

Segregation as a Mechanism of Gender Stereotypes in the Labour Market of the Ural Region

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Abstract—The article deals with the problem of segregation as a mechanism of manifestation of gender stereotypes. On the Ural labor market region data the factors and indicators of gender segregation are investigated, signs of the influence of gender stereotypes on the behavior of labor market participants are revealed)

Keywords— *gender segregation, gender stereotyping, discrimination in the labor market Introduction*

1. INTRODUCTION

The meaning of the word "stereotype" is defined as the established pattern or standard of something. Throughout its development, society has formed different stereotypes in all spheres of life. The concept of "social stereotype" was first introduced by U. Lipman in 1992 and meant "a simplified, preconceived notion of the world, its phenomena and processes, which does not stem from one's own experience" [6]. The greatest contribution to the development of the problem of gender stereotypes was made by Mihalčová, Pružinský, Gontkovičová [7], Nye, Bryukhanovb, Kochergina, Orel, Polyachenko, Yudkevich [9], Pearlman [11], Pinkston [12], Wood, Kil, Marynissen [15].

Despite the fact that most of the stereotypes are considered a relic of the past, gender stereotypes still manifest themselves in the modern world, reflecting the incomplete process of "equalizing" the rights of men and women.

Officially discrimination at work in the Russian Federation is prohibited under Article 3 of the Labor Code . No one may be restricted in labor rights and freedoms or receive any benefits depending on sex, race, color, nationality, language, origin, property, family, social and official status, age, place of residence, attitude to religion, beliefs, affiliation or non-belonging to public associations or any social groups, as well as on other circumstances not related to the employee's business qualities [1].

Despite this direct ban, any job search and employee search site provides a form in which you can specify the gender and age of the potential candidate, which reflects the employers' need for such a ranking of the resumes. In addition, the intervals of wages indicated by the applicants in the "male" and "female" sections vary

Table 1. RANKING OF WAGES ON JOB SEARCH SITES

HeadHunter		Rabota66.ru	
Men	Women	Men	Women
Wage in thousand roubles			
5 – 30	5 – 25	From 22	From 18
30 – 60	25 – 40	22 – 39	18 – 31
60 – 85	40 – 60	39 – 56	31 – 44
85 – 115	60 – 80	56 – 73	From 44
115 – 140	80 - 100	From 73	
From 140	From 100		

As can be seen in Table 1, the difference in salary expectations of male candidates and female candidates on "work" sites ranges from 5 to 40 thousand rubles. That is, men, initially claim bigger salaries than women. This confirms the remaining stereotype of greater value of male professionals. This stereotype dominated Russia until the 20th century, when Lenin announced the labor equality of the sexes and the "pulling» a woman up to the level of a man.

The current situation in the labor market of Ekaterinburg also reflects the role of gender stereotypes as factors for choosing the "male" or "female" profession. Figure 1 shows the uneven distribution of men and women in professional areas, based on resumes presented on the website "Headhunter".

The number of "female" resumes for specialization "Accounting and finance at the enterprise" is 15678, while the number of "male" resumes is only 2856. The ratio of "male to

female” resumes for specialization "Medicine and Pharmaceuticals" is only 1 to 3, being 1152 and 2287 respectively. In the professional field "Science and Education" the number of "female" CVs is 1692, and the "male" CVs is 608.

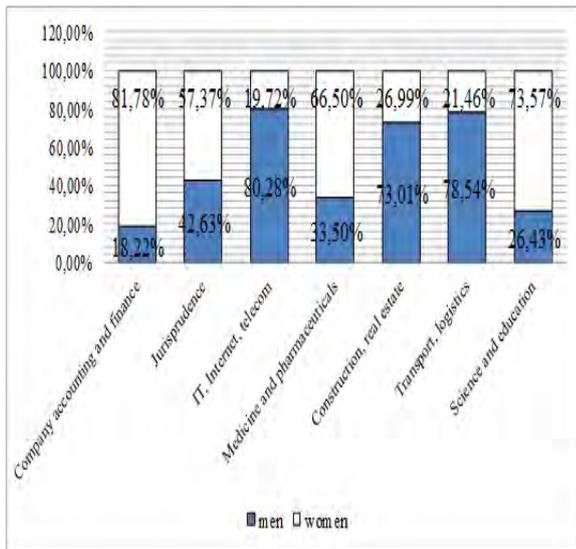


Fig.1 Ratio of men’s and women’s CVs in different specializations

Among the "male" spheres, there are information technology, Internet and telephoning; construction and real estate; transport and logistics. Jurisprudence seems to be a more or less neutral sphere.

These comparisons show that in the labor market there are established ideas of the gender division of professional occupations. This phenomenon suggests that the typical «female» jobs are historically the continuation of women’s household duties and are partly connected with protecting women’s reproductive function.

