Neural Networks

70%

Source: LinkedIn data featured in the
Global Gender Gap Report 2018, World Economic Forum

EXAMPLES OF GENDERED LANGUAGE

- ▶ Masculine:

▶ Active

▶ Domina*

▶ Decisive

▶ Analy*

▶ Objective

▶ Self-reliant
- ▶ Feminine:

▶ Communal

▶ Connect*

▶ Cooperative

▶ Interdepend*

▶ Support*

▶ Together*

GAUCHER, FRIESEN, AND KAY	
Appendix B	
Job Advertisements Used in Studies 3–5	
Feminine	Masculine
Engineer	
Company description	Company description
<ul style="list-style-type: none">• We are a community of engineers who have effective relationships with many satisfied clients.• We are committed to understanding the engineering sector intimately.	<ul style="list-style-type: none">• We are a dominant engineering firm that boasts many leading clients.• We are determined to stand apart from the competition.
Qualifications	Qualifications
<ul style="list-style-type: none">• Proficient oral and written communication skills.• Collaborates well, in a team environment.• Sensitive to clients' needs, can develop warm client relationships.• Bachelor of Engineering degree or higher from recognized university.• Registered as a Professional Engineer.	<ul style="list-style-type: none">• Strong communication and influencing skills.• Ability to perform individually in a competitive environment.• Superior ability to satisfy customers and manage company's association with them.• Bachelor of Engineering degree or higher from recognized university.• Registered as a Professional Engineer.
Responsibilities	Responsibilities
<ul style="list-style-type: none">• Provide general support to project teams in a manner complimentary to the company.• Help clients with construction activities.• Create quality engineering designs.	<ul style="list-style-type: none">• Direct project groups to manage project progress and ensure accurate task control.• Determine compliance with client's objectives.• Create quality engineering designs.

DATASET

- ▶ Text analysis of job postings from indeed.com to assess for possible gender-biased language
- ▶ The job types are:
 - ▶ **Female:** Text Analytics, Text Mining, Speech Recognition, NLP
 - ▶ **Male:** Machine Learning, Apache Spark, Pattern Recognition, Neural Networks
- ▶ Techniques used:
 - ▶ Beautiful Soup
 - ▶ I scraped over 7,800 job postings from indeed.com with an iterative scraper that worked through hundreds of pages of job postings.
 - ▶ Due to duplicates (I.e. an NLP/Machine Learning posting) the dataset was reduced to 4,300.
 - ▶ Additionally, I removed one of the job types (computer vision) to reduce the possibility of class imbalance. Female fields represented 34% of the dataset. The dataset ultimately consisted of 3700 postings.

NOTEBOOKS AND CODE

```
starts = list(range(700, 1000, 10))
requests = 0
start = time.time()

baseurl = 'https://www.indeed.com/'

nlp_jobs = []
for start in starts:
    my_urls = ('https://www.indeed.com/jobs?q=%22machine+learning%22&start=' + str(start),)
    my_url = my_urls[0]
    for my_url in my_urls:
        uClient = urlopen(my_url)
        html_input = uClient.read()
        uClient.close()
        soup = BeautifulSoup(html_input, "html.parser")
        cards = soup.findAll('div', {'class': 'jobsearch-SerpJobCard'})
        it = iter(cards)
        next(it) # ads
        next(it) # ads
        #next(it)
        for curr in it:
            try:
                link = curr.find('h2').find('a', href=True)['href']
            except:
                pass
            with urlopen(baseurl + link) as uClient:
                list_url = uClient.read()
                listing = BeautifulSoup(list_url, 'html.parser')
                title = listing.find('h3',
                    {'class': 'icl-u-xs-mb--xs icl-u-xs-mt--none jobsearch-JobInfoHeader-t
itle'})

            if not title:
                print('missing content @ ' + baseurl + link)
            body = listing.find('div',
                {'class': 'jobsearch-JobComponent-description icl-u-xs-mt--md'}
                )

            if not body:
                print('missing content @ ' + baseurl + link)
            requests += 1
            sleep(randint(5,7))
            end = time.time()
            #print("Done in", end, "seconds")
            print('Request: {}; Frequency: {} requests/s'.format(requests, requests/end))
            clear_output(wait = True)
            with db_session:
                Job(title=str(title),
                    job_description=str(body),
                    job_class='Machine Learning')

GET CONNECTION FROM THE LOCAL POOL
BEGIN IMMEDIATE TRANSACTION
INSERT INTO "Job" ("title", "job_description", "job_class") VALUES (?, ?, ?)
```

8 DIFFERENT JOB TITLES

BEAUTIFUL SOUP SCRAPER

21 lines (14 sloc) | 281 Bytes

```
1
2 # coding: utf-8
3
4 # In[1]:
5
6
7 from pony_orm_model import *
8 import csv
9
10 @db_session
11 def add_job(title, job_description):
12     d = Job()
13     d.title = title
14     commit()
15     d.job_description = job_description
16     commit()
17     d.job_class = job_class
18     commit()
19
20 populate_database()
```

DATABASE MANAGEMENT

ORM AND SQLITE STORAGE

SCRAPING AND STORAGE

- ▶ I scraped hundreds of sites like you see here
- ▶ Time intensive.
- ▶ I used an Object Relational Manager to feed the scraped data into a SQLite database, which was more reliable for larger datasets than a JSON file.

