

#STOPLANGUAGEBIAS

A STUDY
ABOUT
UNCONSCIOUS
LANGUAGE
BIAS IN THE
WORKPLACE

WOMEN
in-tech®

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The use of gender-biased language seems to be quite common in the workplace but most people are not aware that the language which they are using is even biased. Unconscious gender bias impacts all of us.

Women can be called “pushy” while trying to be persuasive. They are named “emotional” simply because they’re passionate about something. Or labelled as “bossy” because they have a strong leadership agenda.

Women in Tech Israel wanted to further understand this phenomenon. So in 2021, we launched the [#stoplanguagebias](#) campaign – which aimed to explore unconscious gender bias in the workplace.

In a matter of hours, the campaign went viral and a wonderful 1526 women & men from 82 countries participated by answering the survey and sharing impactful testimonies.

Survey Results

FACTS IN A NUTSHELL

1526 respondents to the survey #stoplanguagebias

82 countries participated in this survey

95% of respondents were female, only 5% of men

86% of respondents are between 26 and 55 years old

82% of respondents (both male and females) have been labeled unfairly in your workplace by a colleague

MOST COMMON UNFAIR LABELS

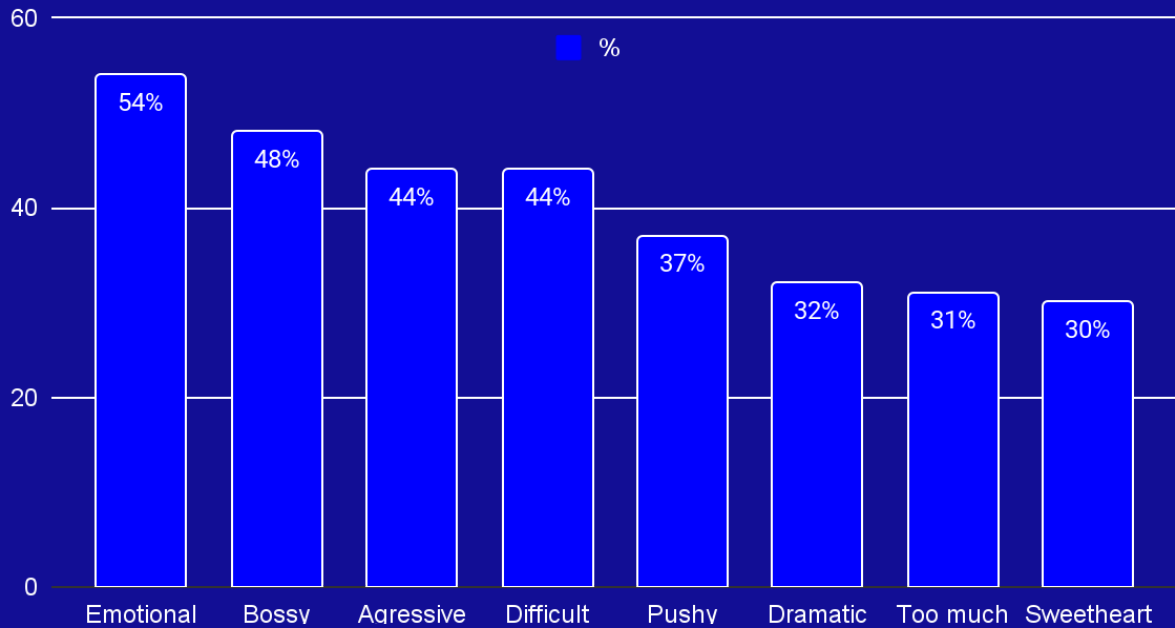
*Respondents could choose 1 or more labeled at a time

