

# *The Impact of Gender Bias in Social Media on Women's Job Development*

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**Abstract:** With the development of the Internet, social media has gradually become the main way for people to find jobs. However, such a job search method is not absolutely fair. On the contrary, women suffer from gender bias in every way. This article aims to specifically discuss similar gender biases and their distress and potential risks to women from three aspects.

**Keywords:** Gender Bias, social media, job development

## 1. Introduction

Over the past two decades, with the rapid development of the world economy, technology, and civilization, the spirit of feminism has gradually become familiar to people, and the voice of its supporters has become more and more influential. People began to understand and pay attention to women's needs, listen to their voices, and gradually began to recognize their abilities in various fields. The confinement of gender discrimination that has existed for many years is gradually loosening.

However, it is frustrating that this confinement has not disappeared completely, but gradually transformed into gender bias, which exists in people's daily lives. In all aspects of life, there is no area where gender bias is causing more problems for women than in the job markets. One may often hear the term "glass ceiling" proposed by Marilyn Loden in 1978 Women's Exposition, meaning that on the surface it seems that men and women are already equal, but women in the workplace often encounter potential difficulties in promotion, which are usually not reflected in the objective difference in work ability. In other words, gender bias is gradually becoming an unspoken rule in the job market. This kind of problem is very common in life, women have more or less experienced or are experiencing it.

This paper attempts to analyse the impact of gender bias in social media on women's potential job opportunities and career development, as social media is now an integral part of people's lives, and job search and employment opportunities are one of the aspects that people rely heavily on it. This article will discuss the manifestations of gender bias and its adverse effects on women's career advancement from three aspects: the language and the wording of online job advertisements, the media coverage gained by professional women, and the presentation of mainstream professional images on social media. It is therefore possible to study the specific and long-standing issue of the im-pact of gender bias in social media on women's career development from a specific and closely related perspective. People are facing a social problem that is so deeply rooted that it is impractical

to change it overnight. However, this paper hopes to make people aware and start paying more attention to this issue

## 2. Gender biased language in online job advertisements

To begin with, language in job advertisements in social media is gender biased. Language is one of the most important parts of job advertisements, through which companies describe the type of employees they need, and it is through these descriptive words that people assess and decide whether they are a good fit for the role. In other words, language has a significant impact on how people perceive themselves and their positions, as well as on the job decisions they make. According to Askehave, et al. [1] who have designed a study on language use in Danish top executive job advertisements, job advertisements tend to use gendered-biased terms to distinguish men from women. Advertisements additionally encompass phrases like 'købmand' (meaning 'merchant'), wherein this Danish phrase additionally carries the phrase 'man', there-fore, through its very nature, refers to a male. In this study, researchers gave participants nine extracts and asked them to decide whether these extracts were describing a position for men or women. Participants' votes were particularly skewed towards the male choice when the position described in the job advertisement is a leadership position, as descriptions of leaders are often masculine and include words like "gentlemen".

Even more worrying to the researchers, many women who saw job advertisements containing adjectives such as "mature" or "dynamic" those employers used as their expectations also subconsciously assumed that they were describing men and withdrew from competition for the position voluntarily. This phenomenon may have reminded people that the language that is discrimination in gender used in job advertisements not only creates unfairness but also affects women's self-awareness and self-confidence. According to Bosak and Sczesny, when women feel that they are "less agentic (e.g. confidence, individualistic) and more communal (e.g. gentle, affectionate) than men" in the workplace because of their prolonged exposure to these adjectives, they are losing potential job opportunities.