The screenshot shows a web browser displaying job search results for 'Natural Language Processing Data Scientist'. The page is divided into two main columns. The left column lists three job postings: 'R&D Scientist/Engineer: Signal Processing / Machine Learning' by Applied Research in Acoustics LLC, 'Senior Data Engineer' by NarrativeDx, and 'Data Scientist' by Paypal. The right column features a detailed job listing for 'Natural Language Processing Data Scientist' by Booz Allen Hamilton, which includes a 'The Challenge' section, a description of the role, and a 'Build Your Career' section. The Booz Allen Hamilton listing also includes a 'Booz Allen' logo, a star rating, and a '1,839 reviews' count. The 'The Challenge' section describes the role as involving unlocking secrets held by data, while the 'Build Your Career' section highlights the company's commitment to professional growth and training.

n/jobs?q=natural%20language%20processing&l&vjk=354e5b916d61947d

R&D Scientist/Engineer: Signal Processing / Machine Learning - new
Applied Research in Acoustics LLC
Culpeper, VA
Signal Processing / Machine Learning*. Development of classification methods and algorithms for sonar-signal processing....
Easy apply
Sponsored [save job](#)

Senior Data Engineer - new
NarrativeDx
Austin, TX
Experience with natural language processing. Python server application development, SQL databases and query optimization, and scaling data processing....
Easy apply
Sponsored [save job](#)

Data Scientist
Paypal ★★★★★ 1,058 reviews
San Jose, CA 95131 (North Valley area)
Experience in natural language processing, text mining, web intelligence would be very helpful. Proficient coding capability in at least one of the major...
Sponsored [save job](#)

Natural Language Processing Data Scientist
Booz Allen Hamilton ★★★★★ 1,839 reviews
Washington, DC
Natural Language Processing Data Scientist. Experience with developing algorithms to analyze text data, including natural language processing NLP....

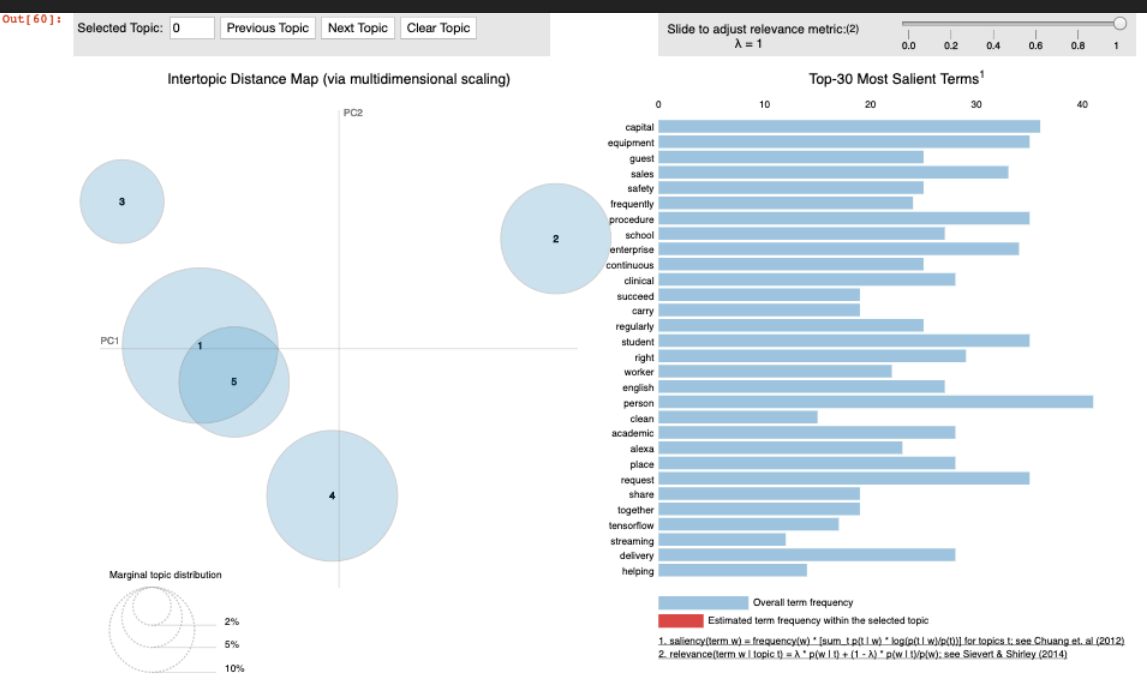
Natural Language Processing Data Scientist
Booz Allen Hamilton ★★★★★ 1,839 reviews - Was
[Apply On Company Site](#)

