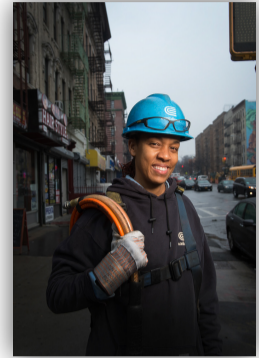


## BACKGROUND



Gender diversity in recruiting, is an important topic and almost all the Fortune companies in the world are taking initiatives to promote the diverse talent and, have a fair and an equal gender representation at the workplace. However, Job descriptions (JD's) can act as a source of unconscious bias that discourages the minority or marginalized group of people to apply for certain jobs. To combat this issue, organizations are using the augmented language platforms to detect the masculine or feminine words and replace them with the gender-neutral words.

The aim of this research project is to analyse the efficiency of these platforms, and to understand whether these augmented writing platforms have a direct impact on their employee diversity data and reach the UN SDG's – Goal 5.. In addition, the following research questions will be explored from this study.

### Research Questions:

- Why do organizations need to use these augmented writing platforms?
- What types of organizations are using these platforms?
- Are these platforms effective?

Additionally, interviews were also conducted with organizational leaders, equity & diversity champions and Human Resource (HR) professionals to understand the practicality of diverse hiring, the usage of augmented language platforms and other strategies that these professionals adopt to increase the diversity at their workplaces.

## METHODOLOGY

As a part of sample data, we have chosen the Fortune 100 Best Companies. To remain holistic, we have taken the employee diversity data for five years range from 2016 to 2020. Our null hypothesis is that there is no difference between the diversity data of the companies that uses the platforms and the companies that do not use the platform. We have used t-test and mean differences as the statistical tools with a significant level, 0.05

## Interviews



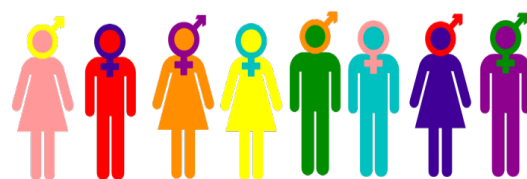
Additionally, we have selected ten professionals from different organizations.. We have selected the people based on four parameters. (i) Industry expert with above 10 years of HR experience (ii) Professionals with a minimum of 3 years of recruiting specific experience (iii) Industry type, to promote the all-inclusive opinions of interviewees.

The industries include, internet, software, e-commerce, consultancy services, finance & banking, communication and education sector and (iv) Diversity of market share: Leaders at Multinational, Local and start-ups

## RESULTS

- Based on the data collected from the fortune magazine, the results fail to show a direct relationship between the companies that use the augmented language platforms and their employee diversity data. However, this result does not imply that augmented language platforms are not useful.
- These artificial intelligence (AI) based augmented language platforms might help the companies to increase the diversity of the candidates applying to a particular role, but they are not effective in increasing the overall employee diversity at organizations.
- The interviews also pointed out the two potential reasons behind why there might not be a direct relationship between the augmented platforms usage and employee diversity data. The first reason is the biased data set. AI platforms uses traits from the data set which is already biased. Thereby not making a significant impact to attract the candidates from the underrepresented group, and the second reason is due to the discrimination and unconscious bias in selection process.

Furthermore, findings imply that setting a clear diversity target, a strong strategic and inclusive communication plan, and accountability tend to be effective in establishing and achieving gender equality at workplaces



Jobs do not have a gender



Women are 16% less likely to apply for a job after viewing it



\*LinkedIn Gender Insights Report

## DISCUSSION

These AI-based platforms detect and replace the words that considers as masculine or feminine based on their data base. But that data base itself is not immune to the bias. That data could potentially have the words that may discriminate the minority group to apply for a job. Another major cause may be due to the discrepancies in the selection process.



- We simply cannot ignore the discrimination that goes in the selection process. Recent researches proves that discriminating the candidates based on the religious and social groups such as gender, age, religion and race is very common in the Organizations (Lippert-Rasmussen, 2006).
- Diversity hiring is certainly much more than the headcount. The process of hiring the unbiased and undiscriminated talent starts from creating the standard framework and skillset that required to perform a particular job.
- Recruiting experience is key to achieve and maintain gender equality. One strategy that organizations can adopt to measure, track and to make sure that they are progressing towards the workplace equality is through setting up the diversity targets.

### Formula to set the diversity target (in percentage):

$$\text{Target (\%)} - \text{Current Occupancy (\%)} = \text{Equity Gap (\%)}$$

## RECOMMENDATIONS

- Augmented language platforms alone cannot help
- Reduce the Unconscious Biases in the selection process
- Diversity and Inclusion as one of the business priorities
- Celebrate differences and embrace each other cultures
- Clearly set and define the realistic diversity target
- Break the company target into team targets with plans
- Accountability & Responsibility at all the levels

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- i. Lippert-Rasmussen. (2006). The badness of discrimination. *Ethical Theory and Moral Practice*, 9: 167–185.
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