Do Gender-Neutral Job Ads Promote Diversity? Experimental Evidence from Latin America's Tech Sector

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Abstract

Gendered-grammar languages like Spanish are spoken by 39% of the world's population. In a field experiment in partnership with a Spanish-speaking online platform for technology positions, ads randomly selected to use gender-neutral language receive a larger share of female applicants for non-remote positions in fields where female participation is not too low, and similar numbers otherwise. In a separate survey experiment, gender-neutral language in ads increases interest and beliefs about the suitability for the position and the advertiser's culture of inclusion, with effects that are similar in magnitude to stating the job is remote and larger than explicit diversity statements.

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1 Introduction

Language shapes cognition and decisions. Speakers of languages that demarcate future versus present save less (Chen, 2013) and bilinguals display different attitudes when tested in different languages (Ogunnaike et al., 2010, Danziger and Ward, 2010). Gendered distinctions, in particular, have been hypothesized to make gendered divisions of labor seem more natural (Whorf, 1956). In English, the generic use of "he" (as opposed to "she/he") leads subjects to imagine male referents (Moulton et al., 1978, Cole et al., 1983, Gastil, 1990). Women recall information better when instructions include references to women (Crawford and English, 1984). Introducing gender-neutral language in college-entrance exams in Israel raised female performance in quantitative questions (Cohen et al., 2023). Jakiela and Ozier (2018) provide global evidence documenting that speakers of gendered-grammar languages have lower female labor force population and educational attainment.

While recent years saw rising advocacy (and controversy) regarding "inclusive language" (e.g., gender-neutrality, generic pronouns), there is scant evidence on its effects and whether it can be deployed to address female under-representation in male-dominated fields. We study these issues in the context of Latin America's tech sector, where women account for only 7% of employment (Del Carpio and Guadalupe, 2021). The continent has also seen substantial informal adoption, and government intervention against and in favor, of gender-neutral language (see Appendix A).

We report results from two experiments examining whether gender-neutral language in job advertisements in a gendered-grammar language (mostly Spanish) affects the gender composition of job applicants. While a growing literature has studied the effects of the content and language of recruitment materials, to our knowledge we provide the first evidence on the impacts of gender-neutral language.

In Spanish, like many gendered-grammar languages spoken by 39% of the world population (Jakiela and Ozier, 2018), *all* nouns are assigned to a male or female gender. The traditional default is to use the masculine form as a "generic" when referring to an unspecified sex. For example, there exists a word for "male programmer" (*programador*), a word for "female programmer" (*programadora*), but no word referring to a programmer without conveying gender, so job ads only mention *programador*.[1]

Our first experiment was done in partnership with Get on Board, a widely used website that hosts job ads for the tech sector in Latin America. From April to November 2020, all 2,535 ads submitted to the platform were randomly assigned either to be edited to include only gender-neutral language, or to a control ("business as usual") condition. Ads assigned to the gender-neutral status were subjected to a protocol following government guidelines,

[1]Plurals are also gendered (*programadores* and *programadoras*). Appendix A discusses gendered grammar in Spanish and further issues (and controversies) related to gender-neutral language.

with the most salient edits being references to the position in more inclusive language. For example, "*programador*" would be revised to "*programadora/o*." Potential job applicants were unaware that an experiment was taking place; they only observed that some ads used gender-neutral language and some did not.

Our results indicate that, on average, gender-neutral language did not have a substantial effect on the number or share of women who applied to the position, nor did it affect the "quality" of applicants (as measured by the platform). However, this average effect masks substantial heterogeneity: effects in fields where the baseline share of women is very low (e.g., below 7%), such as programming and mobile development, are essentially zero. In contrast, gender-neutral ads in fields where women account for over 38% of control applicants, such as design and digital marketing, saw an overall increase in the share of female applicants, mainly driven by a 10% increase in the share of women applying for non-remote (i.e., in-person) positions. Moreover, this effect is significantly larger (12.6 p.p. over a control mean 38.4%) when re-scaling "intent-to-treat" estimates by the treatment-induced changes in the use of gender-neutral language. This effect is uniform throughout the "candidate quality" distribution.

To investigate underlying mechanisms, we performed a second experiment in partnership with Laboratoria, an NGO that provides "coding bootcamps" to prepare Latin American women to find jobs in programming and user-experience (UX) design. A survey was sent to its alumni showing two fictional ads which were randomly assigned to use gender-neutral or "generic masculine" language. Subjects were then asked about their propensity to apply for the position and to rate it on several dimensions. Subjects were told the goal of the experiment was to calibrate future job advertisements they would receive, without any mention of gender-neutral language and its evaluation.

The (all-female) subject pool reported they were more likely to apply (and believed they were more suitable for the job and more likely to be hired) for a job with ads using gender-neutral language. Moreover, they also stated that the company using the job ad with gender-neutral language was more likely to have an inclusive culture, promote work-life balance, and employ a larger share of women. Additionally, in a cross-randomized factorial design, we varied whether ads stated the position was remote and whether it included a statement about the company's commitment to diversity. The effects of gender-neutral language were substantially larger than the effects of diversity statements on all outcomes. They were comparable or larger than the effects of stating the job was remote (except for how likely they were to apply, where remoteness is a valued characteristic). As in the first experiment, the effects of gender-neutral language were larger for non-remote positions.

On one hand, our results indicate the use of gender-neutral language in recruitment materials are unlikely to have dramatic effects over a broad range of tech sector ads. On

the other, it suggests that it can lead women to positively reassess job characteristics and increase their likelihood of applying for some positions, depending on job characteristics. The Laboratoria experiment indicates gender-neutral language affects beliefs about the company across multiple dimensions, and its effect is substantially larger than commonly used explicit diversity statements.

The stronger effects for non-remote positions in both experiments indicate that gender-neutral language affects beliefs about job characteristics that complement in-person interactions (e.g., interacting with female co-workers and an overall more inclusive and "work-life balanced" culture).

The effects in the first experiment being concentrated on fields with larger female representation are also consistent with the importance of in-person interaction with female co-workers. A complementary explanation is that women are more likely to have more pessimistic beliefs about their own ability in more male-typed domains (Niederle and Vesterlund, 2007, Coffman, 2014, Bordalo et al., 2019, Exley and Kessler, 2022) and that this plays a role in hindering female applications (Coffman et al., 2019). The use of gender-neutral language may affect whether a job is perceived as male-typed.

To our knowledge, this is the first paper evaluating gender-neutral language in recruitment materials. We speak to three separate strands of literature. The first is how content in job advertisements affects the gender composition of applicants (Abraham et al., 2022, Coffman et al., 2019, Flory et al., 2021, Gaucher et al., 2011, Gee, 2018, Kuhn et al., 2020, Samek, 2019), in particular those focusing on "light-touch" interventions that make gender salient (Del Carpio and Guadalupe, 2021, Delfino, 2022). A second strand studies social identity and occupational choice more broadly (Hsieh et al., 2019, Cassan et al., 2021, Oh, 2021). Lastly, a large literature (mentioned in the first paragraph) dating back to the Whorf (1956) hypothesis studies how language affects cognition and behavior. Jakiela and Ozier (2018) provides an overview focused on gender.

2 Context

2.1 First Experiment: Get on Board

The platform. Get on Board (getonbrd.com) is one of the largest online job boards focused on tech sector professionals in Latin America, with over 560,000 professionals who submitted over 1.7 million applications to 10,000 registered companies. Approximately 92% of posted jobs are full-time.

To post a job, companies pay a submission fee or subscribe to a service allowing multiple postings. All ads are first submitted for moderation where Get On Board staff ensures

they comply with quality standards. The platform classifies ads (and organizes how they are presented on the site) in twelve fields: programming, sysadmin, design/UX, operations, mobile, data analytics, digital marketing, customer support, innovation/agile, sales, advertising/media, and human resources.[2]

Ads are presented in a standardized format with job title, level of seniority, remote modality, and location made salient. Ads provide four sections on the company, the job advertised, the job requirements, and the benefits provided by the company, respectively. Figure A.1 provides images of job listings and job ad "header."

Companies with a subscription have access to a personalized evaluation board where they can rank candidates who apply for their jobs, such as which ones to discard, pass the first round, or select for the job. Not all companies use this tool (Appendix B discusses this further).

Applicant quality and "badness scores." To apply for a job, professionals must register with the platform. Get on Board evaluates professionals based on their history recorded in the evaluation boards, creating an index internally called as their "badness score." The score evolves as they go through different recruitment processes: each time an applicant is rejected or moves on to the next stage, the score goes up or down, respectively. A lower badness score signals a "better" applicant from the revealed preference of companies' hiring processes.[3]

2.2 Second Experiment: Laboratoria

A not-for-profit founded in Peru in 2015, Laboratoria has expanded to Chile, Mexico, Colombia, Ecuador, and Brazil. The company offers 6-month coding bootcamps in Web Development and UX Design to build *female* trainees' technical and life skills with the goal of job placement. Over 85% of graduates find a job in the tech sector upon graduation. As of 2022, Laboratoria had an alumni network of over 2,500 women.

Laboratoria runs *Get Hired*, a newsletter recommending a selection of jobs available on several online platforms to its alumni. Our survey was embedded within this context, with an invitation to participate sent to those receiving the newsletter.

[2]Table A.2 provides the share of ads in each field.

[3]Professionals cannot observe their own score, which is used internally by Get On Board and by subscribing companies. In 2021 (after our experiment) the platform stopped its use of badness scores.

3 Experimental Designs

3.1 First experiment: Get on Board

Scope and Randomization. The experiment was pre-registered with the AEA's RCT registry under number 5509. Between April 17 and November 27, 2020, *all* job advertisements submitted to the platform were assigned to either a control or treatment status. Probabilities of assignment were 50% each and independently drawn for each ad. An ad under *control* status is treated as the platform usually treats its ads. An ad under *treatment* underwent the same process plus the additional protocol described below.