Most "female" professions are those related to paperwork, education and training of children (adults), work in pharmacies and medical treatment. So, these are the occupations which do not involve long travelling, hazardous working conditions and high physical activity.

In addition, based on gender characteristics, women are less likely to be offered managerial positions, and they are less likely to apply for such positions, as illustrated in Figure 2.

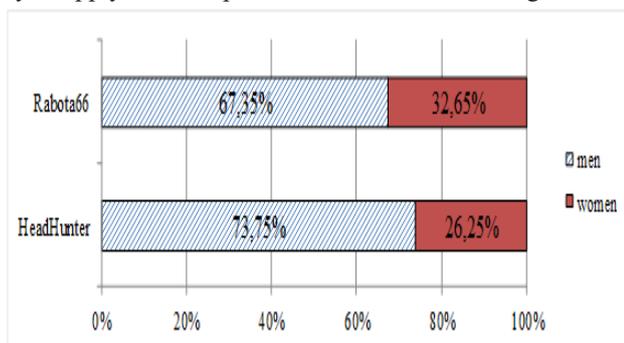


Fig. 2 Ratio of women’s and men’s resumes in the professional field "Top Management"

The ratio of resumes in the professional field of top management on the job search sites "Headhunter" and "Rabota66" shows the numerical superiority of men oriented to managerial positions, over women. This trend reflects in everyday communication, when the representatives of the weaker sex are told that her occupation is not "women's business" or "her day is March 8".

Often the specifics of women’s mind and character, the patriarchal costs of society and various stereotypes make it difficult to adequately perceive the female manager, which also affects her managerial reputation.

L. Burganova and K. Akhmadeeva in the article "Gender stereotypes in management", based on the analysis of discursive media technologies, note that some publications present various discourse techniques that give a certain "shade" to messages. The use of language tools in the reproduction of gender stereotypes excludes using female gender in the title names like: "head of department", "chief-editorial", "leading analyst" [2].

In addition, in today's society, the role of women politicians is also questioned. In the Russian Federation, this happens through various jokes. For example : "What would happen if a woman became the Russian president...". This view is also common in foreign countries.

In the article "The image of a woman politician in the English press: the language representation of gender stereotypes" E.Ivashova Explains that the gender stereotyping of the female role is mainly manifested in implicit form, which is connected with the political correctness widespread in the West. E.Ivashova also stresses the patriarchal nature of the opposition of women politicians to men: "three" Ks ", which determine the range of activities acceptable to a German woman (Kinder, Kueche und Kirch)". This trend in the society makes a woman-politician “an outsider” for men, because it meets the belief “politics is not for women’. For women this area becomes not absolutely "their" because this kind of activity doesn't fit in the traditional behavior model of a home-keeper.

Reflection of these phenomena is manifested in the cost of women's labor, so the author thinks it is appropriate to consider the level of average wages of men and women in different professional fields. To do this, it is suggested taking a sample of 300 CVs posted on the HeadHunter website by the professional field, look at the level of the expected salary and find the arithmetic mean. The sample will be examined by the same professional fields as in Figure 1.

This will help to see the wage gap, and the areas it occurs in: "male", "female", neutral ("Jurisprudence").

As it can be seen from Figure 3, there is a gap between the average values of the desired earnings of the applicants, whose resumes are posted on the website "Headhunter". In the field of "Accounting and Finance at the enterprise", the average desired earning of men exceeds the average desired earning of women by almost two times, that is, by 33,260 rubles.

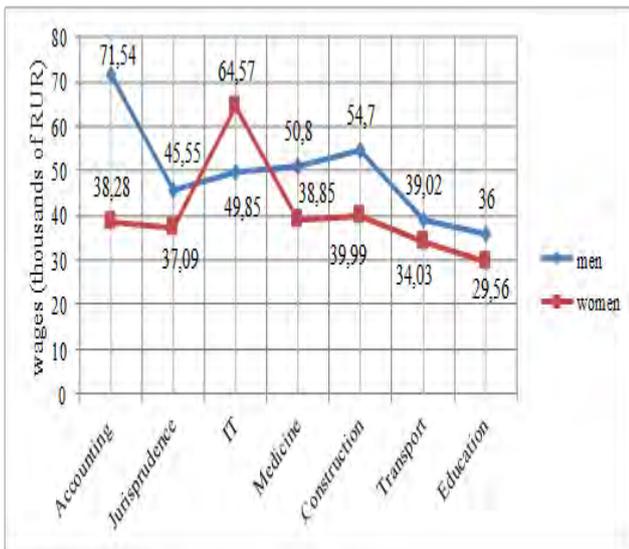


Fig. 3 Comparison of the average expected salary

This happens because the men’s CVs in this professional field are aimed at managerial positions such as chief accountant, chief economist, financial director and other. Out of 50 women’s resumes posted on the site "Rabote66.ru" only five are aimed at getting an administrative position while in the "male" resumes this number is 16. That is, only one in ten (1/100 women, and one in three (1/3) men, despite the fact that this profession is considered to be more “female”.

