



GrassRoots Committee

Recruit Umpires - Creating More Effective Ads Targeting Women Officials



Most Umpire Ads

Finding subtle bias in job ads

Without realising it, we all use language that is subtly 'gender-coded'. Society has certain expectations of what men and women are like, and how they differ, and this seeps into the language we use. Think about "bossy" and "feisty": we almost never use these words to describe men.

This linguistic gender-coding shows up in job adverts as well, and research has shown that it puts women off applying for jobs that are advertised with masculine-coded language.*

This site is a quick way to check whether a job advert has the kind of subtle linguistic gender-coding that has this discouraging effect. Find out more about how this works.

Paste your ad text here

Check this ad



Gender Decoder

Make Your Umpire Ads more effective!

About this tool

This tool was inspired by a research paper written by Danielle Gaucher, Justin Friesen, and Aaron C. Kay back in 2011, called Evidence That Gendered Wording in Job Advertisements Exists and

Sustains Gender Inequality (Journal of Personality and Social Psychology, July 2011, Vol 101(1), p109-28).



<u>Gender Decoder - Check Your Advertisement</u>

Masculine-coded words

- active-
- adventurous-
- geress-
- ambition
- analy-
- · assert-
- athlet-
- autonom-
- battle-
- boast-
- challeng-
- · champion-
- compet-
- · confident-
- courag-
- · decid-
- decision-
- · decisive-
- defend-
- determin-

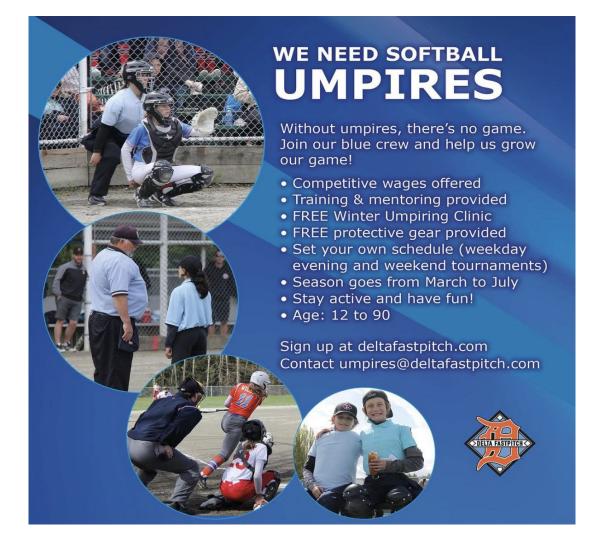
Feminine-coded words

- agree-
- affectionate-
- child-
- cheer-
- collab-
- commit-
- communal-
- compassion-
- connect-
- considerate-
- · cooperat-
- co-operat-

In this ad, the pictures are great as they include various ages and genders.

However the text alone is male coded.

A few edits can make an ad even more effective in recruiting new umpires.





This advert is masculine-coded

This job ad uses more words that are subtly coded as masculine than words that are subtly coded as feminine (according to the research). It risks putting women off applying, but will probably encourage men to apply.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

Masculine-coded words in this ad

- competitive
- active

See the full list of masculine-coded words

Feminine-coded words in this ad

No feminine-coded words were found.

Without umpires there's no game. Join our blue crew and help us grow our game!

Competitive wages offered Training and mentoring provided Free Winter Umpiring Clinic Free protective gear provided Set your own schedule season goes from march to July stay active and have fun ages 12-90



< Back to Home

4 Jan, 2024

Umpires wanted for 2024!

We are looking for umpires for the upcoming 2024 Spring Season! Previous umpire experience is not required, we will train new umpires with knowledge of baseball or softball. All new candidates must be at least 13 years old and

need to fill out an online application at https://form.jotform.com/230157678822159

The upcoming season starts late April/early May 2024 and training will begin mid April. Hours and pay vary based on which division each game is in. (Coach Pitch, Minor, Major, Junior or Senior)

One of our board members will contact all new candidates within the next few weeks.

Previous YNLL umpires that are interested in returning, please send an email to be added to the communication list.



In this ad, it only shows one picture of a male umpire.

However the text is neutrally coded, which is positive.

A few edits can make an ad even more effective in recruiting new umpires.

This is a seasonal position that starts late April/early May and ends in June. (With the possibility of umpiring post season tournament games)

Email socialmedia@ypsinational.org with further questions. No phone calls please.



Gender Decoder

This advert is neutral

This job ad doesn't use any words that are subtly coded as masculine or feminine (according to the research). It probably won't be off-putting to men or women applicants.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

Masculine-coded words in this ad

No masculine-coded words were found.

See the full list of masculine-coded words

Feminine-coded words in this ad

No feminine-coded words were found.

Umpires wanted for 2024!