Firms that submitted ads assigned to treatment received the message below:

> *This job has been randomly selected for gender-neutral moderation. We are evaluating requiring gender-neutral language to all jobs. For a brief period, we are selecting jobs at random, and our moderation team is making sure they comply with gender-neutral language guidelines. This requires no action on your part.*
>
> ***Ok, keep this job in the study (default)***
> ***Remove this job from the study***

Only two ads (out of 1242 assigned to treatment) chose to opt out of the experiment.

Treatment. Ads assigned to treatment were edited by *Get On Board* staff to comply with a gender-neutral language protocol before being posted. This process was embedded in the usual "moderation" stage of job posting that ensures ads adhere to basic standards, including controls (Section 2). This allows our treatment to occur "naturally" and relatively "non-invasively."

The gender-neutral language protocol was based on recommendations provided by South American governments (Appendix A) and consisted of two ranked guidelines. The first (preferred) involved the use of strategies that avoid using the "generic masculine" form: e.g., replacing them with (gender-neutral) relative pronouns, imperative verbs, and nouns with no gender assigned.[4] Second, when it was not possible to avoid "generic masculines," the ad gave visibility to both genders by doubling the word in the feminine first and the masculine second (e.g., "programador" should be changed to "programadora/o.").

[4]For example, when instructing candidates meeting requirements to send a CV, "*Los candidatos* que cumplan con los requisitos deberán enviar su CV" should be changed to "*Envíe* su CV si cumple con los requisitos" (replacement of a masculine noun with an imperative form). When telling dynamic and innovative candidates to apply, "si eres *dinámico e innovador*..." should be changed to "si eres *una persona dinámica e innovadora*" since "persona" (person) is a noun that applies to both genders.

Figure 1 provides an example of the same ad under control and treatment status. Table A.14 shows key examples for the protocol and Appendix C contains the exact guidelines used by Get On Board staff.

Data collection. During the experimental period, we collected data on the ads (e.g., company location, whether the position was remote, the field and seniority level of the advertised position) as well as information that Get On Board has on the applicants themselves (e.g., gender, "badness scores"). We tracked applications until all ads from the experimental periods were "closed" and stopped accepting further applications.

Construal and subject perceptions. (Potential) job applicants were not aware an experiment was taking place or that some ads were chosen by Get On Board to implement gender-neutral language, making this a "natural field experiment" (Harrison and List, 2004). From their point of view, some ads on the platform were gender-neutral and some were not, and the most plausible interpretation is that it was the choice of the companies themselves to write gender-neutral ads. It would thus be natural for them to make inferences about the company from its use of language. As Figure 1 shows, the most salient change from treatment in most ads was the title (e.g., "Ingeniero" versus "Ingeniera/o").

3.2 Second Experiment: Laboratoria

The experiment was pre-registered with the AEA's RCT registry under number 10076. Appendix D provides all experimental materials (invitation e-mails, survey instruments, and ads). The survey and all communications with participants were in Spanish, except for alumni of the Brazilian bootcamp, which was in Portuguese (also a gendered-grammar language).

Scope and invitations. Within the context of their *Get Hired* newsletter (Section 2), Laboratoria sent an invitation to its (all-female) alumni inviting them to collaborate on "*a study that seeks to find out how job advertisements published on various job platforms in the technology sector are perceived*" in order to "*promote better quality in the selection of recommended ads, allowing more people to find the job they are looking for.*" Participation allowed entering a draw to win an Amazon Kindle. The invitation and the survey itself did not explicitly mention gender-neutral language in any manner, to avoid priming the subjects and minimize potential demand effects.

Design and randomization. The invitations provided links to the survey website. Each respondent was shown two fictitious job ads in their field of graduation (web development

or design/UX). Subjects were informed the ads were fictitious. To make them realistic, ads were written to closely mimic those on Get on Board (see Figure 1 for an example).

Each time a subject saw an ad, the survey randomly drew one of eight variations of an ad with equal probability. Ads had the exact same text except for randomized variations from a factorial (2×2×2) design, since ads vary on three binary dimensions: i) whether the text of the ad is gender-neutral (in a manner similar to the Get On Board ads and policy), ii) whether the ad is for a remote position, and iii) whether the ad explicitly mentions the firm values diversity in the workplace (a "diversity statement"). Ads were written so the title (e.g., "*desarollador*" versus "*desarollador/a*") and two sentences in the main body were to be shown under masculine form under non-gender-neutral status or in a gender-neutral manner under that status.[5]

Survey and outcomes. After introductory questions (year, country, bootcamp field, and whether they had a job in the tech sector or searching for one), respondents were shown an ad, asked the eleven questions below, shown another ad, and asked the same questions again, and the survey ended.

The first nine questions were statements with sliders for a Likert scale 0-10 on whether they fully disagreed (0) to entirely agreed (10):

- I find this job attractive (*"Job appeal"*)
- I think this company would be a good employer (*"Good employer"*)
- I have the required qualifications for this job (*"Meet requirements"*)
- I would apply for this job if I have the required qualifications (*"Probability of applying"*)
- I think this company is looking for someone like me (*"Suitability"*)
- If I applied, I would have a high probability of being chosen (*"Probability of being chosen"*)
- I think this company offers a good salary (*"Good salary"*)
- I think this company offers a good work/life balance (*"Work-Life Balance"*)
- I think this company has an inclusive/diverse culture (*"Inclusive culture"*)

[5]See Appendix D for further information. Ads under the diversity statement condition had an additional sentence at the end of the first paragraph (either "*At 'name of company' we are committed to diversity and do not accept any type of discrimination*" or "*'Company name' is a forthcoming company and we do not accept any type of discrimination.*") Ads under the remote condition stated "remote" saliently under the job title (as opposed to "non-remote") and also re-stated that the job was remote (as opposed to as in-person) at the bottom under a "remote work policy" section.

The final two questions asked what respondents thought was the proportion of women in the entire company and in the advertised position, with six categorical answers.[6]

While the survey was not directly incentivized, participants had an interest in responding truthfully as it would influence future job recommendations they would receive from Laboratoria.

Responses. We obtained 546 responses (1,092 ad impressions) from approximately 2,500 invitations during September-October 2022. The median respondent took seven minutes to do the survey (and 95% spent more than 3 minutes). On Section 5 we highlight results that serve as "attention checks."

4 Get on Board Experiment Results

Sample. Our sample consists of the 2,535 ads submitted to the platform between April 17 and November 27, 2020, from 830 unique companies. 1,242 ads were assigned to treatment and 1,293 to control. These ads received a total of 122,355 applications (from 31,674 unique applicants), of which 52.5% were for the ads in the control condition. Figure A.2 shows the distribution of ads posting dates, indicating balance by treatment status. Table A.1 presents the average characteristics of the control and treatment ads, demonstrating they are balanced in terms of field, seniority of the position, location, whether they presented a wage (and its value), and whether the position is remote.

Remoteness. Our experiment was conducted while mobility restrictions due to Covid-19 were still in place, and a large portion of the ads listed a remote position (at least temporarily). Get On Board asked firms to state how their ad fitted into three mutually exclusive categories: *temporarily remote* jobs, expected to become in-person after restrictions were lifted; *locally remote* jobs that were fully remote but required a person living in a specific country; and *fully remote* jobs that had no restrictions on the location of the employee. We classify as "remote" all the positions listed as locally remote or fully remote. Jointly, they constitute 39% of our sample.[7]

Female representation by field. The share of female applicants varied significantly by field. Table A.2 provides a summary based on the control group. Our results explore the heterogeneous effects across this dimension. To do so, we classified ads into three groups

[6] Very low (0-10%), low (11-20%), relatively low (21-30%), median (31-40%), relatively high (41-50%), a majority (over 51%).

[7] Before the Covid-19 pandemic, only 6% of ads on the platform were remote.

based on the share of female applicants in the *control* group. The "low female share" includes fields where less than 7% of applicants are female: programming and mobile. The "medium female share" includes fields with intermediary values (customer support, data analytics, innovation/agile, operations, sales, and sysadmin), where the share of female applicants ranges from 15% and 32%. The "high female share" human resources, advertising/media, design, and digital marketing, where the share of female is 39% or higher. The cutoffs in defining the groups were based on the location of the largest "gaps" in the distribution in Table A.2. Note that whether a *treated* ad belongs to a group is determined by its field, and groups' definition is based entirely on the *control* distribution of female applicant shares (thus not affected by treatment).

Gender-neutrality of ads. We use two classifications of whether an ad uses gender-neutral language. In both cases, ads are classified into three categories (English, Spanish gender-neutral, and Spanish non-gender-neutral). The first uses only job titles (as only these are listed in the platform when browsing and appear saliently in larger font at the top of ads). Note that the "Spanish gender-neutral" category includes both active gender neutrality (e.g. "desarrolladora/o"), and passive gender neutrality (e.g. "analista").[8]

The second classification is based on the full text of the ad. We code an ad as "gender-neutral" if it complies entirely with the protocol: every noun, pronoun, article, and adjective is used gender-neutrally. If an ad has an English title and gender-neutral Spanish text, it is coded as "Spanish gender-neutral." Both classifications were done by the researchers separately from the implementation of the treatment by Get On Board.

The breakdown of the gender-neutral language categories by treatment status and job category group is depicted in Table 2. There are five noteworthy points. First, about half of all ads use a job title in English (e.g., "designer" instead of "diseñador"), but over 85% of ads have their text in Spanish. Second, some *control* ads are by companies who decided on their own to use gender-neutral Spanish. Third, some treated ads are not gender-neutral, as the treatment was not perfectly implemented by Get On Board staff. This is extremely rare for job titles but more common for the text, in particular sections that were not as salient such as the company description. Fourth, more ads are classified as Spanish gender-neutral by their full text than by their title only, since an ad with an English job title and Spanish gender-neutral text is classified as "English" by their title and "Spanish gender-neutral" in the full text. Fifth, the low female share group has a larger share of ads using non-gender-neutral language than others.

