

Gender Diversity Narratives in the Australian Context

Understanding dominant perspectives

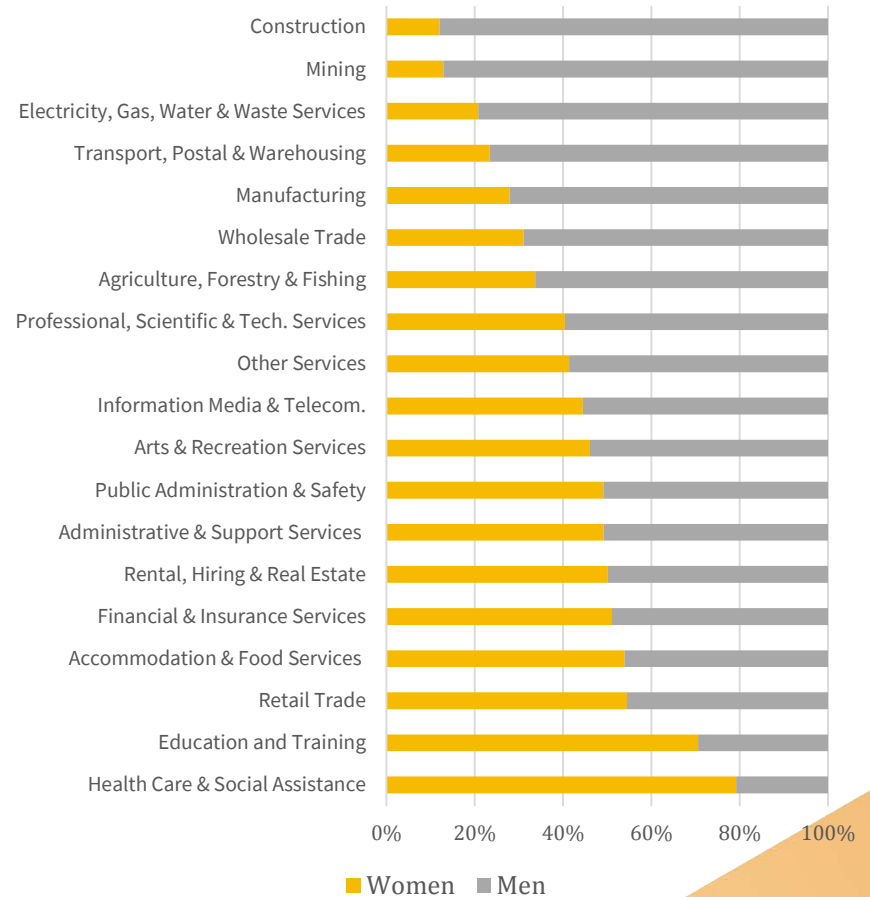
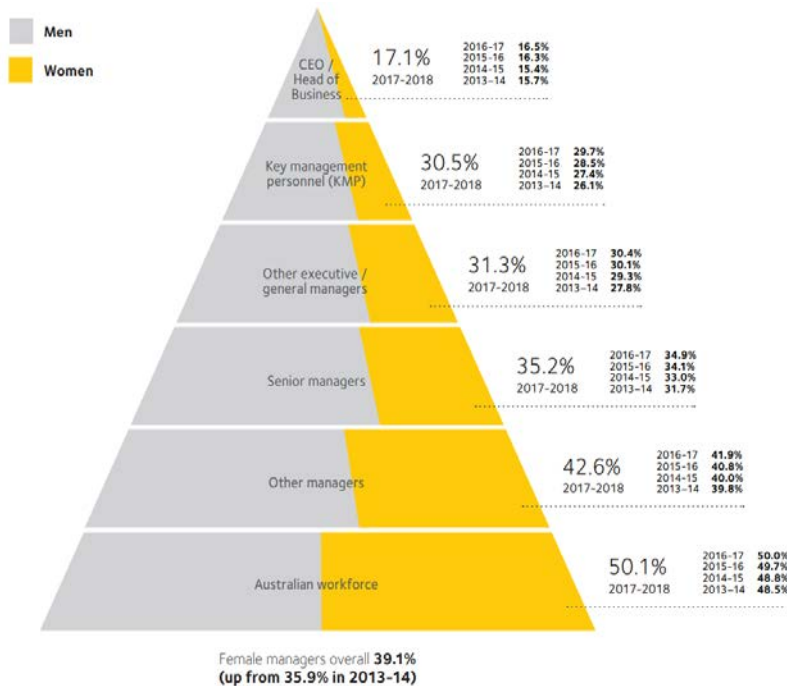
Dr Holly Lawford-Smith, Prof. Cordelia Fine & Dr Victor Sojo