The Challenge:
Are you excited at the prospect of unlocking the secrets held by a you fascinated by the possibilities presented by the IoT, machine artificial intelligence advances? In an increasingly connected world amounts of structured and unstructured data open up new opport data scientist, you can turn these complex data sets into useful int solve global challenges. Across private and public sectors — from detection, to cancer research, to national intelligence — you know are in the data.

We have an opportunity for you to use your leadership and analyti improve the private and public clients we support. You'll work clos customer to understand their questions and needs, and then dig in rich environment to find the pieces of their information puzzle. You teammates, develop algorithms, write scripts, build predictive ana automation, apply machine learning, and use the right combination frameworks to turn that set of disparate data points into objective help senior leadership make informed decisions. You'll provide you with a deep understanding of their data, what it all means, and how it. Join us as we use data science for good in both the private and sectors.

Empower change with us.

Build Your Career:
At Booz Allen, we know the power of analytics and we're dedicate you grow as a data analysis professional. When you join Booz Alle expect:
access to online and onsite training in data analysis and presentat methodologies, and tools like Hortonworks, Docker, Tableau, and a chance to change the world with the Data Science Bowl—the we

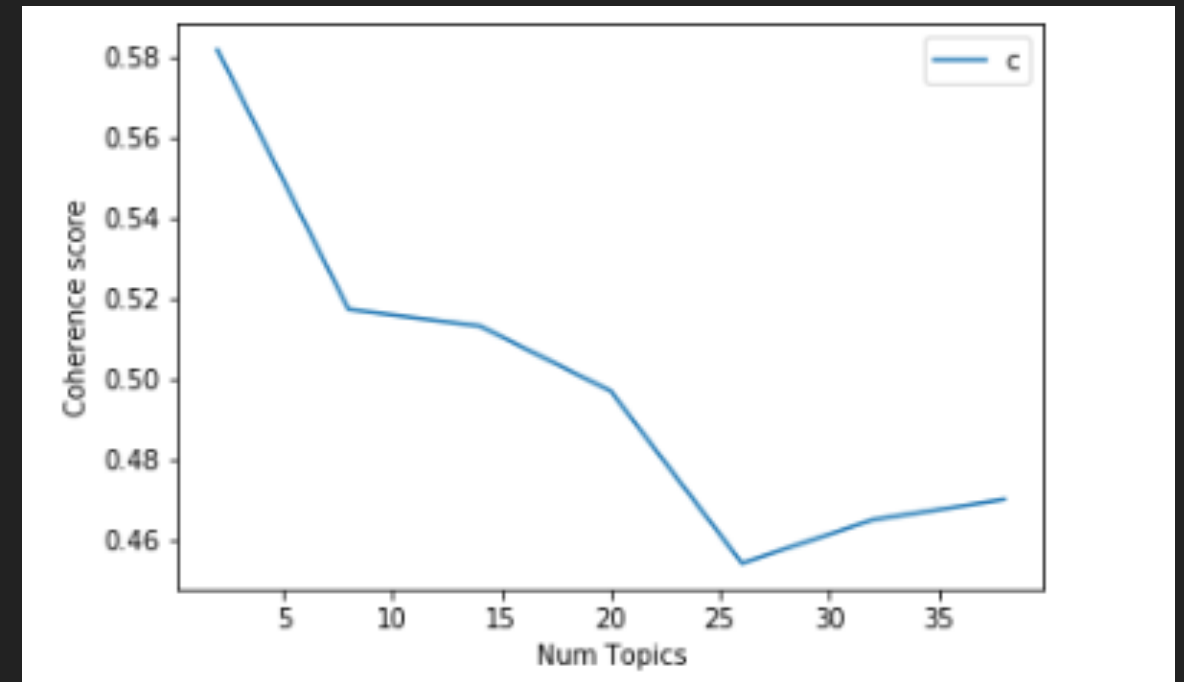


GENSIM AND PYLDAVIZ

UNSUPERVISED APPROACH

EVALUATING COHERENCE

- ▶ After evaluating the coherence of the LDA, it would be unwise to go above about 10 topics since there is a plateau and drop-off at that point.