[8]In Spanish, some nouns for male and female are spelled the same (e.g., "analista" and "economista" refer to both a male of female analyst or economist). See Appendix A.

First-stages. Since English has non-gendered grammar, the first-stage estimate (effects on gender-neutral language) can be inferred from subtracting control from treatment percentages in the "Spanish not GN" column in Table 2. For job titles, these are substantial for the low female share group (almost 40 p.p.) and slightly below 20 p.p. (28 p.p.) for the medium (high) female share group. The magnitudes for the full-text classification are similar. We return to this issue when discussing treatment-on-treated effects.

Intent-to-treat effects. We estimate:

$$y_i = \alpha + \beta remote_i + \gamma treatment_i + \delta treatment_i \times remote_i + X_i\theta + \epsilon_i \quad (1)$$

where i indexes ads, y_i is an outcome of interest (e.g., share of female applicants), $remote_i$ is a dummy for whether the position is remote, $treatment_i$ is a dummy for whether the ad was assigned to treatment, and X_i is a vector of controls. We present usual (heteroskedasticity-robust) standard errors and two-sided randomization-inference p-values based on 1,000 draws.

Throughout the paper, we report results using two sets of controls. The "baseline" includes month dummies interacted with $remote_i$ (thus 16 dummies given a 8-month experiment). We also use the post-double-selection (PDS) LASSO from Belloni et al. (2014) to select controls from a set of month dummies, a dummy if the ad posted a salary range, and five dummies for required seniority (28 variables).[9]

Table 1 reports the results both for the entire sample and by female share of applicants' groups. The three outcomes are the number of applicants (of both genders), the share of female applicants, and the average badness score (our measure of applicants' "quality"). Columns (1) and (2) in all panels indicate small and insignificant effects on the number of applicants, their gender composition, and their quality on the full sample. This holds for remote and non-remote positions. The average number of applications in non-remote positions is 43 of which only 15.3% are from female applicants. Remote positions receive more applicants, but not a higher share of female applicants.

The overall effects of treatment for the platform are zero or modest. For the entire sample (pooling jobs regardless of their remote status), our baseline estimate of the intent-to-treat effect on the female share of applicants is -0.0035 (s.e.=0.0067), implying a 95% CI can rule out positive effects larger than one p.p. relative to a sample mean of 15.5%.

Equation (1) is estimated separately for the three female share groups in columns (3)-(8). Overall, we do not detect increases in the number of applicants in any field group. For the share of female applicants, an interesting pattern of heterogeneity arises: we observe

[9]Categories for seniority are: no experience required, junior, semi-senior, senior, and missing. Since both sets of controls include interactions with $remote_i$, tables omit the presentation of β.

small and close to zero effects for groups with low and medium female share, but a significant positive effect for the high female share group. The effects are driven by non-remote positions: treatment increases the share of female applicants from 38.4% in the control group to 42.3%. The result appears to be driven primarily by more female applications: Table A.3 presents results on the number of male and female applicants. Although noisily estimated (number of applicants are outcomes with larger variance than female shares), the point estimates indicate a percent increase in the number of female applications that is three times larger than the reduction in male applications.[10]

We can reject that the effect for non-remote jobs in high-female share groups is the same as the effect for low and medium groups (p-values of 0.048 and 0.067, respectively).

Effects on applicants' "quality." Table 1 indicates small and insignificant effects on the average quality of applicants (measured by badness scores). The default badness score set for a new user is 1500. To facilitate exposition, we re-scale badness scores by dividing it by one hundred, so it has a mean of 15.07 and a standard deviation of 1.89 across all applicants in our sample.

Appendix B provides plots of the distribution of applicants' badness scores by gender. Control and treatment distributions are remarkably similar, indicating no effects at different points of the distribution (e.g., treatment does not increases applications for particularly high- or low-quality applicants of either gender). All these patterns hold for each remote status by female share of applicants' group combination.

Note that a positive effect on the female share of applicants for high-female share fields and small (or zero) effects on quality implies that the larger share of women applying to gender-neutral ads increase comes from throughout the "quality" distribution, and thus a larger share of female applicants above any threshold.

Treatment-on-treated effects. To interpret effects' magnitudes, we re-scale the intent-to-treat effects by estimating the effect of a dummy equal to one if the ad is gender-neutral using a dummy for assigned treatment as an instrument. As in Table 2, we use two classifications of gender-neutrality. Appendix B provides detailed information and tables.

As expected, effects for other groups are close to zero, but the effect for non-remote positions in the high-female-share fields using the title classification is 12.6 p.p. (significant at the 5% level). Results using the full-text classification are similar given the similar first-stages, although slightly noisier.

For the entire sample (pooling jobs regardless of their remote status), our baseline estimate of the treatment-on-treated effect of gender-neutral language on the female share of applicants

[10]The share of remote positions varies by field, being 41%, 31%, and 44% for the low-, medium-, and high female share groups, respectively.

is -0.011 (s.e.=0.21), implying a 95% confidence interval can rule out effects of 3 p.p. relative to a sample mean of 15.5%.[11]

Additional results. Appendix B provides results on the share of female candidates that firms sort as "discarded," "selected," or "hired" in the evaluation board. Results are consistent with a higher share of women moving upward on the selection process for non-remote positions in high female share fields, with caveats about selection into using the board and smaller sample sizes. Appendix B also provides evidence that being assigned to treatment does not increase the chance firms use gender-neutral language on subsequent ads.

5 Laboratoria Experiment Results

Sample characteristics. Over 80% of respondents work at the tech sector (and essentially all that do not were looking for a tech job). Approximately 25% of respondents were alumni from the UX design bootcamp, and the remainder from web development. Table A.9 presents the summary statistics and covariate balance.

"Raw" averages. Figure 2 provides simple averages for all eleven outcomes described in Section 3. It does so separately for the three treatments. Since the experiment has a $2 \times 2 \times 2$ factorial design with equal probability, other treatment conditions are balanced when making two-way comparisons.[12]

Positive impacts of using gender-neutral language are visible for all outcomes, with one exception. Gender-neutral language makes subjects report they are 10% more likely to apply for a job (a 0.54-point increase over a control mean of 5.2 on a 0-10 Likert scale). Similarly, it makes respondents report they are 16% more "suitable" for the job (agree the company is "looking for someone like me") and 7% more likely to be hired. Moreover, gender-neutral language increases beliefs about the company's inclusive culture and promotion of work-life balance by 25% and 10%, respectively. It also makes respondents believe the company is more likely to employ a larger share of women. All these effects are statistically significant at the 5% level, and most at the 1% level.

The effect on whether respondents believe they meet requirements are small and close to zero. This is consistent with gender-neutral language leading respondents to update their

[11] Similar exercises for the number of applicants are less informative since the outcome has a larger variance and is less precisely estimated.

[12] e.g., when comparing gender-neutral to non-gender-neutral ads, in both groups the share of ads that are remote and have a diversity statement is 25%, the share that are non-remote and have a diversity statement is 25%, and so on.

beliefs about the company, but not on whether they meet requirements clearly specified in the ad.

The impacts of diversity statements are closer to zero, though large for beliefs about the firms' culture of inclusiveness, indicating the statements were not ignored by respondents. This suggests that gender-neutral language sends stronger signals about the company than explicit statements. For five outcomes (job appeal, suitability, good salary, and percent of women in the position and company), we can reject the hypothesis that the effect of gender-neutral language and diversity statements are the same at the 5% significance level.[13]

The impact of remoteness is significant and larger than the use of gender-neutral language for some outcomes. It increases the appeal of the job and views about the company's culture and work-life balance, but not whether the respondents meet requirements, are likely to be hired, or believe more women work in it. The effects of gender-neutral language are larger for suitability for the job, inclusive culture, and the percent of women in the company and position, while remote status has a larger effect on views about work-life balance (for these five outcomes, we can reject the hypothesis that the effect of gender-neutral language and remote status are the same at the 5% level).[14]

Experimenter demand effects. Three factors suggest experimenter demand effects cannot explain our results. First, as described in Section 3, subjects had no reason to believe the experiment involved evaluating gender-neutral language. They saw different ads without knowing what variations and treatments were. Second, the small and insignificant effect of gender-neutral language for meeting requirements for the job provides evidence against demand effects or any other mechanism leading respondents to give higher ratings for all outcomes. Third, we find small or zero effects of diversity statements. Presumably, any demand effects mechanism that operates for gender-neutral language would also operate for related treatments.

Robustness and additional results. Appendix B provides additional tables indicating how the results above are similar regardless if treatment effects are estimated jointly or separately, and robust to the inclusion of respondent fixed effects. It also provides plots of the distribution of outcomes by treatment status, showing that positive effects are driven by broadly shifting the entire distribution of answers to higher levels. Effects are similar when separating the sample between alumni of the web development and the UX design

[13]The same applies to probability of applying at the 10% level.

[14]For all estimates and tests discussed in this section, we obtain similar p-values when using randomization inference based on 1,000 draws.

bootcamps.[15]

Heterogeneity by remote status. The experiment's factorial design was designed to i) allow comparing the effects of gender-neutral language to diversity statements and working remotely and ii) ensure the sample reflected the context (many Get On Board ads have diversity statements and involve remote positions). The experiment is underpowered to estimate treatment interactions. This is reflected in our pre-registration, which stated our goal was to compare different treatment effects (and not estimate interactions). Appendix B provides further discussion.

However, given the importance of heterogeneous effects by remote status in the Get On Board results, we also test for a similar pattern. Table 3 reports estimates from:

$$y_{ia} = \alpha + \beta GNeutral_{ia} + \gamma Remote_{ia} + \delta Remote_{ia} \times GNeutral_{ia} + \epsilon_{ia} \tag{2}$$

where i indexes respondents and a indexes the ads they see. Each respondent sees two ads (with 546 respondents we have up to 1092 observations to be used). y_{ia} is an outcome variable (e.g., whether respondent i answered she would apply to job ad a). The three right-hand side variables are dummies indicating whether the ad shown was randomly assigned to be gender-neutral, to be remote, and the interaction between the two dummies.