Topics

- Australians' attitudes towards workplace gender diversity: Some background
- The program of research
- The current study: Dominant perspectives
 - Rationale
 - Methods
 - Next steps

Australians' attitudes towards workplace gender diversity

- Vertical and Horizontal Gender Segregation



Australians' attitudes towards workplace gender diversity

- Extensive efforts to address gender diversity
- No studies about people's reasons / arguments against and for these efforts



Among Australian workers
(or in other countries)



In Australian media
(or in other countries)

Australians' attitudes towards workplace gender diversity

- Studying these reasons could help
 - Differentiate ordinary people's views from dominant narratives
 - Map out changes across time in these attitudes
 - Understand resistance to change and backlash
 - Identify clusters of people with specific views
 - Provide a template to develop interventions.

The program of research

1. Qualitative study

240 Australia workers (balanced across gender, industry & seniority) opinions about actions to address vertical and horizontal gender segregation at work

2. Quantitative study

1200 Australian workers (also balanced) expressing their level of agreement with statements derived from previous study

3. Media Analysis

10 most widely read Australian newspapers (a) in the last 5 years and (b) across 30-40 years, using automated text analysis

4. Interventions

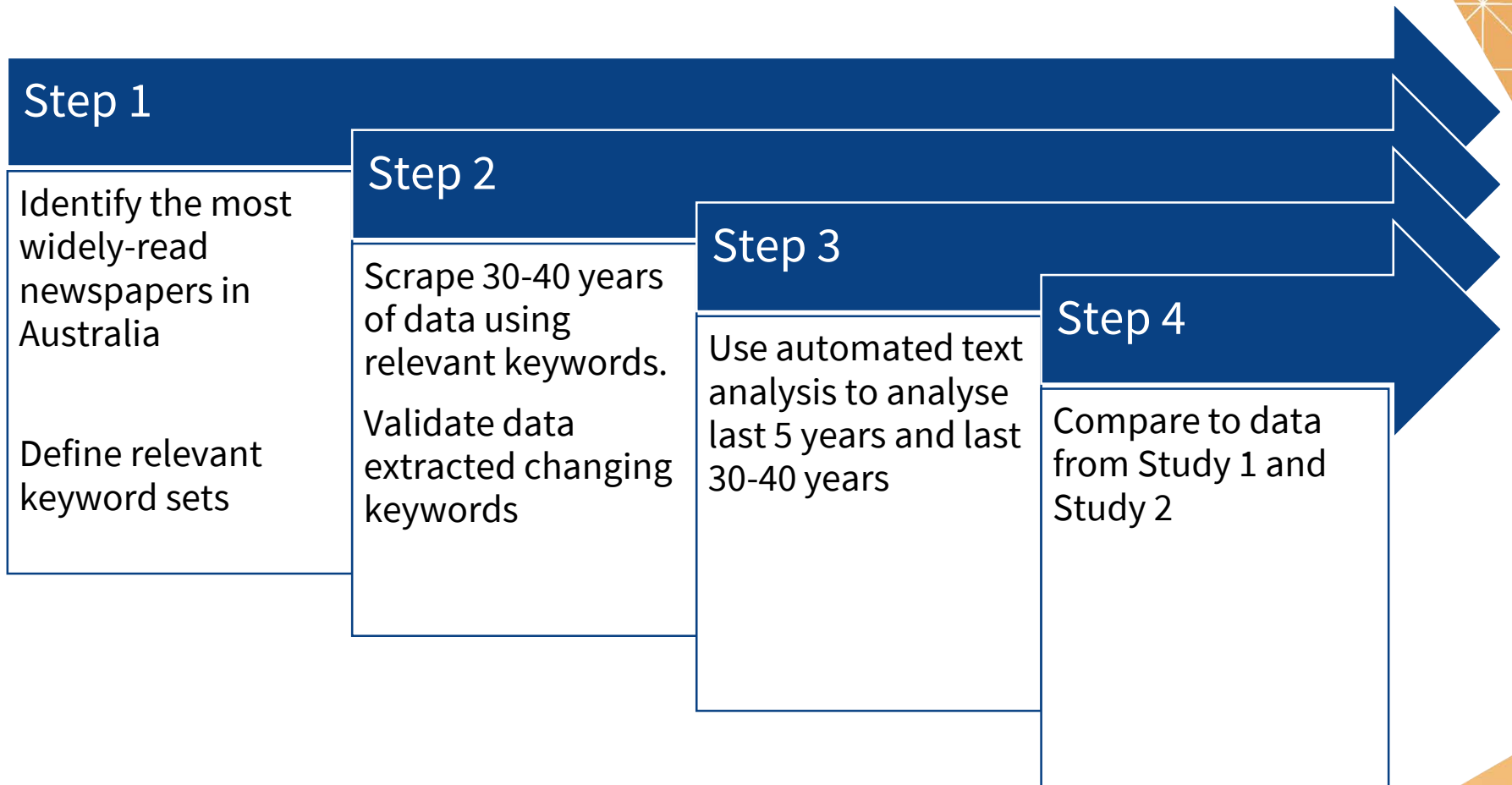
Set of studies to experimentally manipulate the kinds of arguments put forward and test their impact on agreement with specific workplace gender diversity management efforts

The Current Study: Media Analysis

- Why?
 - To understand dominant opinions Australians are currently exposed to (last 5 years)