UNSUPERVISED APPROACH-TECHNIQUES USED

- ▶ Gensim
 - ▶ Open source Python (& Cython) product for unsupervised topic modeling and NLP.
- ▶ Latent Dirichlet Allocation
 - ▶ Topic Modeling that projects the data into a space, and produces the most salient terms.
- ▶ PyLDAviz
 - ▶ Visualization of the above.



Out[60]:

Selected Topic:

Previous Topic

Next Topic

Clear Topic

Slide to adjust relevance metric:(2)

$\lambda = 1$

0.0

0.2

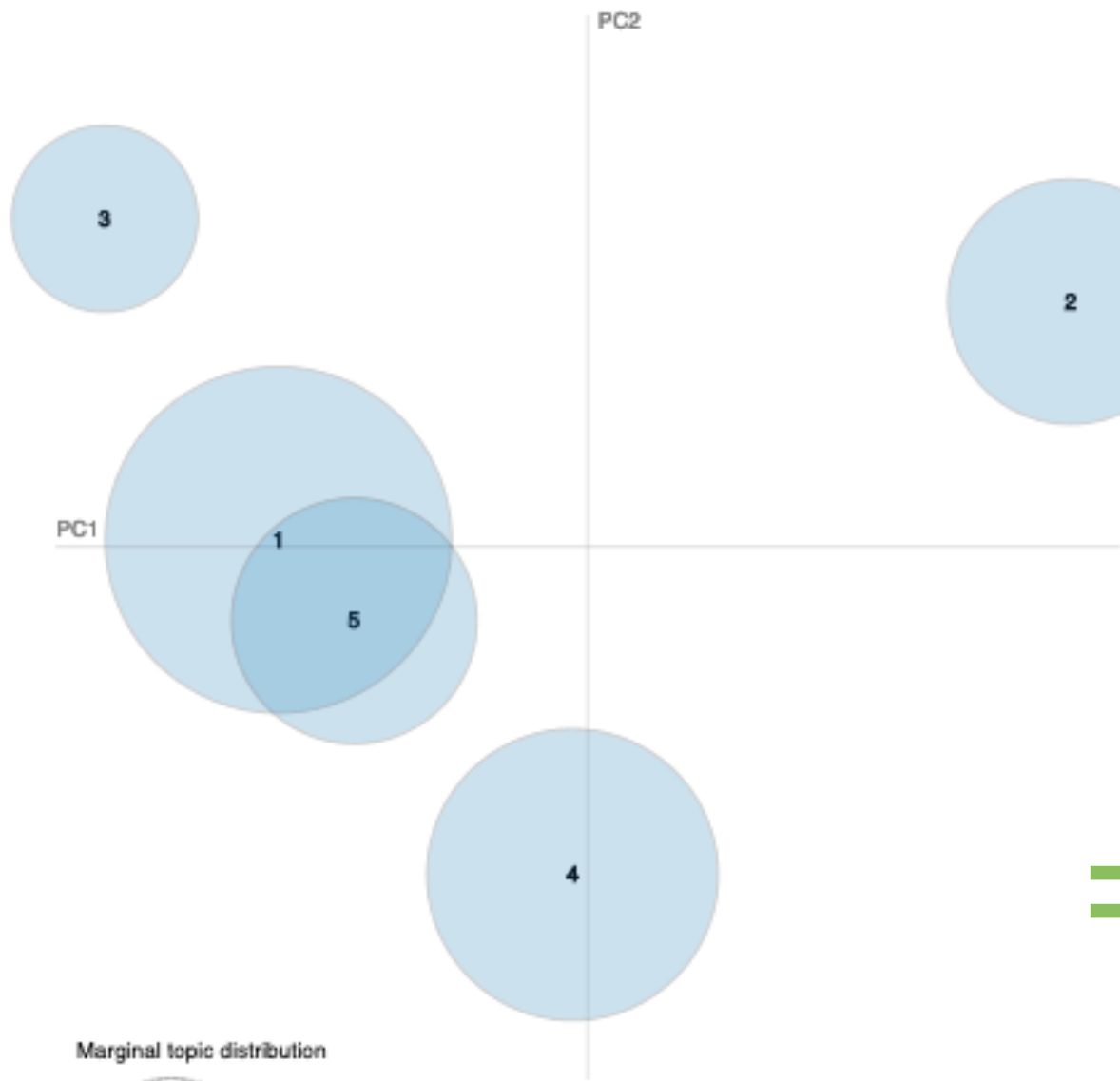
0.4

0.6

0.8

1

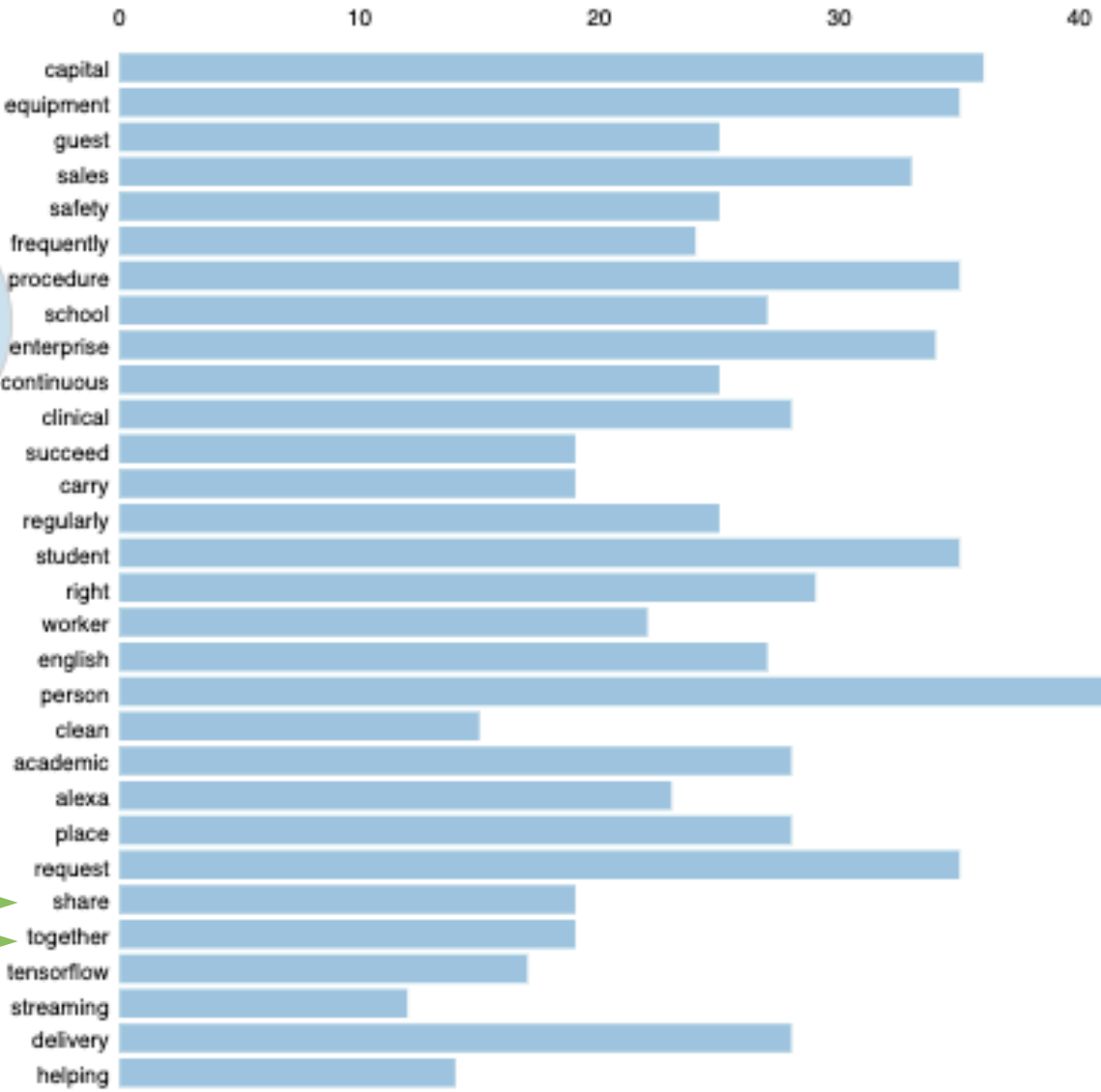
Intertopic Distance Map (via multidimensional scaling)



Marginal topic distribution



Top-30 Most Salient Terms¹



Overall term frequency

Estimated term frequency within the selected topic

1. saliency(term w) = frequency(w) * [sum_t p(t | w) * log(p(t | w)/p(t))]; see Chuang et. al (2012)
2. relevance(term w | topic t) = λ * p(w | t) + (1 - λ) * p(w | t)/p(w); see Sievert & Shirley (2014)

```

Cluster: 1
      job_description  MiniBatchLabels
job_class
Apache Spark          19              19
Machine Learning     183             183
Natural Language Processing  86             86
Neural Networks       166             166
Pattern Recognition   45             45
Speech Recognition    45             45
Text Analytics        8              8
Text Mining           4              4

Cluster: 2
      job_description  MiniBatchLabels
job_class
Apache Spark          157             157
Machine Learning      82             82
Natural Language Processing  103            103
Neural Networks       188             188
Pattern Recognition    73             73
Speech Recognition     8              8
Text Analytics         75             75
Text Mining           118            118

Cluster: 3
      job_description  MiniBatchLabels
job_class
Apache Spark           3              3
Machine Learning      48             48
Natural Language Processing  57             57
Neural Networks       56             56
Pattern Recognition    24             24
Speech Recognition     27             27
Text Analytics         2              2
Text Mining           7              7

Cluster: 4
      job_description  MiniBatchLabels
job_class
Apache Spark          358             358
Machine Learning      14              14