For all outcomes except "meeting requirements" and "inclusive culture," point estimates on the interaction are sizable and negative. They are imprecisely estimated and we cannot reject they are zero. However, they corroborate the results from the Get On Board experiment indicating the effects of gender-neutral language are stronger for non-remote positions.

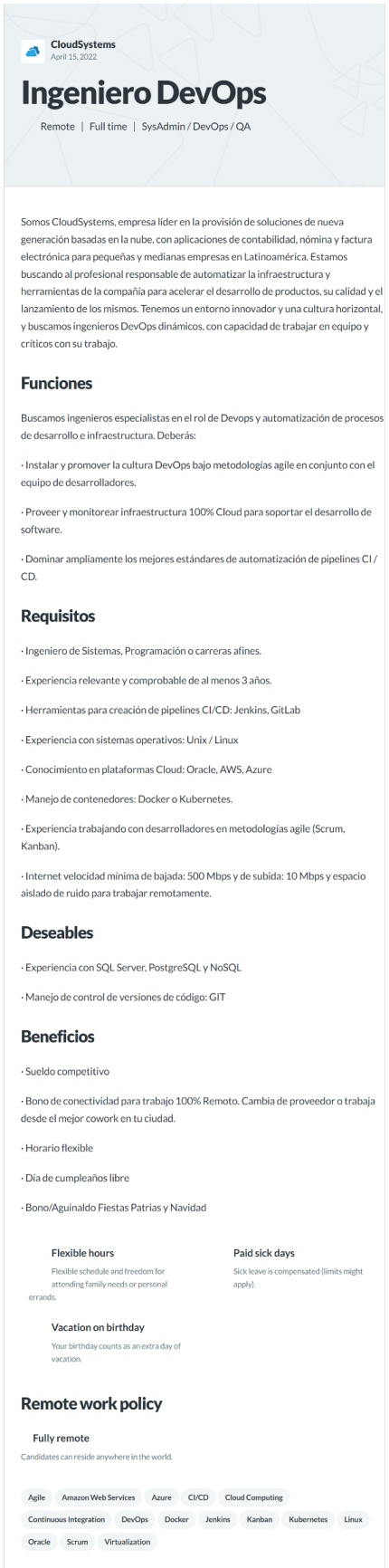
6 Conclusion

As discussed in the introduction, we interpret the results of this first evaluation of gender-neutral language in job ads as indicating that, while it is unlikely to have dramatic effects over a broad range of tech sector positions, it can have substantial effects depending on job characteristics. Moreover, the Laboratoria experiment indicates that gender-neutral language leads women to update about the position across multiple dimensions and has an effect substantially larger than commonly used explicit diversity statements. We hope this study spurs similar tests in other contexts different from the tech sector and/or the Spanish-speaking world.

[15] Our estimates do not suffer from the issue of contamination bias from multiple treatments given the fully factorial design with equal probability of receiving any treatment condition and/or that regressions do not include covariates (Goldsmith-Pinkham et al., 2022).

Moreover, our effects being concentrated on non-remote positions in fields where female participation is larger suggests directions for further research. For example, is it the case that female applicants see gender-neutral language as a more informative "signal" in fields with more women? Or that gender-neutral language suggests job amenities that are complementary to in-person interaction with female co-workers (e.g., more mentorship)?

Figure 1: Example of Same Ad Under Control and Treatment Status



CloudSystems
April 15, 2022

Ingeniero DevOps

Remote | Full time | SysAdmin / DevOps / QA

Somos CloudSystems, empresa líder en la provisión de soluciones de nueva generación basadas en la nube, con aplicaciones de contabilidad, nómina y factura electrónica para pequeñas y medianas empresas en Latinoamérica. Estamos buscando al profesional responsable de automatizar la infraestructura y herramientas de la compañía para acelerar el desarrollo de productos, su calidad y el lanzamiento de los mismos. Tenemos un entorno innovador y una cultura horizontal, y buscamos ingenieros DevOps dinámicos, con capacidad de trabajar en equipo y críticos con su trabajo.

Funciones

Buscamos ingenieros especialistas en el rol de Devops y automatización de procesos de desarrollo e infraestructura. Deberás:

· Instalar y promover la cultura DevOps bajo metodologías agile en conjunto con el equipo de desarrolladores.

· Proveer y monitorear infraestructura 100% Cloud para soportar el desarrollo de software.

· Dominar ampliamente los mejores estándares de automatización de pipelines CI / CD.

Requisitos

· Ingeniero de Sistemas, Programación o carreras afines.

· Experiencia relevante y comprobable de al menos 3 años.

· Herramientas para creación de pipelines CI/CD: Jenkins, GitLab

· Experiencia con sistemas operativos: Unix / Linux

· Conocimiento en plataformas Cloud: Oracle, AWS, Azure

· Manejo de contenedores: Docker o Kubernetes.

· Experiencia trabajando con desarrolladores en metodologías agile (Scrum, Kanban).

· Internet velocidad mínima de bajada: 500 Mbps y de subida: 10 Mbps y espacio aislado de ruido para trabajar remotamente.

Deseables

· Experiencia con SQL Server, PostgreSQL y NoSQL

· Manejo de control de versiones de código: GIT

Beneficios

· Sueldo competitivo

· Bono de conectividad para trabajo 100% Remoto. Cambia de proveedor o trabaja desde el mejor cowork en tu ciudad.

· Horario flexible

· Día de cumpleaños libre

· Bono/Aguinaldo Fiestas Patrias y Navidad

Flexible hours
Flexible schedule and freedom for attending family needs or personal errands.

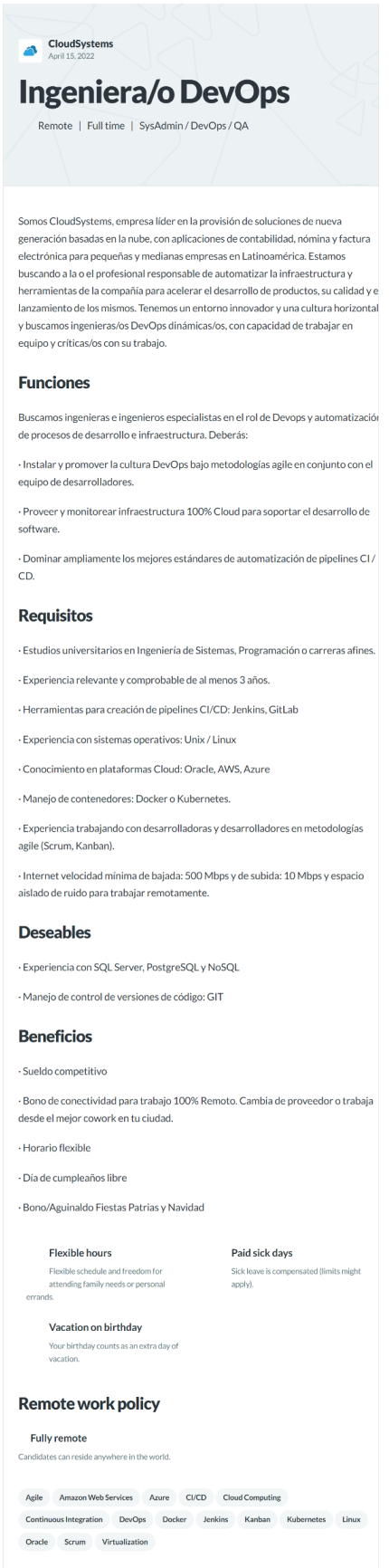
Paid sick days
Sick leave is compensated (limits might apply).

Vacation on birthday
Your birthday counts as an extra day of vacation.

Remote work policy

Fully remote
Candidates can reside anywhere in the world.

Agile | Amazon Web Services | Azure | CI/CD | Cloud Computing | Continuous Integration | DevOps | Docker | Jenkins | Kanban | Kubernetes | Linux | Oracle | Scrum | Virtualization



