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?

Step 1
Identify the most widely-read newspapers in Australia
Define relevant keyword sets

Step 2
Scrape 30-40 years of data using relevant keywords.
Validate data extracted changing keywords

Step 3
Use automated text analysis to analyse last 5 years and last 30-40 years

Step 4
Compare to data from Study 1 and Study 2
The Current Study: Media Analysis

- How?

Step 1

Identified 12 most widely-read newspapers in Australia

- 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

Audited Media Association of Australia +

- Literature review

- (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

<table>
<thead>
<tr>
<th>5 years hits</th>
<th>35 years hits</th>
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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