```

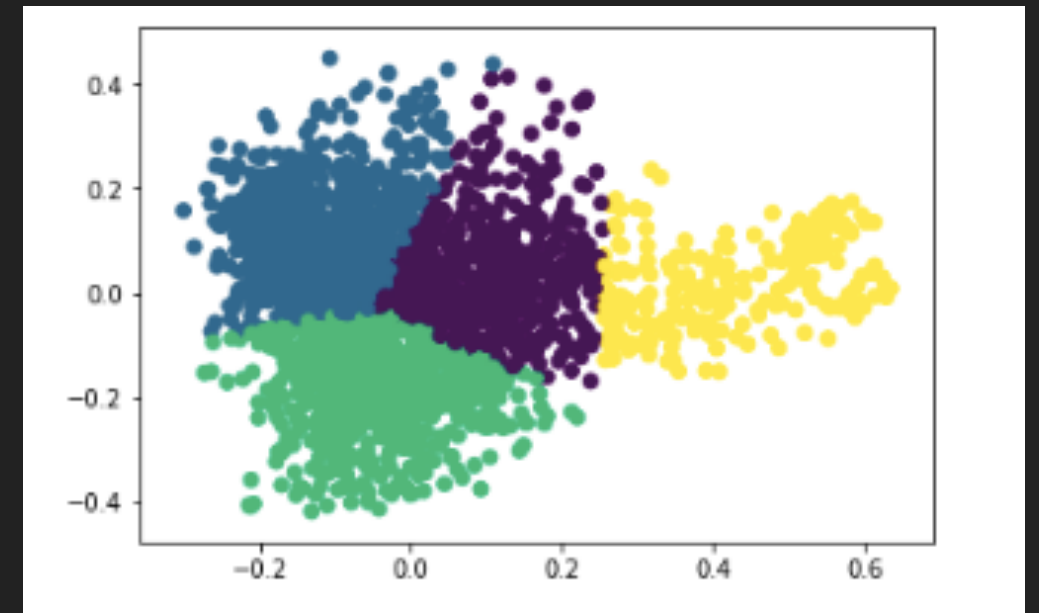
TF-IDF AND BOW

SUPERVISED

APPROACH

BAG OF WORDS

- ▶ Models used:
 - ▶ K-Means: Unfortunately, did not perform well.
 - ▶ LSA with Bow: Much more helpful.
 - ▶ LSA with Bigrams: Even better
 - ▶ Best model with 83% Cross-Val score.



TF-IDF

- ▶ Models used:
 - ▶ K-Means Mini-batch: Helpful in generating understanding “behind the scenes” batches 1 & 2 appear very balanced.
 - ▶ Gradient Boosting Classifier performed best here, and was able to match the job to its type (1 of the 8) with a score of 87.

K-MEANS MINI-BATCH

- ▶ Speech Recognition was heavily clustered in two of the batches.
- ▶ Cluster 1 has many male-dominated fields clustered within it. The female fields are not highly represented.
- ▶ Cluster two is relatively balanced.
- ▶ Cluster 5 is an example of one of the more Speech Recognition skewed clusters.

```
Cluster: 1
job_class      job_description  MiniBatchLabels
Apache Spark   19              19
Machine Learning 183            183
Natural Language Processing 86            86
Neural Networks 166            166
Pattern Recognition 45            45
Speech Recognition 45            45
Text Analytics  8              8
Text Mining    4              4
```

```
Cluster: 2
job_class      job_description  MiniBatchLabels
Apache Spark   157            157
Machine Learning 82            82
Natural Language Processing 103            103
Neural Networks 188            188
Pattern Recognition 73            73
Speech Recognition 8              8
Text Analytics  75            75
Text Mining    118            118
```

```
Cluster: 5
job_class      job_description  MiniBatchLabels
Apache Spark   19              19
Machine Learning 65            65
Natural Language Processing 68            68
Neural Networks 75            75
Pattern Recognition 96            96
Speech Recognition 126            126
Text Analytics  41            41
Text Mining    31            31
```

The distance between the Deep Learning Engineer (66% male) and the NLP Position (mostly women).

```
In [82]: scipy.spatial.distance.pdist([one_topics, two_topics])
Out[82]: array([0.25583754])
```