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Funciones

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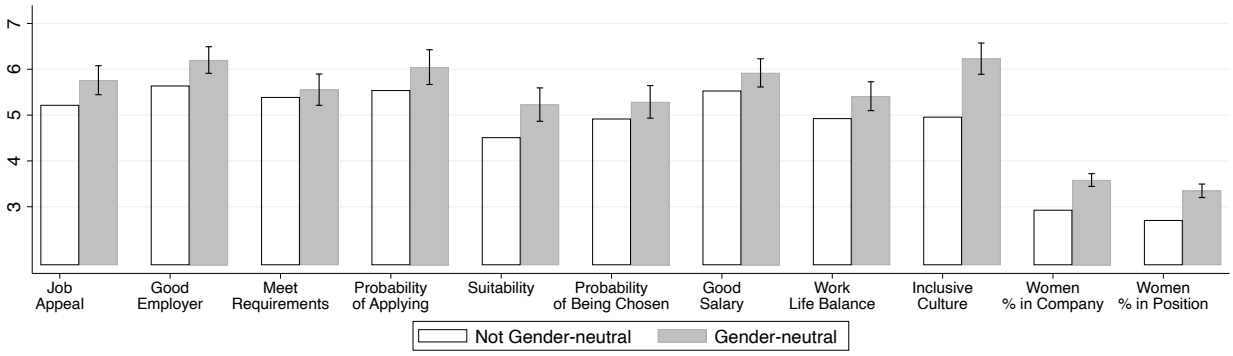
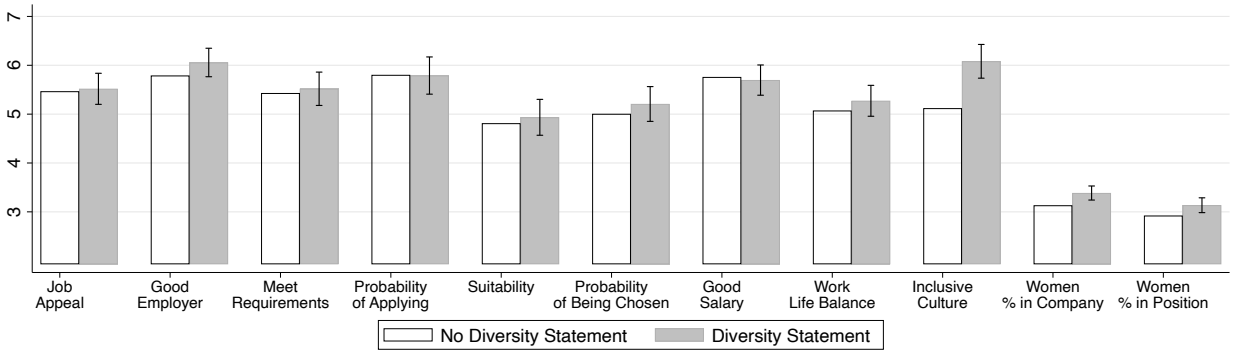
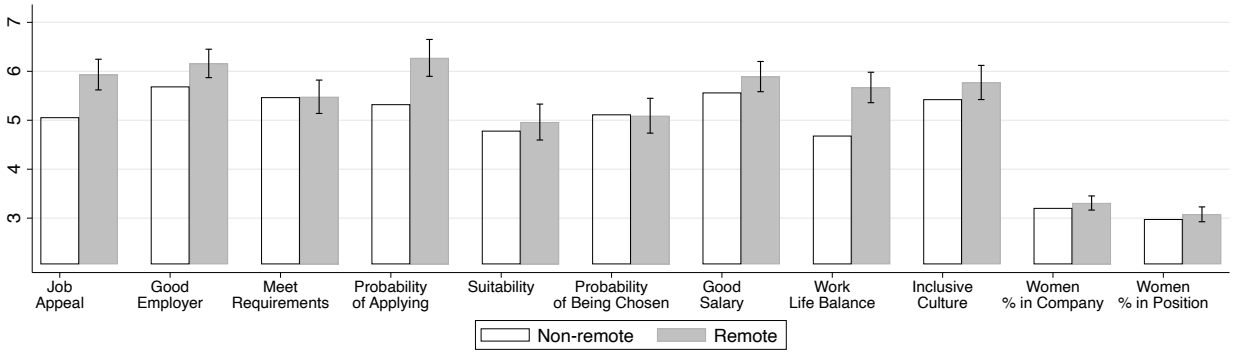
Figure 2: Outcome Averages by Different Treatment Statuses - Laboratoria



(a) Gender Neutral Language Treatment



(b) Diversity Statement Treatment



(c) Remote Job Treatment

Notes: Unit of observation is a response to an ad (each of the 546 respondents sees two ads). Figures provide the "raw" averages for the eleven outcomes collected in the survey (see text for definitions), by different treatment statuses. Whiskers present the 95% CI of the difference between averages (the treatment effect), based on robust standard errors. All observations are included (e.g., Panel (a) includes all observations regardless of remote or diversity statement status).

Table 1: Intent-to-Treat Effects - Get On Board

Outcome: Total Number of Applicants

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	0.061	0.682	-2.483	-1.078	4.876	4.253	0.312	0.092
	(2.941)	(2.844)	(3.102)	(2.803)	(5.981)	(5.765)	(9.505)	(9.107)
	[0.950]	[0.872]	[0.434]	[0.718]	[0.416]	[0.484]	[0.956]	[0.984]
Remote × Treatment	-5.926	-8.982	0.864	-0.970	-18.357*	-21.765*	-10.811	-10.592
	(5.479)	(5.931)	(6.669)	(6.718)	(10.500)	(11.283)	(15.117)	(14.629)
	[0.342]	[0.138]	[0.890]	[0.930]	[0.088]	[0.036]	[0.584]	[0.584]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	2,535	2,535	1,480	1,480	705	705	350	350
Control Mean - Non-remote	43.36	43.36	30.96	30.96	56.43	56.43	66.62	66.62
Control Mean - Remote	57.81	57.81	51.27	51.27	59.49	59.49	81.15	81.15

Outcome: Share of Female Applicants

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	0.000	0.003	-0.000	0.001	-0.004	0.002	0.039**	0.037**
	(0.009)	(0.009)	(0.006)	(0.006)	(0.015)	(0.014)	(0.019)	(0.018)
	[0.990]	[0.760]	[0.966]	[0.870]	[0.820]	[0.836]	[0.036]	[0.036]
Remote × Treatment	-0.009	-0.011	-0.000	-0.002	-0.032	-0.039	-0.043	-0.042
	(0.014)	(0.014)	(0.009)	(0.009)	(0.028)	(0.026)	(0.027)	(0.026)
	[0.528]	[0.470]	[0.934]	[0.804]	[0.266]	[0.162]	[0.106]	[0.114]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	2,535	2,535	1,480	1,480	705	705	350	350
Control Mean - Non-remote	0.153	0.153	0.0679	0.0679	0.208	0.208	0.384	0.384
Control Mean - Remote	0.160	0.160	0.0628	0.0628	0.241	0.241	0.433	0.433

Outcome: Average Badness Score

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	0.047	0.039	0.097**	0.089*	-0.024	-0.033	-0.030	-0.030
	(0.031)	(0.031)	(0.048)	(0.047)	(0.044)	(0.042)	(0.052)	(0.051)
	[0.120]	[0.188]	[0.038]	[0.066]	[0.570]	[0.462]	[0.578]	[0.592]
Remote × Treatment	-0.014	-0.005	-0.044	-0.032	0.008	0.019	0.038	0.038
	(0.048)	(0.047)	(0.070)	(0.069)	(0.080)	(0.076)	(0.075)	(0.073)
	[0.756]	[0.910]	[0.558]	[0.696]	[0.858]	[0.756]	[0.630]	[0.634]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	2,535	2,535	1,480	1,480	705	705	350	350
Control Mean - Non-remote	15.15	15.15	15.16	15.16	15.19	15.19	15.00	15.00
Control Mean - Remote	15.09	15.09	15.14	15.14	15.08	15.08	14.89	14.89

Notes: Odd-numbered columns include baseline controls (month dummies interacted with remote status). Even-numbered columns include controls selected by post-double-selection LASSO (see text for details). Columns (3)-(4) only include ads from programming and mobile fields; columns (5)-(6) only customer support, data analytics, innovation/agile, operations, sales, and sysadmin fields; columns (7)-(8) only HR, advertising/media, design, and digital marketing fields. Last two rows in each panel provide the average of the outcome variable for control ads conditional on remote status. Standard errors in parentheses and randomization inference p-values in brackets. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table 2: Gender-Neutrality by Treatment Status and Share Female in Field - Get On Board

Classification of Ads Based on Job Title

		English	Spanish GN	Spanish not GN	Total
Low Female Share Fields	Control	372	62	332	766
		(48.56%)	(8.09%)	(43.34%)	
	Treatment	313	375	26	714
		(43.84%)	(52.52%)	(3.64%)	
Medium Female Share Fields	Control	202	63	72	337
		(59.94%)	(18.69%)	(21.36%)	
	Treatment	211	147	10	368
		(57.34%)	(39.95%)	(2.72%)	
High Female Share Fields	Control	103	31	56	190
		(54.21%)	(16.32%)	(29.47%)	
	Treatment	88	69	3	160
		(55%)	(43.12%)	(1.88%)	

Classification of Ads Based on Full Ad Text

		English	Spanish GN	Spanish not GN	Total
Low Female Share Fields	Control	81	158	527	766
		(10.57%)	(20.63%)	(68.80%)	
	Treatment	90	410	214	714
		(12.61%)	(57.42%)	(29.97%)	
Medium Female Share Fields	Control	44	111	182	337
		(13.06%)	(32.94%)	(54.01%)	
	Treatment	54	189	125	368
		(14.67%)	(51.36%)	(33.97%)	
High Female Share Fields	Control	24	58	108	190
		(12.63%)	(30.53%)	(56.84%)	
	Treatment	21	87	52	160
		(13.12%)	(54.38%)	(32.50%)	

Notes: Unit of observation is an ad. Use of gender-neutral language is classified in two manners. The top panel classifies job ads by considering only the text in the title. The lower panel classifies ads using the title and entire text of the ad. See main text for further details. Low female share fields include ads from programming and mobile fields; medium female share fields include only customer support, data analytics, innovation/agile, operations, sales, and sysadmin fields; high female share fields include only HR, advertising/media, design, and digital marketing fields.

Table 3: Treatment Effects of Gender-neutral Language and Remote Status - Laboratoria

	(1) Job Appeal	(2) Good Employer	(3) Meet Require-ments	(4) Probability of Applying	(5) Suitability	(6) Probability of Being Chosen	(7) Good Salary	(8) Work Life Balance	(9) Inclusive Culture	(10) Women % Company	(11) Women % Position
Gender-neutral	0.636***	0.629***	0.108	0.571**	0.876***	0.411	0.461**	0.690***	1.267***	0.698***	0.676***
	(0.231)	(0.214)	(0.246)	(0.281)	(0.268)	(0.256)	(0.229)	(0.226)	(0.251)	(0.101)	(0.109)
Remote	0.972***	0.544***	-0.044	1.016***	0.342	0.021	0.400*	1.198***	0.339	0.149	0.134
	(0.223)	(0.205)	(0.246)	(0.273)	(0.263)	(0.257)	(0.222)	(0.220)	(0.249)	(0.100)	(0.103)
GN X Remote	-0.199	-0.145	0.107	-0.136	-0.327	-0.092	-0.149	-0.426	0.000	-0.095	-0.075
	(0.318)	(0.295)	(0.348)	(0.383)	(0.372)	(0.363)	(0.314)	(0.316)	(0.348)	(0.142)	(0.150)
Control mean	4.742	5.375	5.416	5.040	4.346	4.912	5.336	4.339	4.795	2.858	2.642
Observations	1,090	1,090	1,089	1,089	1,086	1,088	1,089	1,088	1,085	1,089	1,085

Notes: Unit of observation is a response to an ad (each respondent sees two ads). Each column presents an estimate from equation (2) for a different outcome (see text for definitions). Gender-neutral and Remote are dummies indicating the ad was assigned to the respective status and GN × Remote is their interaction. Control mean is the outcome mean for ads under the not gender-neutral language and non-remote treatment assignments (but regardless of diversity statement status). The number of observations varies across columns due to missing data on outcomes (a few instances when respondents did not answer a survey question). Standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

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Online Appendix

Appendix A discusses gendered grammar in Spanish (and Portuguese), as well as issues related to the adoption of gender-neutral language and its effects.