The interval in the average salary in the professional sphere "Jurisprudence" is 8450 rubles.

This is an area of professional activity in which the number of potential candidates representing the opposite sex is approximately equal. The gap in the wage size is due to "natural" reasons, i.e. the average salary of men is higher simply because they are men.

With a slight difference (only 1 and 2 CVs) on average 6 out of 50 men («Rabota66») and 20 out of 50 men («Headhunter») want managerial positions whereas 5 and 18 women respectively would like to be managers.

In the sphere of "Information Technologies", the jump in the average wage level of 14,720 rubles for women is caused by the reverse situation in the sphere of "Accounting". This means that female job seekers in the IT sphere apply mainly for the positions of project managers, information security consultants and business analysts.

The male job seekers in this sphere are more focused on software development: on average, only 2 out of 50 "female" CVs on the website "HeadHunter" are focused on development, in comparison with 11 “male” applicants. Hence comes the phenomenon of women’s high salary expectations in a "more" male sphere.

It should be noted that high level of desired salary in "Medicine and Pharmaceuticals" is explained by the positions wanted by the applicants whose CVs were analyzed. The desired positions were the following: sales manager of medical equipment, regional representative, development

director, manager of the medical center, head of the pharmacy and other.

The higher level of the expected salary among the "male" CVs is explained by the fact that the job of the sales manager in medical equipment, services or drugs, is mentioned as the desired position 25 times in 50 CVs on average. The preference for a managerial position is shown in approximately one in five resumes. The positions of narrow specialization (gynecologist, radiotherapist) are mentioned in 12 out of 50 resumes.

In the resume of a young man the desired position was “nursing sister”, although the job he had experience in was specified as "medical brother". This may show that the young man tried to attract attention of potential employers by using this language trick.

Among the 50 «female" resumes similarly to men's ones, 50% of applicants seek for the positions of medical representative, regional representative or sales manager. The positions of a nurse and a receptionist attract 15 out of 50 applicants.

It is also worth paying attention to the fact that out of 1720 resumes of the “weaker sex” representatives only 12 wanted the position of chief physician (0.69%). Despite the fact that the number of “male” CVs is almost two times smaller (832), 31 of them (3.73%) apply for the position of the head physician.

Construction and transport traditionally imply the leading role of men, although compared to other spheres the gap is relatively small here. This is due to the prevalence of engineering, where there are no gender preferences whatsoever. The transport sphere implies the professions of stock keepers and logistics managers with the men’s preference of the managerial positions. In the field of "Science and Education", applicants of both sexes choose as desirable the jobs like a teacher of a narrow discipline, therefore a higher level of wages among the male half is due to the natural process.

The left column in both figures presents the interval of salaries requested by the applicants. In the right column you can see the number of CVs, the expectations in which correspond to the interval. The first thing that catches your eye are the maximum and minimum values of the intervals in the female and male CVs: maximum 200,000 rubles for women and 280,000 rubles for men, minimum 15,000 for women and 20,000 rubles for men.

The labor market is a three-sided structure, other participants being employers and the government presented by supervisory bodies (Labor Inspection, Tax Inspection, Pension Fund, etc.). Often, applicants become hostages of gender stereotypes against the will, just because the employer exactly knows what gender employee he needs (this does not apply to such occupations as an auto mechanic or fitter, where women are an exception). HR managers often get a job requisition with a certain description of the candidate, specifying the desired gender, age and work experience.

Men are considered more presentable sellers, more reliable in terms of not taking a sick leave to take care of the sick child

and, of course, they practically do not take a maternity leave instead of their wife. In addition, they are most often ready for business trips: out of 50 men on average 40 are ready for business trips, while there are only 25-26 women in 50 willing to travel on business.

Thus, the following negative processes are present in the labor market of Yekaterinburg:

1. Discrimination in wages. This phenomenon manifests itself when workers with the same qualification and experience who perform an identical job function receive different wages. This kind of discrimination affects women, as well as imported workers.

2. Professional segregation. It is a stable division of professional positions and occupations into groups, most often based on gender. That is, the division into "female" and "male" professions.

The data and conclusions presented above not only prove the relevance of the presented issue, but also show the existence of the described phenomenon in the labor market, which comes not only from job seekers, but also from employers. In addition, the initiative of employers (its possibility) indicates the discrepancy between the legislative formulation of workers equality and the observance of their citizen rights in reality. That is, the labor legislation of the Russian Federation and international legislation aimed at eliminating discrimination in the labor market, is working inefficiently.

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