54% of respondents were labelled Emotional,

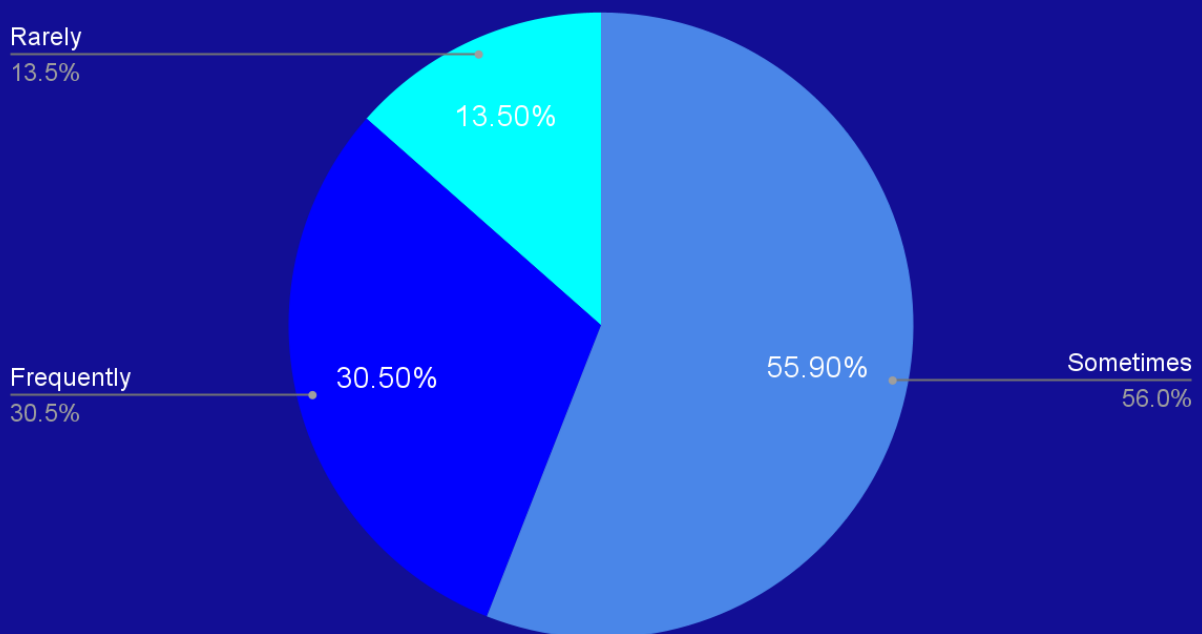
48% of respondents were labeled Bossy,

45% of respondents were labelled Aggressive

% of respondents "Unfairly labeled"



How often have you been labeled?



Only 5% of respondents were male.

35% of male respondents say they have been labeled unfairly. Mostly labeled Awkward, Bossy, Cold, Difficult. Only 13% have been “frequently” labeled versus 65% “sometimes”.

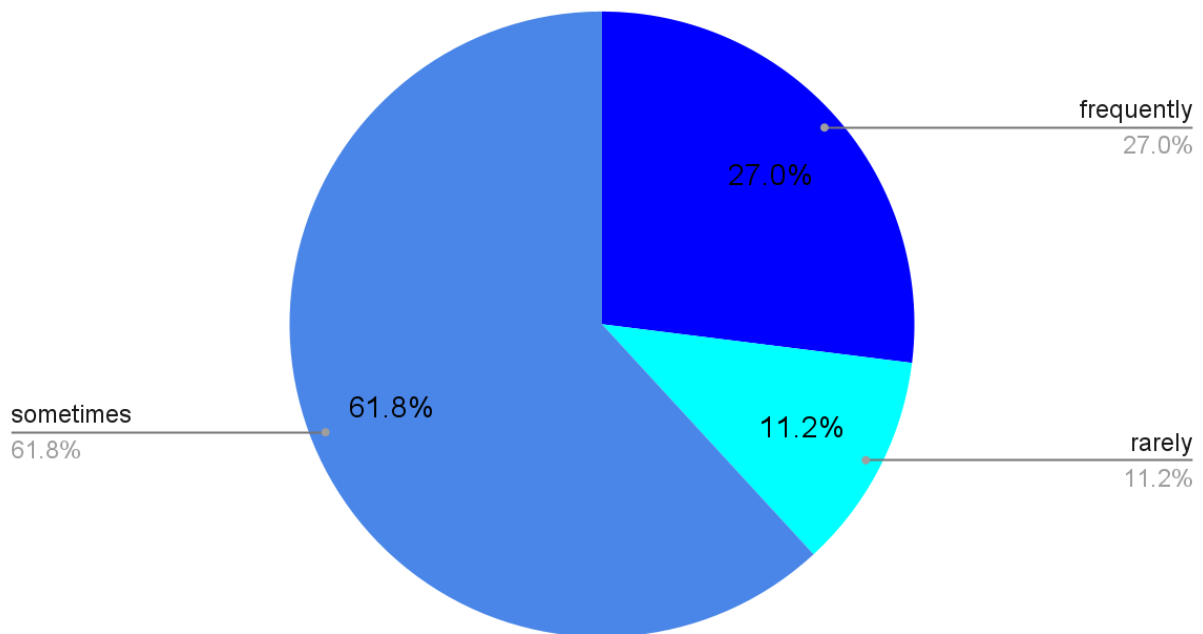
For the matter of this document, we only retrieved detailed results for the most represented countries.