Appendix B presents additional results, tables, and figures.

Appendix C provides additional information and materials related to the Get On Board experiment.

Appendix D provides additional information and materials related to the Laboratoria experiment.

A Gendered Grammar and Gendered Languages

Gendered grammar. Languages differ on their treatment of gender. At one extreme, some languages do not make gender distinctions (e.g., Finnish), while at the other are languages that assign gender to all nouns, including inanimate objects (e.g., Spanish, Portuguese, French, Italian). English is situated in the "middle of the spectrum," since most nouns do not have a gender and it has non-gendered third-person pronouns ("it" and "they") and articles ("the" and "an").

We refer to languages such as Spanish and Portuguese as having *gendered grammar* (Hellinger and Bußmann, 2015). English, given the distinctions described above, does not fit this definition. Jakiela and Ozier (2018) documents the presence or absence of gendered grammar in more than 4,000 languages that account for more than 99% of the world's population and find that 39% of the world's population speaks a gendered grammar language.

Gendered grammar in Spanish. This section describes the traditional grammar in Spanish, but all the issues here apply equally to Portuguese (the language used by roughly 8% of respondents in the Laboratoria experiment). In Spanish, *every* noun is gendered. For example, "*ingeniero*" and "*ingeniera*" mean "male engineer" and "female engineer," respectively. There is no traditional and widely accepted way to refer to an engineer without implying a gender. The same applies to job candidates ("*candidato*" versus "*candidata*") or the person hired ("*contratado*" versus "*contratada*").

Moreover, all articles are gendered in order to match the gender of the noun. Indefinite articles in Spanish are the male and female "*un*" and "*una*" (and the plurals "*uns*" and "*unas*"). Similarly, definite articles are the female "*la*" (plural "*las*") and the male "*el*" (plural "*ellos*") and "*lo*." This implies one refers to "*el ingeniero*" or "*una ingeniera*." A group of engineers of both genders would be referred as "*los ingenieros*," which is the exact same as one would refer to an all-male group of engineers. "*Las ingenieras*" would imply an all-female group of engineers.

The examples above indicates the "generic masculine" that is traditional and widely common in Spanish. In situations where no gender must be specified (such as a job ad searching for an engineer), the standard is to state that a company is looking to hire one "*ingeniero*" or multiple "*ingenieros.*"

Moreover, inanimate objects have gender too. For example, a car ("*un coche*") is male and a house ("*una casa*") is female. Third-person pronouns are also gendered ("*él*" and "*ellos*', "*ella*" and "*ellas*"). There are no third-person non-gendered pronouns like "it" or "they" in English.

Some nouns have their male and female form spelled the same way. For example, "*analista*" refers to a male or female analyst and "*economista*" refers to a male or female economist. However, given gendered pronouns, these nouns are also gendered. For example, "the company is hiring an economist" can either be translated to "*la empresa esta contratando* ***un*** *economista*" (impliyng a male economist) or "*la empresa esta contratando* ***una*** *economista*" (implying a female economist). A similar issue apply with plurals ("*unas economistas*" versus "*uns economistas*").

Non-gendered language in Latin America. In recent years, a growing movement has advocated for the use of gender-neutral language throughout the continent. However, there is no consensus on the method to make Spanish gender-neutral. For example, some advocate that instead of using the male "*amigos*" or female "*amigas*" to refer to "friends," one should use "x" or "e" to create non-gendered nouns: "*amigxs*" or "*amigues.*" American readers may be familiar with the term "*latinx*" to avoid the generic masculine "*latino*" and thus be gender-neutral. This is a substantial departure from "traditional" Spanish grammar (e.g., what most Latin Americans learn at school).

Both our experiments follow what is arguably a less radical approach, which is also the one advocated by some Latin American governments. In particular, our gender-neutral language protocol is based on a set of guidelines published by the Ministry of Women and Vulnerable Populations in Peru in 2017.[16] Note that our partner organizations (Get On Board and Laboratoria) are based in Peru.

The adoption of gender-neutral language has attracted substantial controversy and government intervention in Latin America. For example, in July 2022 the city government in Buenos Aires (Argentina) banned primary and secondary school teachers from using any gender-neutral words during class and in communications with parents, claiming it violated Spanish grammar rules and adversely affected students' reading comprehension. There was no official policy regarding gender-neutral language in Buenos Aires, and some teachers had informally adopted it.

[16] https://www.mimp.gob.pe/files/direcciones/dgteg/Guia-de-Lenguaje-Inclusivo_v2.pdf

Similarly, the Brazilian state of Rondônia enacted a law in 2021 prohibiting the use of gender-neutral language in schools and in job advertisements for public sector positions. Two Brazilian supreme court decisions (in 2021 and 2023) stated that such prohibitions are unconstitutional on the grounds that only the federal government can legislate on such matters.

Literature on gendered languages. A large body of research, across multiple disciplines, studies how language shape human decisions and cognition. For example, speakers of languages that demarcate the future from the present have been shown to save less than those whose language makes no such distinction (Chen, 2013), and bilinguals display different subconscious attitudes when tested in different languages (Ogunnaike et al., 2010, Danziger and Ward, 2010). Speaking minority tongues primes ethnic divisions (Pérez and Tavitz, 2019). The use of plural pronouns impact perceptions of a relationship (Fitsimons and Kay, 2004).

The closest literature to the issue in this paper refers to how people interpret *masculine generics*. Moulton et al. (1978) found evidence that when the terms "he, him, and man" were expressed in a supposedly gender-neutral way, people more often thought of male referents than they did when explicitly neutral alternative forms such as feminine-masculine word pairs were used. Crawford and English (1984) provide evidence that women recall information better when instructions specifically include reference to women. Gastil (1990) found that the feminine-masculine word pairs were perceived as generic, leading subjects to recall roughly the same amount of female, male, and mixed images, whereas the masculine form appeared to bias the reader toward imagining male referents. Cohen et al. (2023) studies the introduction of gender-neutral language in college entrance in Israel, and finds that it raised female performance on quantitative questions, but had no effect on female performance on verbal questions or male performance on either type of questions.

Jakiela and Ozier (2018) provides an overview of definitions and survey the literature on gendered language.

A digression on gendered language in the economics profession. The difficulties of dealing with gendered language and generic masculines are neither new nor foreign to academic economists, who tend to refer to agents in abstract models by the pronouns "she/her/hers." An illustrative example comes from the 1994 textbook *A Course on Game Theory* (Osborne and Rubinstein, 1994). The authors provide a "*note on personal pronouns*" where Rubinstein advocates for the use of "he" as a "*neutral*" pronoun, stating the use of "she" would "*divert the readers' attention.*" His co-author Osborne takes issue with this position and argues that "*a wealth of evidence*" indicates that "*'he' is not generally perceived to encompass both females and males,''* and his preference is to refer to agents as "she." The

note ends with "*To conclude, we both feel strongly on this issue; we both regard the compromise that we have reached as highly unsatisfactory. When referring to specific individuals, we sometimes use 'he' and sometimes 'she'.*" However, both authors agree that "*language is extremely important in shaping our thinking.*"

B Additional Results, Tables, and Figures

B.1 Get On Board Experiment

Table A.1 provides summary statistics and balance checks. Figure A.2 presents the cumulative distribution function of ads publication dates, by treatment status. Both indicate covariate balance accross treatment and control groups.

Table A.2 presents the share of female applicants per job field, using only ads assigned to control status. Tables A.3 and A.4 provide additional intent-to-treat results on the number of applicants and their average "badness scores," respectively. In both cases, it does so separately for male and female applicants. The tables follow the format of Table 1 described in Section 4.

Effects on the Distribution of the Share of Female Applicants. Figure A.3 provides the cumulative distribution function (CDF) of the share of female applicants in ads assigned to control and treatment status. The unit of observation in the distributions is an ad. These are "raw" CDFs, as the figures do not include the use of any controls. It does so separately for different groupings of fields by their share of female applicants in the control group (low, medium, and high) and by whether the ads are for remote positions. It thus replicates the six grouping of ads presented in columns (3)-(8) of Table 1 discussed in Section 4. For most cases, the lines overlap indicating the distribution under control and treatment are similar. The notable exception is panel (f): the case of non-remote ads in the high female share fields. In this case the treatment distribution is shifted to the right, confirming the results presented in Table 1 and discussed in Section 4. The effects of treatment appear relatively constant throughout the distribution. Some differences in control and treatment distributions are also visible for remote ads in the medium female share fields (panel c). These results are also reflected in columns (5)-(6) of Table 1, but they are noisily estimated and not as uniformly present in the entire distribution as in the case of non-remote ads in the high female share group.

Effects on the Distribution of Applicants' Quality. Figure A.4 provides the CDF of badness scores in control and treatment groups. It does so separately for male and female applicants. Note that, differently from Figure A.3, the unit of observation is a job applicant (and not an ad). It thus shows the distributions of applicant "quality" that applied to the entire pool of treated and control ads. Hence, the figures allows us to test if treatment ads attract or repel applicants from lower or upper parts of the quality distribution (i.e., effects beyond the average badness scores). The CDFs have a remarkable overlap, indicating that the distribution of badness score is not affected by treatment in the overall sample, for either

gender. An "excess mass" is visible at the badness score of 15 (which is the default score assigned to Get On Board users when they first create an account).