The distance between the Deep Learning and Pattern Recognition (98% male).

```
In [83]: scipy.spatial.distance.pdist([one_topics, three_topics])
Out[83]: array([0.41192855])
```

The distance between NLP and Pattern Recognition.

```
In [84]: scipy.spatial.distance.pdist([two_topics, three_topics])
Out[84]: array([0.3271281])
```

This is very interesting. What we can see here is that a job description from a relatively balanced field has the greatest distance from the very-male dominated field. While the NLP and Pattern Recognition aren't as far apart as the Deep Learning and Pattern Recognition, I think it is still of note. What we see here is that a job description from a balanced field is different from one that is not balanced at all. This makes a great case that even job descriptions that might be skewed toward one gender or another are more similar than we realize as well.

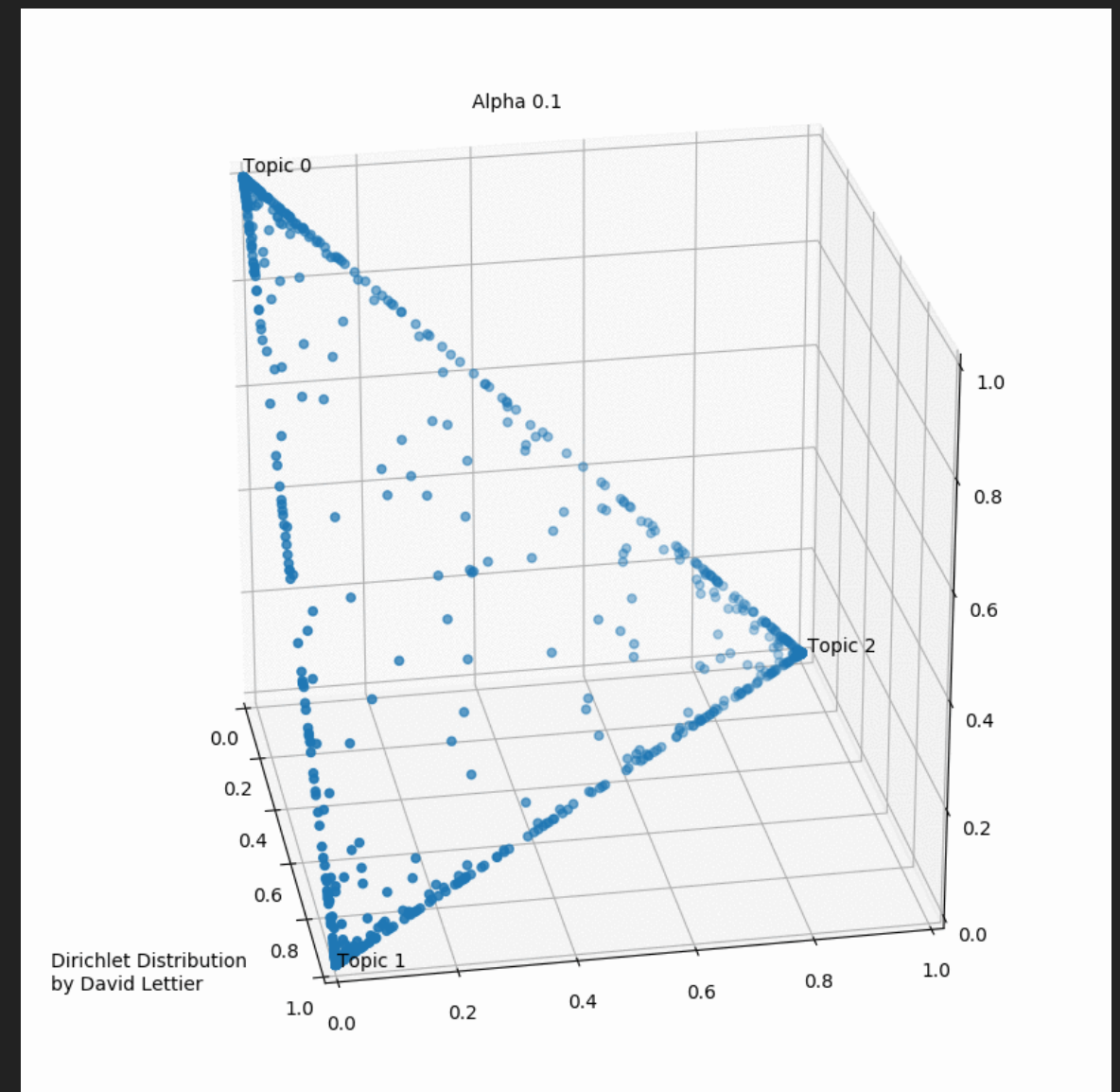
In the end, I think this makes a great case for gender-balanced job descriptions that can attract the best and brightest from any gender (I'd, of course, like to broaden this to people who identify as gender non-binary).