FRANCE

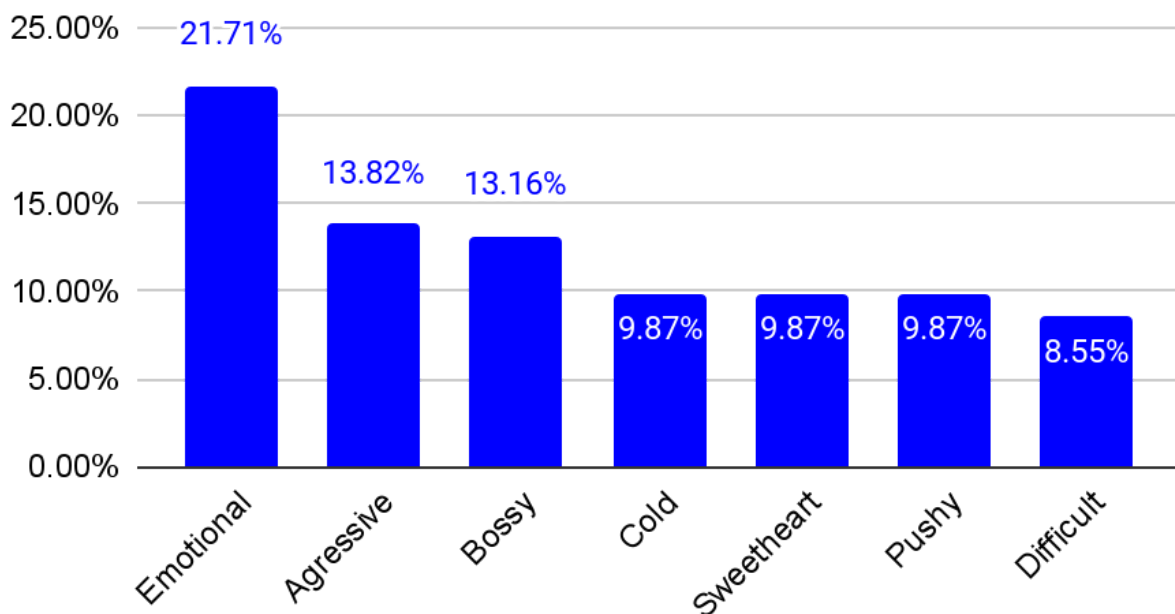
12% of the surveyed countries

82% of the French respondents felt they have been unfairly labelled.

% of respondents "unfairly labeled"



France: Labels



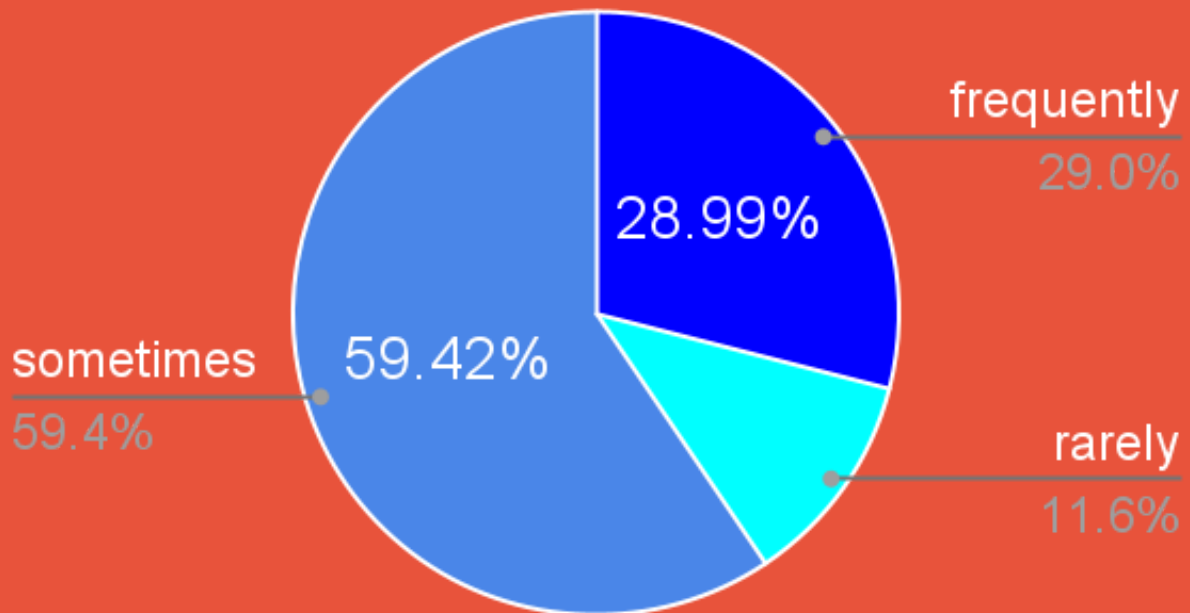
In France and the Netherlands, the label “cold” has been more used than pushy or difficult.