Figures A.5 and A.6 repeat the exercise but separately for different sub-samples of ads: by groupings of female share of applicants in the control group (for the entire sample), and then only using non-remote ads, respectively. Thus, panels (e) and (f) of Figure A.6 present the results for non-remote ads in the high female share group (for which we report sizable and significant effects on Section 4).

Note that the large positive effect on female share of applicants for high-female share fields (presented in Table 1) and small (or zero) effects on quality imply that a larger share of women applies to gender-neutral ads, but this increase comes from throughout the "quality" distribution, and thus a larger share of female applicants above any "quality" threshold.

Treatment-on-treated (2SLS) estimates. Table A.5 presents the first-stage estimates from the following regression:

$$GN_i = \alpha + \beta remote_i + \gamma treatment_i + \delta treatment_i \times remote_i + X_i\theta + \epsilon_i \tag{3}$$

where i indexes ads, GN_i is a dummy if the ad i is classified as being in English or in gender-neutral Spanish. $remote_i$ is a dummy for whether the position is remote, $treatment_i$ is a dummy for whether the ad was assigned to treatment, and X_i is the baseline vector of controls described in Section 4 (month-by-remote status dummmies). As in Table 1, it provides results by the entire sample and by groupings of fields by applicant female share.

Table A.5 uses two classifications of GN_i. In the odd-numbered columns, the classification uses only job titles (as only these are listed in the platform when browsing and appear saliently in larger font at the top of ads). It is equal to one if the title is in gender-neutral Spanish or English. The even-numbered columns use a classification based on the entire text of the ad. We code an ad as "gender-neutral" if it complies entirely with the protocol: every noun, pronoun, article, and adjective is used gender-neutrally.

The coefficients on $treatment_i$ are always sizable and always significant at levels below the 1% level, indicating a strong first-stage. In some cases, it is not possible to reject different effects for remote and non-remote ads.

Table A.6 present the second-stage (2SLS) regression from:

$$y_i = \alpha' + \beta' remote_i + \gamma' GN_i + \delta' GN_i \times remote_i + X_i\theta' + \epsilon_i' \tag{4}$$

where y_i is the share of job applicants that are female and GN_i and $GN_i \times remote_i$, are instrumented by $treatment_i$, $treatment_i \times remote_i$. Since odd-numbered (even-numbered)

columns use the title-based (entire text-based) definition of GN_i, the respective column in Table A.5 provides the relevant first-stage. The results are discussed in Section 4.

Effects on discarded, interviewed, and hired candidates. As discussed in Section 2, companies may use an evaluation board provided in the Get On Board platform to assist with their selection process. It allows companies to sort candidates into different categories: *discarded, selected*, and *hired*. However, not all companies use the evaluation board and we observe which candidates advance in the selection process for only a subset (29%) of our ads. While discarded, selected, and hired were originally meant to imply "discarded without interview," "selected for interview," and "hired for the position," there is anecdotal evidence (from Get On Board staff) that it is used in different manners by different companies (e.g., "selected" for job offers or those that did made after a first cut, "hired" for those who received job offers). These different uses by different companies are unobservable to us, the researchers.

With these caveats regarding sample selection in mind, Table A.7 replicates our main intent-to-treat table (Table 1 restricting the data to only candidates that are not discarded, selected, and hired. In other words, we use as outcomes the share of not discarded (or selected or hired) applicants that are female. We only include in the sample ads where we can observe the company using the evaluation board accordingly (e.g., at least one applicant was labeled as discarded, selected, or hired by the company) thus sample sizes become smaller along different panels in the table.

The point estimates presented in Table A.7 are consistent with those in Table 1, implying the same proportion of female applicants that apply make it further in the application process (not discarded or selected), though results are noisier given smaller sample sizes. Note that the evidence is consistent with gender-neutral language increasing the share of female candidates that are not discarded and selected for non-remote positions in the high female share grouping of fields. However, the effect for share of female hires in this group is noisily estimated given the sample size of only 44 ads, since few companies label applicants as "hired."

Impact of treatment on subsequent ads Table A.8 provides results about the impact of treatment on the gender-neutrality of subsequent ads from the same company. For the sample of companies that post more than one ad during our experimental period, being assigned to treatment in the first ad posted in the period does not have an impact on the use of gender-neutral language on subsequent ads. However, one possibility is that this is due to large companies with different areas/divisions generating the subsequent ads. Note that, to code the outcome variable, we consider the *original* subsequent ads submitted for pre-approval, e.g., before treatment implementation if selected for treatment.

B.2 Laboratoria Experiment

Table A.9 provides the sample averages by each treatment arm (three treatment combinations), indicating randomization successfully achieved covariate balance.

Effects on outcome distributions. Figures A.7, A.8, and A.9 present the cumulative distribution function (CDF) for each of the eleven outcomes. It does so separately by each treatment. Since the experiment has a $2 \times 2 \times 2$ factorial design with equal probability, other treatment conditions are balanced when making two-way comparisons. In other words, Figures A.7, A.8, and A.9 do for outcomes' CDFs what Figure 2 does for outcomes' averages. In cases we find positive effects, we can see they are driven by broad changes throughout the distribution of outcomes (e.g., a broader "right shift" in the CDF), implying effects along the entire distribution of outcomes.

Estimating equation and note on the econometrics of factorial designs. Table A.10 presents the results from the following regression:

$$y_{ia} = \alpha + \beta GNeutral_{ia} + \gamma Remote_{ia} + \delta Diversity_{ia} + \epsilon_{ia} \tag{5}$$

where i indexes respondents and a indexes the ads they see. Each respondent sees two ads and thus with 546 respondents we have up to 1092 observations to be used. y_{ia} is an outcome variable (e.g., whether respondent i answered she would apply to job ad a). The three right-hand side variables are dummies indicating whether the ad shown was randomly assigned to be gender-neutral, remote, or have a diversity statement. We obtain similar p-values for all estimates when using randomization inference based on 1,000 draws (which we omit from this and other related tables to economize on space).

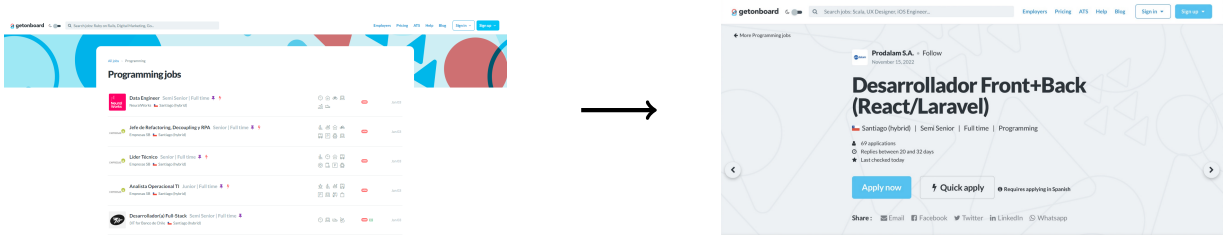
Since the results discussed in the main text from Figure 2 are based on estimating treatment effects separately by two-way comparisons of means, equation (5) probes robustness to estimating them jointly. Results indicate this decision makes a negligible difference, as expected from a factorial design that ensures the three treatments are uncorrelated with each other. As mentioned in Section 5, this design also makes it so that "contamination bias" from multiple treatments is not an issue for our estimates (Goldsmith-Pinkham et al., 2022). Such bias arises from cases where treatments are correlated with each other (e.g., not independently drawn, such as when the design is not factorial and units receive either one treatment or another) and including covariates (such as strata fixed effects) are required in estimation. Neither of these situations applies to our design.

In the terminology of Muralidharan et al. (2019), equation (5) is a "short model," as opposed to a fully interacted "long model." As discussed in Section 5, the "short model" is the

appropriate choice in this context and is also the one that matches our pre-registration. The experiment's factorial design was designed to i) allow us to compare the effects of gender-neutral language to explicit diversity statements and a valuable job amenity (working remotely), and ii) to ensure the sample reflected Get On Board ads (of which many have diversity statements and involve remote positions). Thus we are not as interested in effect interactions (for which we have less statistical power). Muralidharan et al. (2019) discusses related issues on the estimation from experiments with factorial designs. Note, however, that their discussion is centered on cases where researchers are testing new policies that are "new" or not common in their context, and thus estimating interacted effects from "long models" is perhaps more suitable. In our context, all treatments represent relatively common practices in our context, and the factorial design aims to make the sample more representative of the context. We are thus primarily interested in contrasting the effects of gender-neutral language with other treatments, as opposed to their interaction.

Robustness checks and heterogeneity. Tables A.11 and A.12 replicate Table A.10 splitting the sample by whether the respondents are alumni of the web development or the UX design bootcamps, respectively. Results are similar in magnitude, suggesting little heterogeneity by field in this context. Note the differences in female share across both fields are not as stark as the ones we explore in the Get On Board experiment (e.g. between programming and human resources). Table A.13 replicates Table A.10 adding individual fixed effects. As expected given the experimental design, these within-estimates are quite similar to other estimates. In unreported regressions, we find that the results are also robust to excluding the Brazilian bootcamp alumni (who answered a version of the survey in Portuguese) and excluding respondents that answered the survey "too quickly" (e.g., less than three or five minutes).

