



TOWARDS ENSURING GENDER INCLUSIVE SE JOB ADVERTISEMENTS

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At a glance



Background

Software engineering (SE) is a male dominated field, which is driven by gender bias in the recruitment process - warranting investigation into the nature of job advertisements.



Goal

Develop male and female SE personas and apply cognitive walkthrough inspired by the GenderMag framework to identify gender-related issues.



Strategies

Survey 44 software practitioners to identify facets where male and female participants differ.

Create personas and use them for cognitive walkthrough on job ads.

Key outcomes



Major facets

From our surveys, we identified 16 gender-related facets and three job applicant facets.



Gender biased job ads

Our cognitive walkthrough with personas Tim and Abi revealed gender bias on the sample job ads for analyst and tester.



Tested personas

Tim and Abi's personas were deemed reliable to help detect bias when preparing job ads.

Summary of findings



Identified facets on which male and female SE candidates differ and derived three facets such as “SE views”, “Career goals” and “Job application behaviour”.



Developed Tim and Abi persona inspired by the GenderMag approach, available for managers to use for recruitment.



Future plans to develop an automated tool using Tim and Abi’s personas to facilitate cognitive walkthrough.

Learn more

Contact the [HumaniSE Lab](#) or scan the QR code.



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