UK

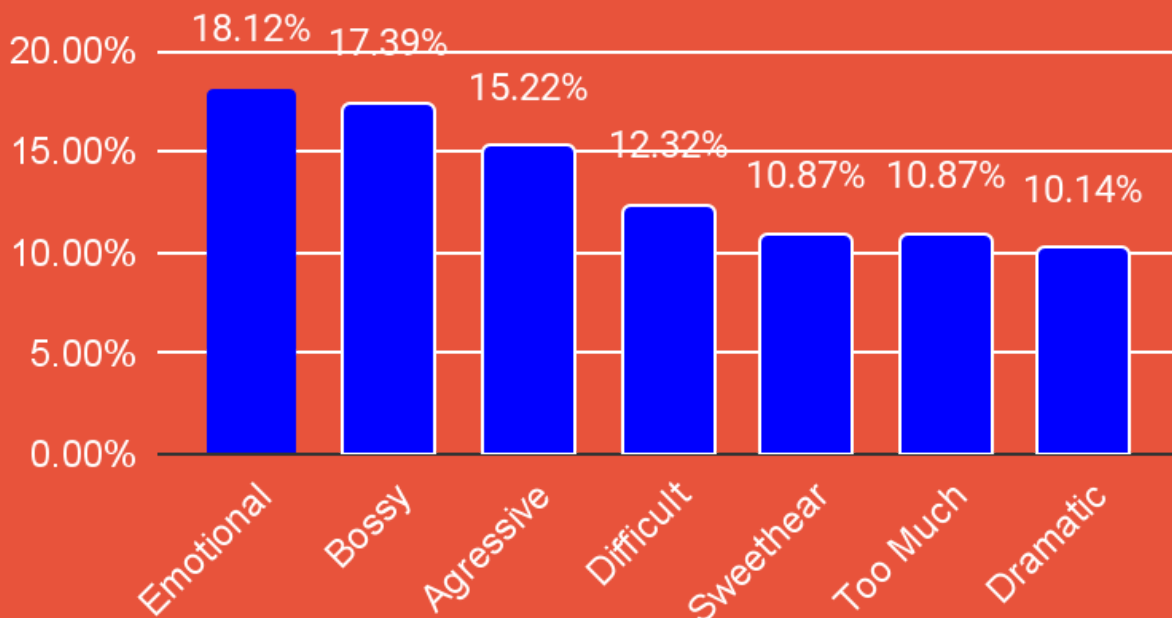
10% of the surveyed countries

87% of the english respondents felt they have been unfairly labelled.

UK: % of respondents "unfairly labeled"



UK: Labels



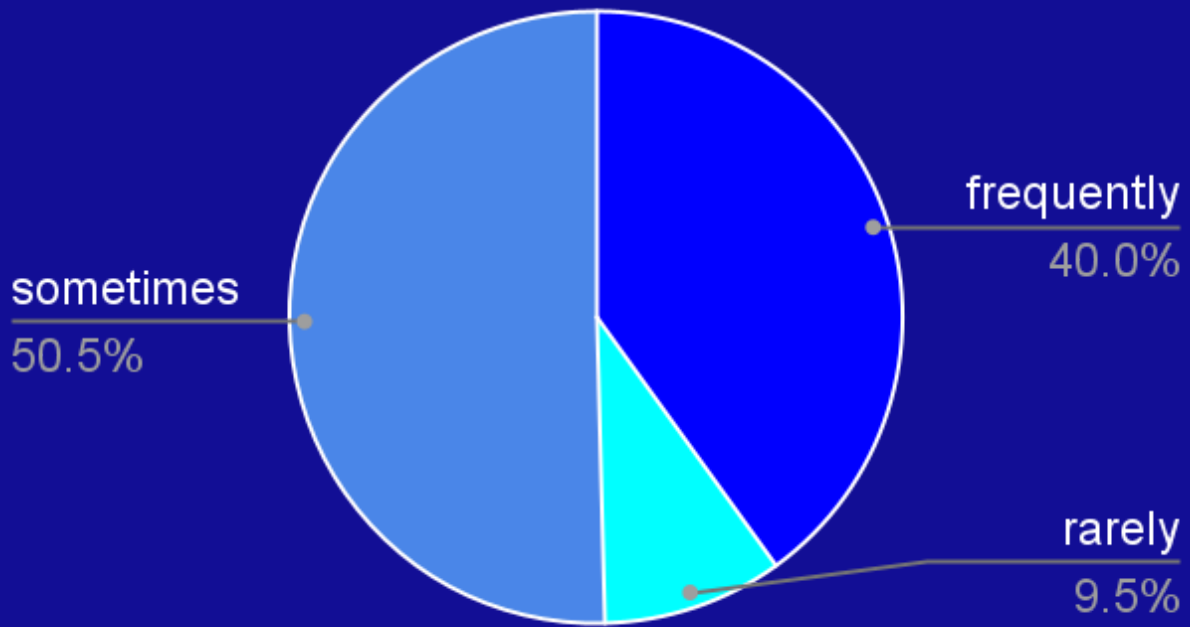
In the UK, respondents from 10 to 35 years old, were 10% to be frequently unfairly labeled compared to an average of 8% for the other countries.

