

GENDERED JOBS AND THE NEW GENDER GAP

Jon Ross, Union Institute

George K. Thiruvathukal, Loyola University Chicago

American Men's Studies Association

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What's Wrong with this Picture?

The image is a screenshot of a Mozilla Firefox browser window displaying the Navy.com website. The browser's address bar shows the URL www.navy.com/jobs/social-worker.html. The search bar contains the text "navy social work jobs". The website header features the "AMERICA'S NAVY" logo with the tagline "A GLOBAL FORCE FOR GOOD" and a search bar labeled "Search Navy.com". A navigation menu includes links for HOME, ABOUT THE NAVY, JOINING THE NAVY, INSIDE THE NAVY, CAREERS & JOBS, and FAMILIES & ADVISORS. The main content area shows a photograph of a female Navy social worker in a blue uniform leaning over a desk to assist a young boy. A blue banner in the bottom right corner of the photo reads "AVAILABLE JOB". To the right of the photo is a sidebar with a "REQUEST INFORMATION" button and links for "LIVE CHAT", "FIND A RECRUITER", and "FAQS". Below these is an "APPLY ONLINE" button. At the bottom of the sidebar is a "LIFE OPS" banner with the text "AMERICA'S NAVY" and "PLAN YOUR PATH.". The browser's taskbar at the bottom shows various application icons, and the system tray in the bottom right corner displays the time as 9:59 AM on 3/20/2013. A notification bubble on the right edge of the browser window contains text about "Kate Upton gets asked t..".

Social Worker – “Womanly?”



Walter Lippmann on Stereotypes

“Stereotypes may be the core of our personal tradition, the defenses of our position in society. They are an ordered more or less consistent picture of the world to which our habits, our tastes, our capacities, our comforts and our hopes have adjusted themselves. They may not be a complete picture of the world, but they are a picture of a possible world to which we are adapted...people and things have their well-known places, and do certain expected things...it is the projection upon the world of our own sense of our own value, our own position and our own rights.” – (1922), Public Opinion, p. 96



Summary

- *Jobs, Jobs, Jobs...but:*
 - *3M+ open jobs monthly, but hundreds of thousands unfilled*
 - *Gendered contexts of appropriately “manly” or “womanly” jobs*
- *Archaic stereotypes/impressions not only about gendered jobs but **gendered skills***
 - *In STEM – “Girls don’t do math”. “Computer geeks don’t need people skills.”*
 - *In social services – “Nursing [or teaching, etc.] is for girls!”*
- *Why do jobs go unfilled?*
 - *Lack of training/underdeveloped skills*
 - *Standards of competence – both assigned by society and self-imposed based on socialization, media/culture*
- ***Gender stereotyping is at the heart of the problem***

The “New Gender Gap” and Why It Matters

- *Old: outright discrimination and “glass ceilings” vs. New: culturally defined/socially ratified attitudes*
 - *These are compatible, by the way...*
- *Old: “Glass ceiling” vs. New: “Glass escalator”*
- *Huge shortages/needs that will require shifts in gendered thinking AND acculturation – in nursing, teaching, STEM jobs etc.:*
 - *To restore middle-class jobs/lifestyles*
 - *To boost the economy*
 - *To bring about gender equality*
- *Requires interdisciplinary effort – education, communication, media, etc.*
 - *Case studies of hopeful example: men in nursing*

Where do Impressions of “Manly” or “Womanly” Jobs Come from?



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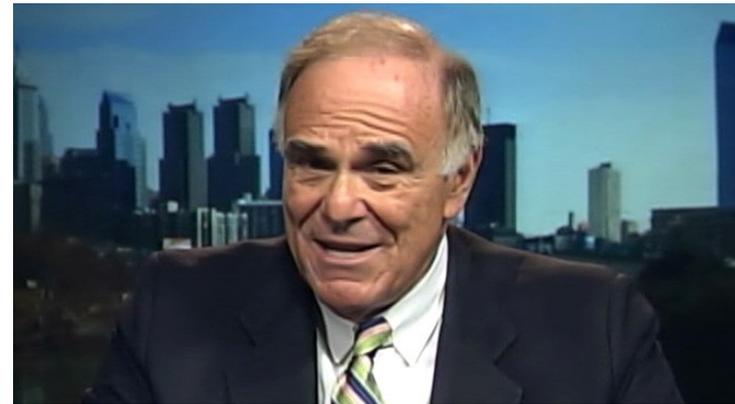
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- “There is relatively clear evidence that whatever the difference in means—which can be debated—there is a difference in the standard deviation and variability of a male and female population...” – *Harvard Pres. Lawrence Summers, 2005*
 - “Women remain underrepresented in upper echelons of academic and professional life”...because many are unwilling/unable to put in 80-hour weeks
 - “Innate” differences between men and women?



Where do Impressions of “Manly” or “Womanly” Jobs Come from?