On average, job advertisements targeting men typically offer higher salaries. Markets are preferred giving women in low-quality, low-status informal jobs. According to Afra R Chowdhury, et al. [2] we found that the job advertisements already make the future career planning for people based on their language use, the companies allocate most of the high-powered, high-salaries, and high-treatment jobs for men, rather than every-one. Based on Afra R Chowdhury's idea that the enactment/introduction of the Civil Rights Act that was published in 1964 represents women's rights improve whereas be-fore this act passed, in the United States, explicit/overt gender discrimination was legal, the examples of gender bias job advertisements were documented still well-preserve, which proves that improper language use in job advertisements exists for a long time. During this period, the States has strong discrimination against women (especially married women). Women's jobs usually are low skills which mean their position is not advanced; on the other hand, men's jobs usually are high skills which represents high positions it is because most of the employers are men and they are creating a vicious circle of work position choices. The advertisements that people see on social media, give people a perspective that women usually work at a low-level job, such as clerical.

Moreover, teaching is an area that needs to be put into lots of time and energy which is in high demand, however, its salaries are not higher than the job that most of the men are doing. It is consequent of the language that the employers use in the job advertisement and its significant influence and indirectly arranged people's works choices and their future development. Although women have the same level of working skills as men or even higher level of working skills than men, the jobs choice for women is still not equal to men. It is largely due to the incorrect use of language in social media job advertisements make a terrible result for women job's development.

### **3. Women in the workplace receive less media coverage than men**

Second, according to Jia et al. and Macharia, ladies keep getting hold of much fewer media coverage than guys of identical potential do. There are plenty of studies that show that social media users, like, news reporters who post successful and efficient entrepreneurs, are less likely to post women who are successful in their work. It is not easy to judge or determine whether mainstream media have a coverage bias against women or not because nowadays, women working opportunities also increase due to more and more ladies joining to work and are doing well at work when ladies update guys as newspaper editors or whilst ladies attain different key positions in newsrooms, this doesn't appreciably enhance ladies' quantity of media coverage [3-4]. But, it is possible that the reporters have stereo-types, that can be described as a hegemonic masculine culture - an ideology that prefers men's benefits rather than women's [5-6]. According to Eran Shor, et al. [7], the inequalities in the media coverage of men and women may be caused by three aspects of inequalities - unequal public interest, real-world structural inequalities, and media-related inequalities. All of these both related to a long-standing question, gender- bias.

Before human beings join in work, thousands of sociologists and economists who highlight that within the same fields, whether it is politics, business, the security forces, and other high-profile professions and fields, women cannot do as best as men do [8-11]. Women are separated into a working place area where is low-skill and low space for advancement. This is clearly sexism, prejudice, or discrimination based on one's sex or gender. Under an incorrect leading, more and more women decide to stay at home to be a mom or be decided by their relatives to work in a profession with lower visibility and pay that are less newsworthy [12-14]. For the women who work in high positions, countless hinders are waiting for them to overcome, much more than men. Some people might say there are some women who are successful in their working positions, yes that's true. Whereas, the majority group of their colleagues is men. The choice for the reporter to interview or report for women who are doing excellent work in their career is few, in other words, reporters have no choice [15-19]. It is impossible that they only focus on a small group of people and keep up-dating these minorities' news.

Additionally, women attract less public interest even they reach the same position as men. The culture makes a huge negative impact on women and this discrimination blocks the path for women, not only working but also entire lives. Due to this wrong idea, the public might pay more attention and expectation to men, a group of people who enjoy better resources when they have entered this world. Since this ideology gradually integrates into people's lives, women who are successful in their professions are less likely and more unlikely be post on social media.

### **4. Occupational images on social medias are gender biased**

Last but not least, occupational images on social medias are often biased as such. Whether people are searching randomly for a job on social medias, or seeking information about a specific position as they are looking for a job, they will inevitably see a variety of occupational images that match the job. The figures on these images are often the first impression people have of the work that matches them. However, when searching for high-skilled and high-paying jobs, such as computer programmer, civil engineer, etc., the occupational images in the search results are often men. According to Bhargava, et al. [20], media platforms and varieties of search engines act to increase gender stereotypes because they are acting as gatekeepers who control almost all the recent information. Since the images on social media represent occupations, the gender of the figures in the images will start to potentially affect people's feelings about occupations, and gender will also potentially represent occupational characteristics and expectations for occupations. The psychological and social impact of this is far more pro-found than people think, but this problem is often ignored.