USA

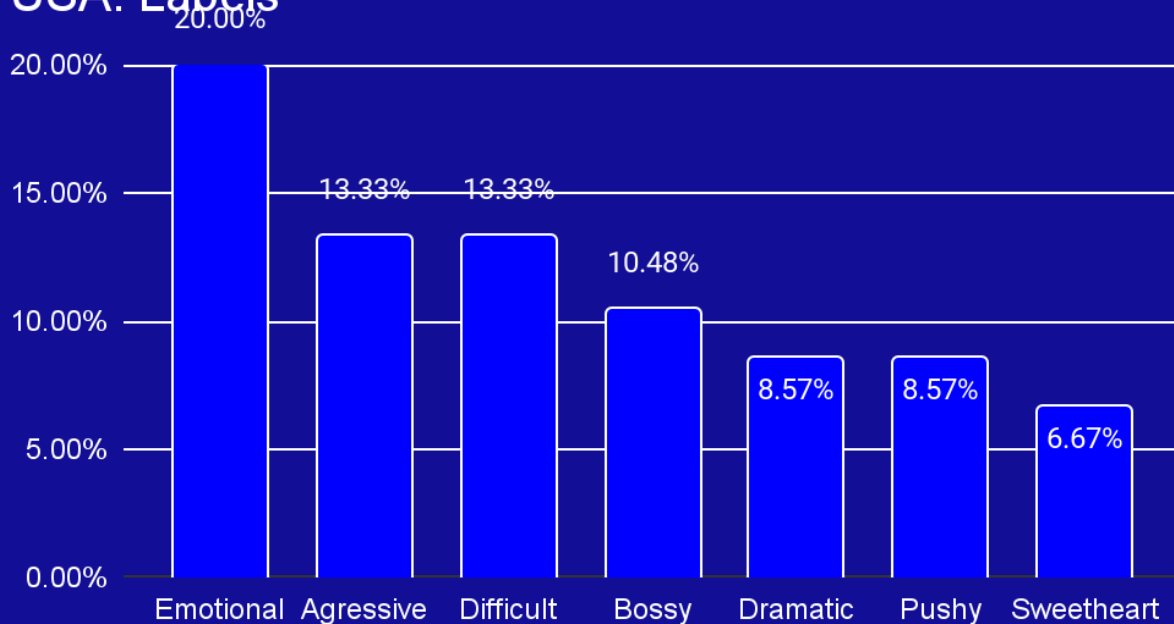
8% of the surveyed countries.

87% of the american respondents felt they have been unfairly labelled.

USA: % of respondents "unfairly labeled"