 - To understand how those opinions have evolved over the last 30-40 years
 - To contrast those opinions with what ordinary Australians say

The Current Study: Media Analysis

- How?



The Current Study: Media Analysis

- How?

Step 1

Identified 12 most widely-read newspapers in Australia

Defined relevant keyword sets

Audited Media Association of Australia + Literature review

The Australian Financial Review
The Australian
The Canberra Times
Daily Telegraph
The Sydney Morning Herald
Northern Territory News
The Courier-Mail
The Advertiser
The Mercury
The Age
Herald Sun
The West Australian

Literature review + Library Support

(gender OR women OR female) AND

(divers OR equal OR equity OR parity) AND

(work OR job OR occupation OR career OR profession OR employ OR organization OR organisation OR business OR industry OR companies OR company OR corporation)

The Current Study: Media Analysis

- How?

Step 2

Scraping 30-40 years of data using relevant keywords:

Hits identified

Negotiation with scraping company/Factiva database underway

5 years hits

2014-2019:
19,038

35 years hits

1984-2019:
59,678

The Current Study: Media Analysis

Supervised categorization method

- Construct a training set
- Create a coding scheme (drawing on Study 1)
- Sample documents to create a hand-coded training set
(depending on parameters, approx. 100-500 documents)
- Apply a supervised learning model (proportion)
- Validation (with second hand-coded set)

Next steps

- Creation of database
- Cement necessary collaborations

- Development of coding scheme
- Iterative hand-coding for training set

- ...



Thank you

Contact details:

Cordelia Fine: cfine@unimelb.edu.au

Victor Sojo: vesojo@unimelb.edu.au

Holly Lawford-Smith: holly.lawford-smith@unimelb.edu.au