- “Janet's perfect for that job" (head of Homeland Security).
“For that job, you have to have no life. Janet has no family. Perfect. She can devote, literally, 19, 20 hours a day to it.” –
Former PA Gov. Ed Rendell on Janet Napolitano, 2008



- Gender attitudes are powerful – and they stick (for many generations)

Where do Impressions of “Manly” or “Womanly” Identities Come from?



They start from our earliest years

Computer Scientist – “Manly?”



Courtesy of Google Image Search

Elementary School Teacher – “Womanly?”



Courtesy of Google Image Search

Engineer – “Manly?”



Courtesy of Google Image Search

Midwives – “Womanly?”



Courtesy of Google Image Search

Surgeons – “(Mostly) Manly?”



Courtesy of Google Image Search

Medical Doctor – Balanced?



Courtesy of Google Image Search

Gendered Jobs?

“Men are not doing as well as women in keeping up with the demands of the global economy. It’s a first-order mystery for social scientists, why women have more clearly heard the message that the economy has changed and men have such a hard time hearing it or responding.”- *Michael Greenstone, director of the Hamilton Project, NYT Aug. 30, 2012*

“A man needs a strong, macho job. He’s not going to be a schoolteacher or a legal secretary or some beauty-shop queen. He’s got to be a man.” – *Reuben Prater, former manager, Alexander City, AL; NYT Aug. 30, 2012.*

The “Medium is the Message?” No. The Message is the Message.

- Women in STEM areas are underrepresented:
 - Computer Sciences degrees: 36 percent female in mid-1980s; today, around 20 percent
 - Women under 15 percent representation in key areas: calculus, other math areas, many engineering sectors
 - If women’s rates of employment equaled men’s, up to five percent increase in GDP; full employment of women estimated to be worth 7-9 percent (OECD)
- Math is “critical filter” to STEM careers and the “quantitative professions”
 - Competence in math – real and/or perceived – is central to movement into many STEM careers, beginning in middle/high school
- Perception that men have a “biological” aptitude for math/STEM, but untrue; still...
- Cultural beliefs about male/female aptitude in math “differentially influence the movement of males and females along education and career paths” leading to STEM (Correll 2001, et al):
 - A “gender-differentiated double standard” (Correll 2004, et al) falsely tying performance to ability

Job Growth and Trends

- Almost all of the fastest-growing fields are currently female-dominated; all of the fastest-shrinking fields are male dominated (Bureau of Labor Statistics)
 - Huge growth in health-related fields (nursing, eldercare, physical therapy, etc.)
- Contrary to popular stereotypes, most STEM jobs require people skills and good communication
 - Primary cause of unfilled STEM jobs inability to write/communicate with international customers in a global economy
 - The day of the traditional “computer geek” may be behind us
- Attitudes about competence and skills for certain jobs dictated by traditional power structures that push females to “womanly” jobs and men to “manly” ones
 - STEM fields male-dominated, including at the educational level
 - Women now earning 60 percent of undergraduate and most graduate degrees, but disproportionately low in quantitative fields

Job Growth and Trends

- Teaching: 50 years ago, roughly 40 percent male; today, barely 20 percent
 - Avg. salary: \$51,000 (2010).
 - Job growth/demands: about 300,000-450,000 in the next decade, mostly in South/Southwest, in math/science
- Nursing: about 10 percent male, roughly double from 25 years ago
 - Flexible work, constant demand, good salary
 - Shortage: as many as 1M by 2025
- Both fields are classic “glass escalator” examples

Is the Right Right?

- What does the Right say about gender and jobs?
 - Boys are “feminized” - by females in teaching, preschools, daycare, etc.; boys can’t learn about becoming men through women
 - But rhetoric and culture have hypermasculinized or hyperfeminized many roles, skills and jobs.
 - Women are the primary/sole breadwinner in about 40 percent of heterosexual families
 - If teaching (or parenting, for that matter) is “women’s work,” then why would men sign up, even with a glass escalator?
 - How do we get men back in the classroom? Nursing may provide an example...

Men Care About, Women Care For?

ARE YOU MAN ENOUGH...



David Rothenberg, RN
Critical Care
Health Central
Bass Guitarist

Scott Grabowski, RN
Emergency Dept.
Orlando Regional
Healthcare
Fisherman

Jason Trouba
Future RN
Nursing Student
Surfer

Curtis Arnold, RN
Medical Oncology
Orlando Regional
Healthcare
Distance Runner

Dan Mercado, RN
Cardiac Care Unit
Orlando Regional
Healthcare
Basketball Guard

Madhar Najj, RN
Cardiovascular Intensive
Care Unit
Florida Hospital
Soccer Forward

Mark Randels, RN
Emergency Room
Health Central
Rock Climber

Shogun Lugo, RN
Cardiac Observation Unit
Orlando Regional
Healthcare
Scuba Diver

Brian Brooks, RN
Clinical Educator,
Emergency Dept.
Florida Hospital
Golfer

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For information about the exciting possibilities in the nursing profession, including links to educational & financial resources, go to www.WorkforceCentralFlorida.com/PHC.



Partners for a Healthy Community



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Questions?