USA: Labels

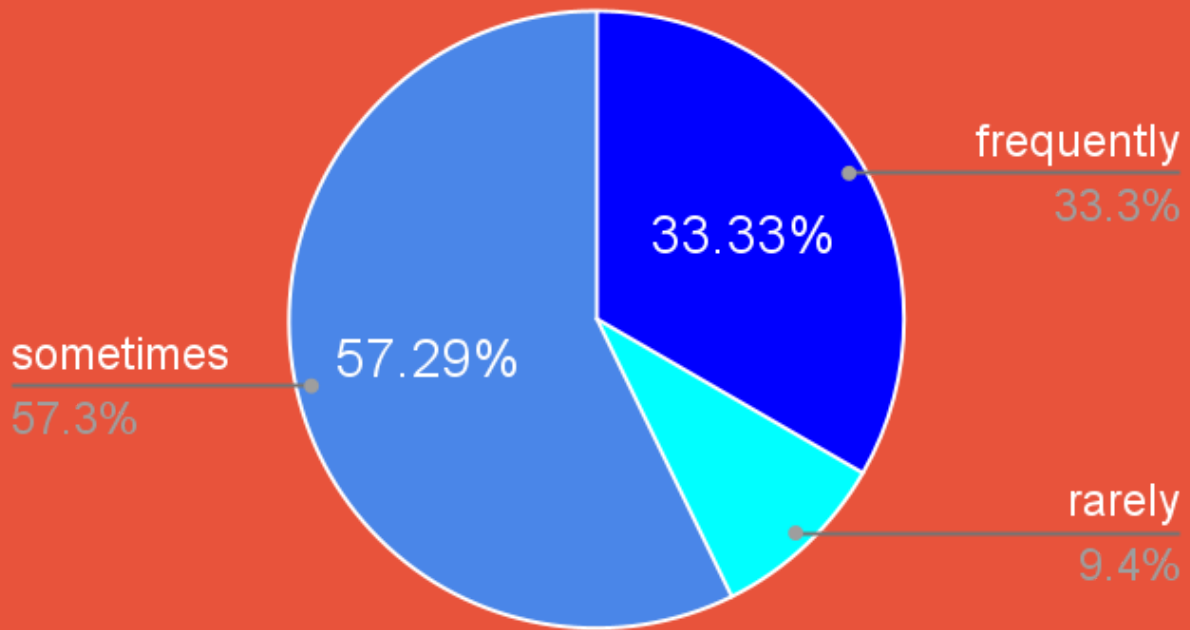


NETHERLANDS

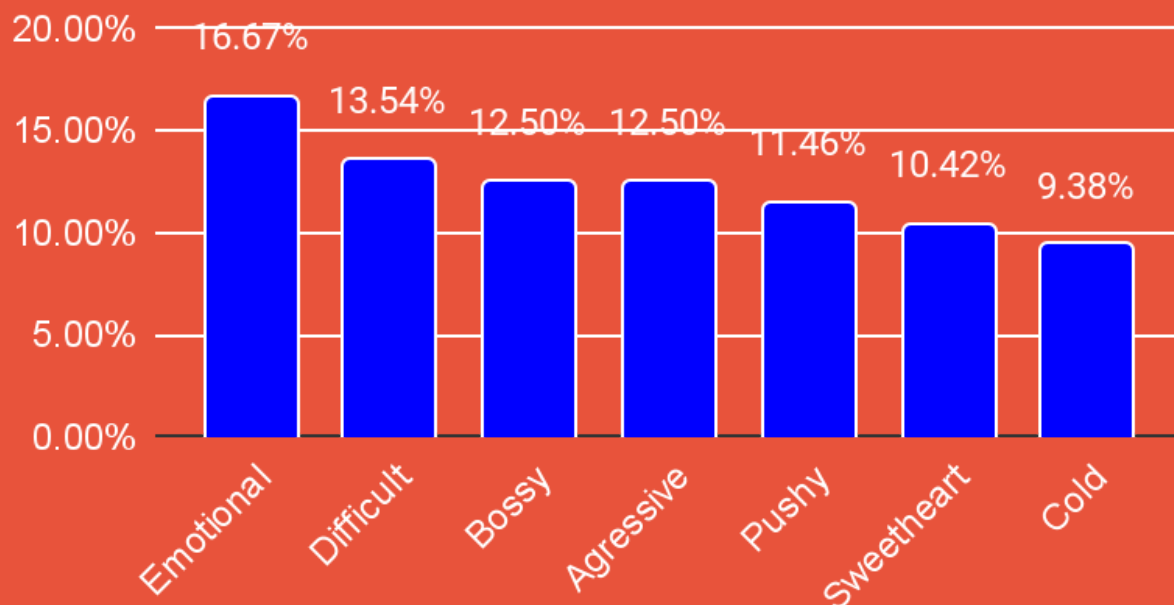
7% of the surveyed countries.

84% of the Dutch respondents felt they have been unfairly labelled.

The Netherlands: % of respondents "unfairly labeled"