After researching and analysing the statistics, the researchers found that only a few parts of women played occupations which have a better-paying, more respectful, and extra reputable, most of the women work in overrepresented in others [21-23] performed a big proportion. [18]. In addition, the re-researchers further discussed that women in occupational pictures tended to exhibit attractive and sexy, while men were more mature and composed. This makes women appear inoffensive and beautiful, while men suggest strength [24]. However, the job market and workplaces value competence and leadership over superficial attractiveness, which are often not reflected in the images of women in occupational images. This undoubtedly deepens employment inequality to a great extent, and also deepens women's misperceptions about their career choices—as the choice of career and the message of its expectations from the career itself are two-way and complementary. To be more specific, women are often faced with tinted glasses or potential gender stereotypes in their job search, such as being perceived as incapable of a job within their abilities, or losing out on a job opportunity that they should have. Conversely, when women think about their employment direction, they are also very likely to be limited by gender bias and not feel confident to participate in the competition in the workplace. Together, they contribute to inequality between men and women in the job market.

It is often assumed that when job markets and job searching move to online platforms such as various social media as technology evolves, people will get fairer and more diverse choices based on large algorithms, but frustratingly, researchers' research of social media display that the “digital world that including every app that used by people can purport perfect to provide more equitable and modern gender construction, but it do not come true” [25]. Conversely, because of the distance created by social media when applying for a job, job markets have become extremely commoditized, and people are often simplified and symbolized—for instance, occupational images simply randomly furnished pictures of gentlemen or ladies who're dressed like the job content, without displaying some other details information including work ability, work attitude, management ability, or leadership, etc. Under this condition, these simple, single, and easy-to-search occupational images finally led the gender stereotypes further reinforce. This is especially unfriendly to women, who are already plagued by gender bias and are often forced to be part of such an environment. Moreover, as people's job search has gradually shifted to online, women have no more free choices other than accepting the rules of job markets affected by gender bias

## 5. Conclusion

In this study, we present three arguments to discuss why gender bias on social media can have a strong and profoundly negative impact on women's job development. The three arguments are the language job advertisement on social media is gender biased, women who are successful in their works are less likely to be posted on social media platforms than men of similar abilities, and occupational images on social media are often gender biased. This paper proved these ideas are valid and sound.

Also, this paper gives the public a strong reminder about women's status and role in society need to be changed and must be changed. Although society keeps growing whether is in ideology or technology, it is not perfect, and gender biased problem is one of the most pressing issues. Today's people's ideas should keep up with the progress of the times. It is everyone's responsibility to keep the balance between man and female equally rather than tilt either side.

Gender bias and social media are the two keywords in this paper since current people are using almost half of their time on social media every day, which implies that social media is having a major impact on all aspects of people. However, work-related messages and images in the media do not contribute positively to women's job development, but are directly or indirectly causing women's job development to become more difficult and leading to a significant reduction in women's presence in the work-place. Because of these gender biases and stereotypes, many women may have missed out

on a sizable career opportunity. At the same time, their ability to work that is not inferior to or can even surpass men's is not seen and recognized. Kanter, Madden, Smith pointed out that With the unequal treatment of gender, women are less likely to be treated seriously in the job, they may be assigned much less vital and salient positions and they may be much less possibly to be promoted. This will ultimately have a negative impact on women's working life and daily life, as well as on women's employment development. Ultimately, it creates a vicious circle for women's future career development and the formation of self-awareness such as self-confidence and self-esteem.

In all, social media is a considerable role withinside the disadvantages women face in the job market and the workplace. This should be reflected on, as the emergence and flourishing of social media should bring positive help to people, not gender bias and gender stereotypes, and every human being should have equal opportunities and be found to shine. However, as society continues to develop and progress, and as people learn more about social media and gender equality, this problem will surely be improved and eventually disappear.

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