We are looking for umpires for the upcoming 2024 Spring Season! Previous umpire experience is not required, we will train new umpires with knowledge of baseball or softball. All new candidates must be at least 13 years old and need to fill out an online application at https://form.jotform.com/230157678822159

The upcoming season starts late April/early May 2024 and training will begin mid April. Hours and pay vary based on which division each game is in. (Coach Pitch, Minor, Major, Junior or Senior)

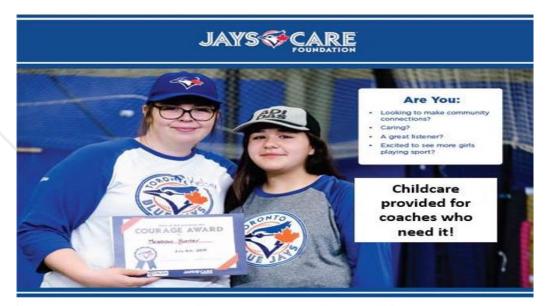
One of our board members will contact all new candidates within the next few weeks.

Previous YNLL umpires that are interested in returning, please send an email to be added to the communication list.

This is a seasonal position that starts late April/early May and ends in June. (With the possibility of umpiring post season tournament games)

 $Email\ social media@ypsinational.org\ with\ further\ questions.\ No\ phone\ calls\ please.$





We Need a Coach Like You!

Coach Training and Resources Provided





Example ad recruiting coaches from Jays Care

This advert is **feminine-coded**

This job ad uses more words that are subtly coded as feminine than words that are subtly coded as masculine (according to the research). Fortunately, the research suggests this will have only a slight effect on how appealing the job is to men, and will encourage women applicants.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

Masculine-coded words in this ad

No masculine-coded words were found.

See the full list of masculine-coded words

Feminine-coded words in this ad

- connections
- childcare
- commitment

See the full list of feminine-coded words

Are you:

looking to make community connections?

caring?

A great listener?

excited to see more girls playing sports?

Childcare provided for coaches who need it!

We need a coach like you!

Coach training and resources provided

sign up to be a baseball coach for XXX association today!

For more details and information please contact: at email xxx phone xxxx

Who can coach?

Anyone 18+with a clean criminal record check.

Where is the home field

Park Name

Address

Time Commitment?

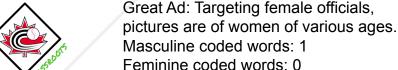
2 hours per week for 8 weeks.

Starting



Example ad recruiting target audience of women coaches from Jays Care. Ad's text includes no male coded words but contains 3 female coded words.







Greater Ad: Targeting female officials, pictures are of women of various ages.

Masculine coded words: 1 Feminine coded words: 4



Gender Decoder

Check an ad

This advert is masculine-coded

This job ad uses more words that are subtly coded as masculine than words that are subtly coded as feminine (according to the research). It risks putting women off applying, but will probably encourage men to apply.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

Masculine-coded words in this ad

decision

See the full list of masculine-coded words

Feminine-coded words in this ad

No feminine-coded words were found.

See the full list of feminine-coded words

There are many reasons and benefits to umpire.. Umpire with friends Make money Flexible scheduling

Learn conflict resolution Time management Increase in female baseball Decision making Get to know the rules better

- inclusive
- connect understand

There are many reasons and benefits to umpire... Umpire together with friends Earn money

Flexible & inclusive scheduling

Develop conflict resolution

Time management Connect & grow female baseball community

Decision making skills

Understand the rules better

This job ad uses more words that are subtly coded as feminine than words that are subtly coded as masculine (according to the research). Fortunately, the research suggests this will have only a slight effect on how appealing the job is to men, and

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

Masculine-coded words in this ad

This advert is feminine-coded

will encourage women applicants.

decision

See the full list of masculine-coded words

Feminine-coded words in this ad

- together

See the full list of feminine-coded words

Recheck ad



Example #1: decision is a male coded word, no female coded words

Example #2: adding; together, inclusive, connect, understand increases appeal to women

This advert is strongly feminine-coded

This job ad uses more words that are subtly coded as feminine than words that are subtly coded as masculine (according to the research). Fortunately, the research suggests this will have only a slight effect on how appealing the job is to men, and will encourage women applicants.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

Masculine-coded words in this ad

decision

See the full list of masculine-coded words

Feminine-coded words in this ad

- supporting
- connecting
- understanding
- inclusive
- together
- connect

See the full list of feminine-coded words

Are You...

Interested in supporting youth sports? Spending time with friends? A Player? Connecting with other baseball fans?

Interested in understanding baseball rules? Parent of youth in sports?

We Need Umpires Like You!

Training, Resources and Mentorship Provided

Sign Up to Certify as an Umpire TODAY!

For more details please contact: at email: phone: Benefits:

- -Time Management Skills -Develop Decision Making Skills -Learn Conflict Resolution Skills -Make Money
- -Flexible & Inclusive Schedule -Umpire Together with Friends
- -Grow & Connect with others in the Baseball Community

Recheck ad



BC sample ad; can be customized with provincial logo or photos. Targeted to recruit women umpires utilizing feminine coded words and images.



Are You...

Interested in supporting youth sports? Spending time with friends?
A Player? Interested in connecting with other baseball fans?
Interested in understanding baseball rules? Parent of youth in sports?





















We Need Umpires Like You!

Training, Resources and Mentorship Provided

Sign Up to Certify as an Umpire TODAY!

For more details please contact: at email: phone:

Benefits:

- -Time Management Skills -Develop Decision Making Skills
- -Learn Conflict Resolution Skills -Make Money/Job
- -Flexible & Inclusive Schedule -Umpire Together with Friends
- -Grow & Connect with others in the Baseball Community