The Netherlands: Labels

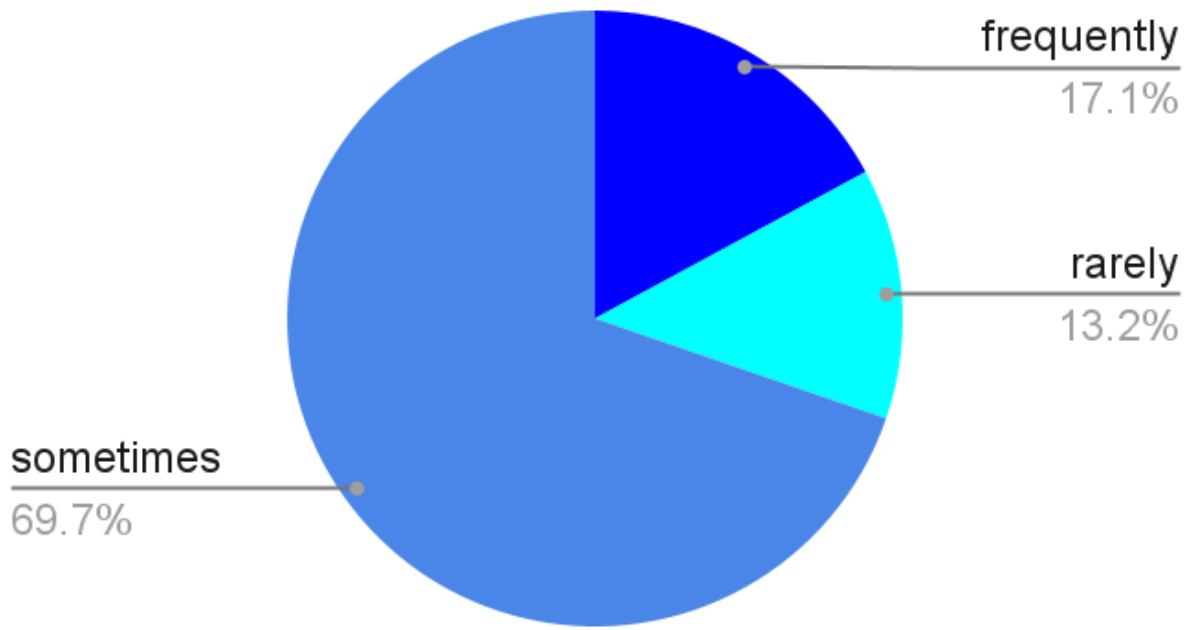


ISRAEL

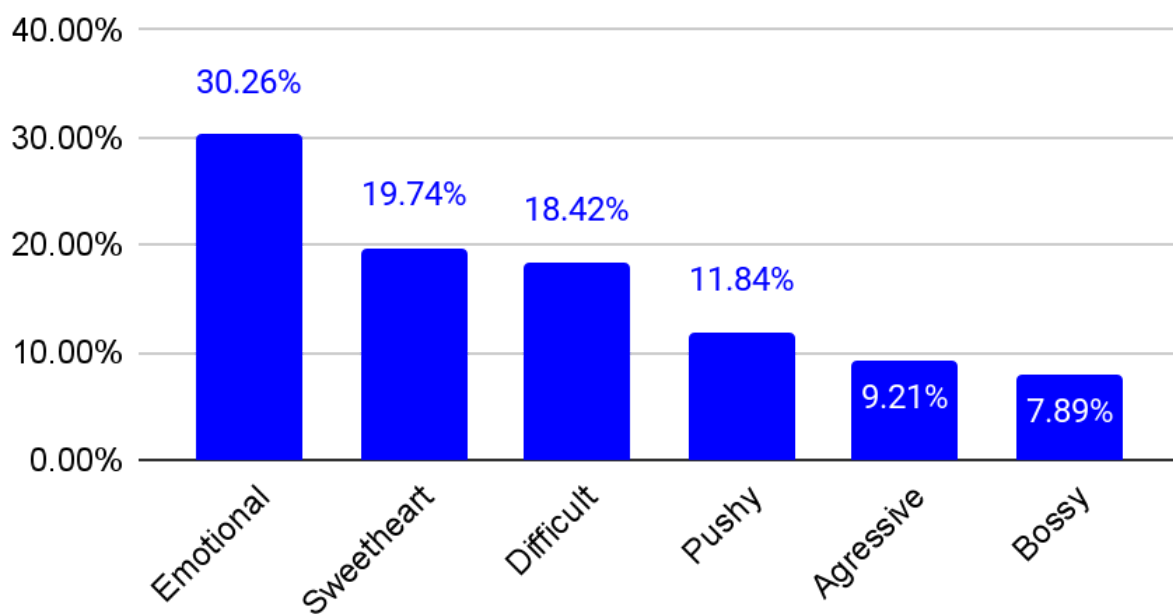
7% of the surveyed countries

70% of the Israeli respondents felt they have been unfairly labelled.

Israel: % of respondents "unfairly labeled"