I think something like this projection could help create a program that analyzes a job description, and gives feedback to the client about how balanced it might be. It would take web development, and extensive model training, but I think something like that could be valuable.

This projection model was created with extensive help from my mentor, Philip Robinson. So I'd like to give him credit here where it's due!

LDA PROJECTION

- ▶ With this, we project three new job descriptions into the LDA space, and measure the distance between the new postings, based on the understanding of the Latent Dirichlet Allocation.
- ▶ Each topic (word in our case) has an associated alpha which is plotted in a shape like this.



<https://medium.com/@lettier/how-does-lda-work-ill-explain-using-emoji-108abf40fa7d>

ANALYSIS OF LDA PROJECTION

- ▶ Three new job descriptions were projected into the LDA Space:
 - ▶ NLP (Female-dominated)
 - ▶ Deep Learning Engineer (Balanced)
 - ▶ Pattern Recognition (Male-Dominated)
- ▶ As it turns out, the least similar descriptions are the balanced and male-dominated description, whereas the most similar descriptions are the balanced, and female-dominated fields.
- ▶ This suggests that the female, and balanced fields might have the most similar postings, and the male-dominated fields would be the most different of the group.

Deep
Learning
Engineer

Pattern
Recognition

Pattern
Recognition

Natural
Language
Processing

Natural
Language
Processing

Deep
Learning
Engineer

OUTCOMES AND FURTHER RESEARCH

- ▶ In short, the project did not produce some of the definitive results I was looking for. However, I still think it had some valuable outcomes
 - ▶ LDA Projection
 - ▶ Modeling and classification
 - ▶ PyLDAviz
- ▶ A larger corpus could help promote understanding, so to improve the project, I would increase the corpus size and try some of the same approaches.

Why Women Don't Apply for Jobs Unless They're 100% Qualified

by **Tara Sophia Mohr**

AUGUST 25, 2014

SAVE SHARE COMMENT 212 TEXT SIZE PRINT \$8.95 BUY COPIES

You've probably heard the following statistic: Men apply for a job when they meet only 60% of the qualifications, but women apply only if they meet 100% of them.

The finding comes from a Hewlett Packard internal report, and has been quoted in *Lean In*, *The Confidence Code* and dozens of articles. It's usually invoked as evidence that women need more confidence. [As one Forbes article](#) put it, "Men are confident about their ability at 60%, but women don't feel confident until they've checked off each item on the list." The advice: women need to have more faith in themselves.

I was skeptical, because the times I had decided not to apply for a job because I didn't meet all the qualifications, faith in myself wasn't exactly the issue. I suspected I wasn't

SCIENCE

The More Gender Equality, the Fewer Women in STEM

A new study explores a strange paradox: In countries that empower women, they are less likely to choose math and science professions.

OLGA KHAZAN FEB 18, 2018



Artist Tjaasa Gusfors poses next to her Jesus Christ ice statue near Stockholm in 2011. (TT NEWS AGENCY / REUTERS)



Male-oriented titles can inadvertently prevent women from clicking on your job in a list of search results. Avoid including words in your titles like "hacker," "rockstar," "superhero," "guru," and "ninja," and use more descriptive titles like "engineer," "project manager," or "developer."

2.) Check pronouns.

When describing the tasks of the ideal candidate, use "S/he" or "you." Example: "As Product Manager at XYZ, you will be responsible for setting the product vision and strategy."

3.) Avoid (or balance) your use of gender-charged words.

[Analysis from language tool Textio](#) found that the gender language bias in your job posting predicts the gender of the person you're going to hire. Use a tool like Textio tool or the free [Gender Decoder](#) to identify problem spots in your word choices. Examples: "Analyze" and "determine" are typically associated with male traits, while "collaborate" and "support" are considered female. Avoid aggressive language like "crush."

4.) Avoid superlatives.

Excessive use of superlatives such as "expert," "superior," "world class" can turn off female candidates. Research shows that women are more collaborative than competitive in nature. [Research](#) also shows that women are less likely than men to brag about their accomplishments. In addition, superlatives related to a candidate's background can limit the pool of female applicants because there may be very few females currently in leading positions at "world class" firms.

5.) Limit the number of requirements.

OUTCOMES AND FURTHER RESEARCH

- ▶ Something like this would be the ideal outcome from this project. However, I think just creating awareness with the project helps us not to skew a posting either way, but perhaps promote an equitable work environment that brings together all of the best talent available.



TEXT





@tshaefrench



@datatf

THANKS FOR ATTENDING!
QUESTIONS?