Israel: Labels

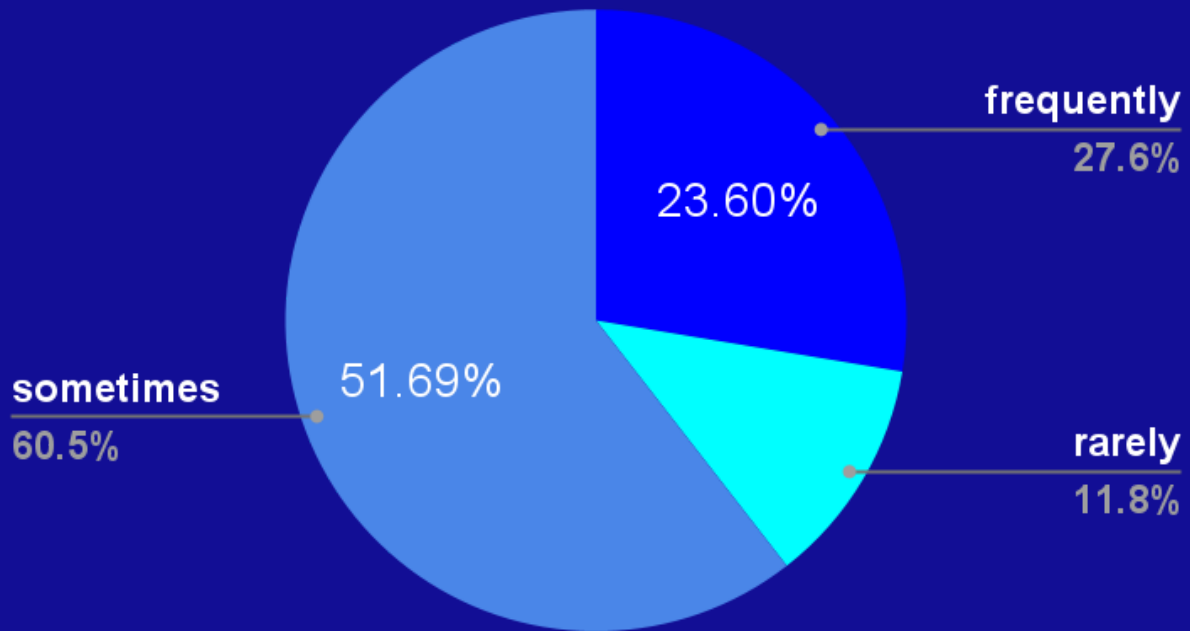


AUSTRALIA

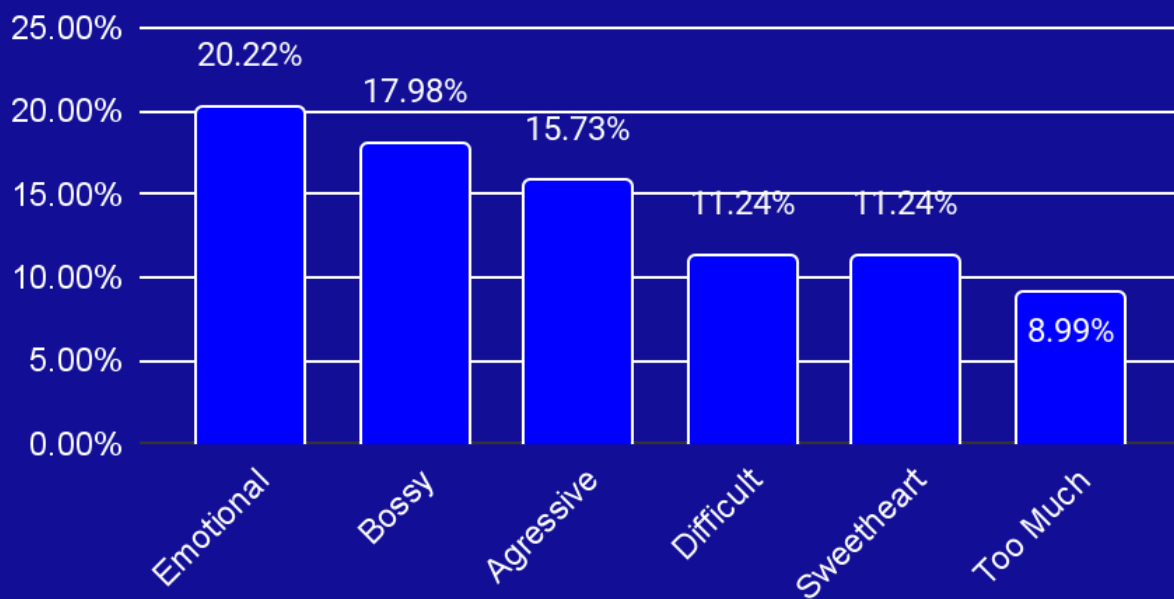
7% of the surveyed countries

86% of the french respondents felt they have been unfairly labeled.

Australia: % of respondents "unfairly labeled"



Australia: labels



From all the countries surveyed, in the USA respondents were more “frequently” unfairly labeled.

On the other hand, in Israel, only 70% of the respondents in Israel have been unfairly unlabeled compared to around 80%ish in the other countries where only 17% are frequently “unfairly labeled”.

From all the labels given in the survey, “emotional” is the most popular across all countries.

Aggressive and bossy comes in second and third place, difficult in the 4th place.

Israel came in second place where 20% of the respondents after emotional (20%) were labeled as “sweetheart” or “hamuda” in the local language.

When we started this #stoplanguagebias campaign, we wanted to see if unconscious language were just a misconceive phenomenon or if it was actually a phenomenon quite common in the workspace. We realised that this #stoplanguagebias campaign has brought a lot of awareness about unconscious language bias according to the outstanding participation in our community, by the hundreds of comments on our posts and according to the survey's results. We can conclude that many women and men have been victims of unconscious language bias at least once in their life.

We are willing to change the way we speak in the workplace not only to preserve the confidence of people but to change the way we treat each other and understand that words can be forgiven but not forgotten.

Thank you again for your impactful participation!

Who We Are

Women in Tech® is an international organization with a double mission: to close the gender gap and to help women embrace technology. The organization focuses on 4 primary areas that are a call for action: **Education, Entrepreneurialism, Social Inclusion, Science & Innovation**. The aim is to educate, equip and empower women and girls with the **necessary skills and confidence** to succeed in STEM career fields.

If you have not yet signed up to the WOMEN IN TECH Platform, we invite you to register for FREE. We are on a mission to empower 5 millions women and girls by 2030.

Choose your country chapter and connect with thousands of women around the world!
Click here to register: <https://women-in-tech.net/>

We thank you for your continued support in our efforts to stop language bias in the workplace.

We would like to acknowledge the contributions of, and extend our thanks to, the below mentioned people and organisations:

- Women in Tech Israel,
 - Jenyfer Jerbi,
 - Women in Tech India,
 - Ayumi Moore Aoki,
 - Ipshitta Chaturvedi,
 - All the women and men who participated in this campaign.
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Contact

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