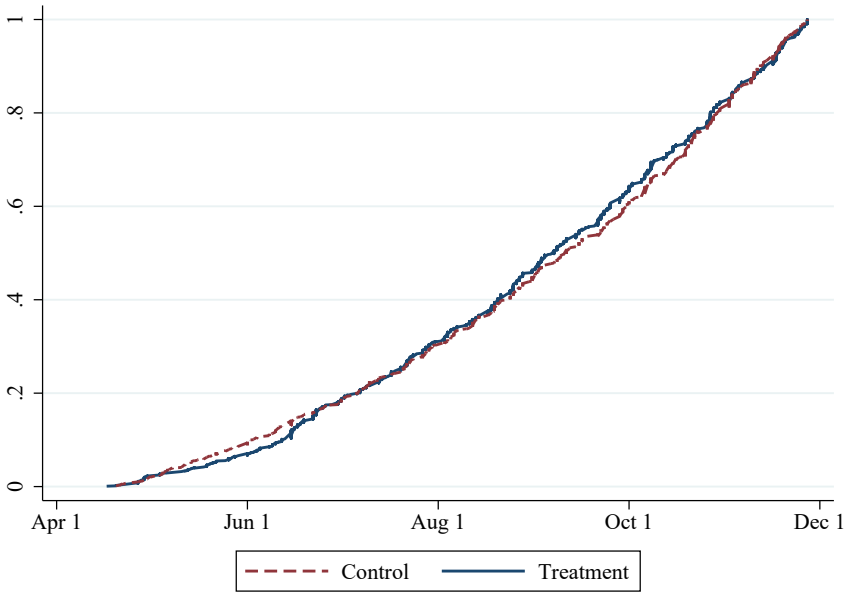
Figure A.1: Application Process on Get On Board's Website



(a) Get on Board platform

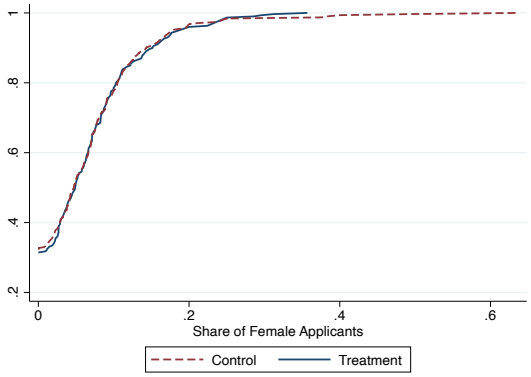
(b) Sample of Get On Board Ad

Figure A.2: Distribution of Ad Publication Dates - Get On Board

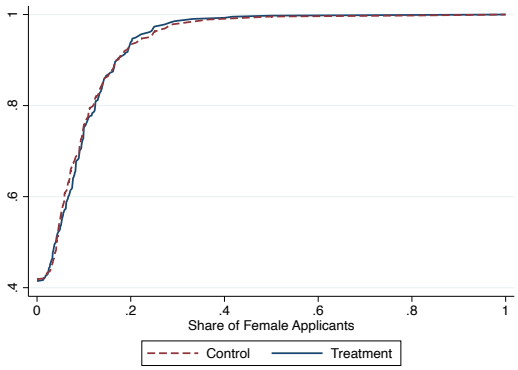


Notes: Unit of observation is an ad. Figures provide the cumulative distribution function (CDF) of ads' publication dates during the experimental period (April 17 to November 27, 2020), by treatment assignment.

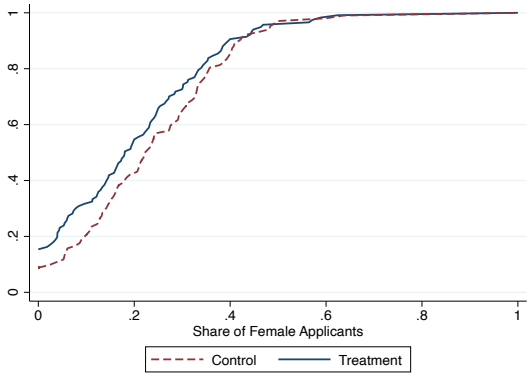
Figure A.3: Share of Female Applicants Distribution - Get On Board



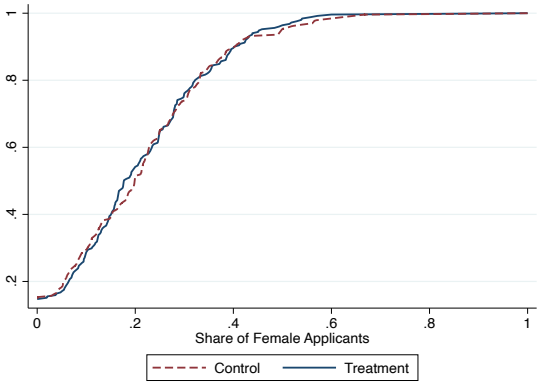
(a) Remote,
Low Female Share Fields



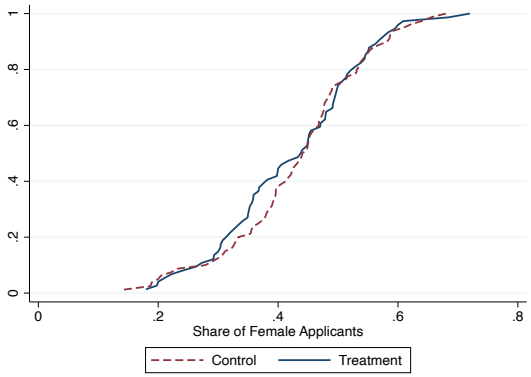
(b) Non-Remote,
Low Female Share Fields



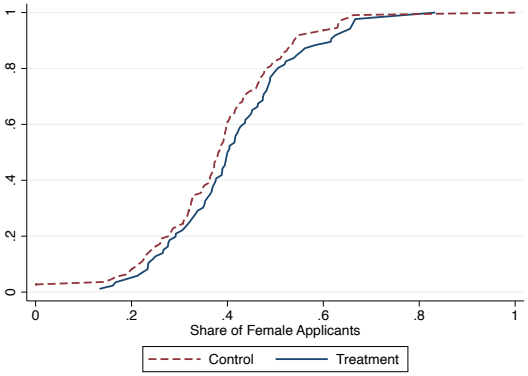
(c) Remote,
Med. Female Share Fields



(d) Non-Remote,
Med. Female Share Fields



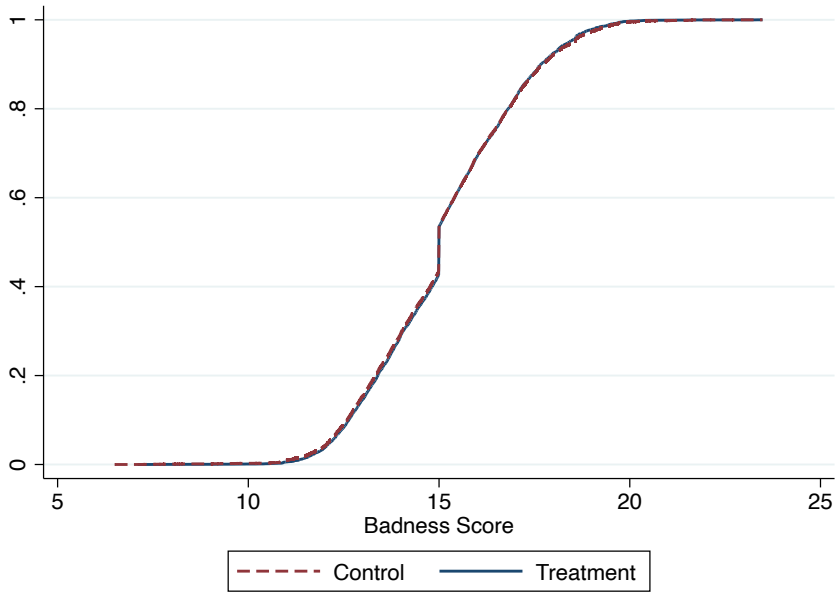
(e) Remote,
High Female Share Fields



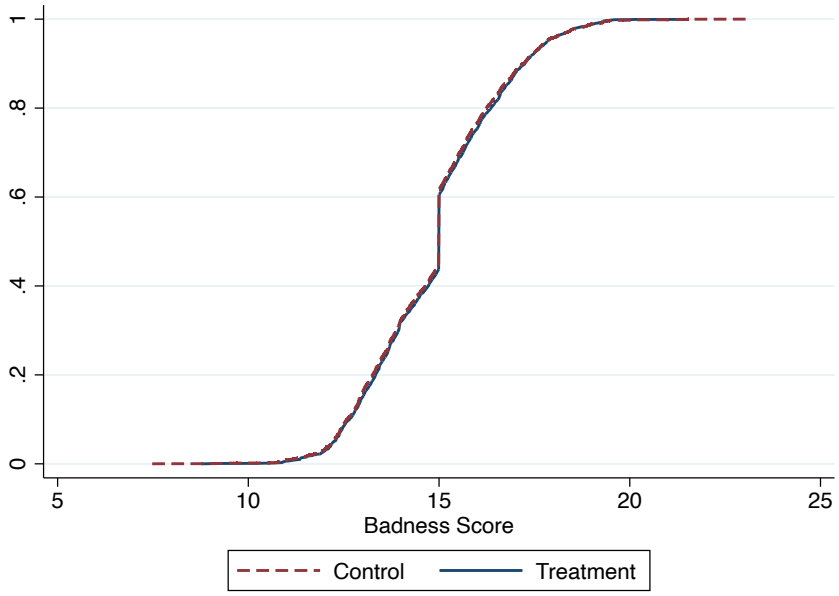
(f) Non-Remote,
High Female Share Fields

Notes: Unit of observation is an ad. Figures provide the cumulative distribution function (CDF) of the share of female applicants to control and treated ads, separately by gender the remote status of the ad and by groupings of fields by their share of female applicants in the control group (see text for details).

Figure A.4: Badness Score Distribution - Get On Board



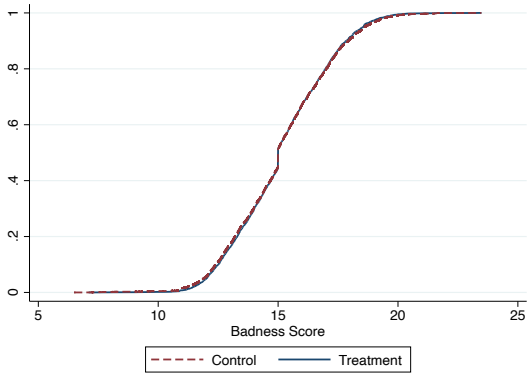
(a) Male Applicants, Full Sample



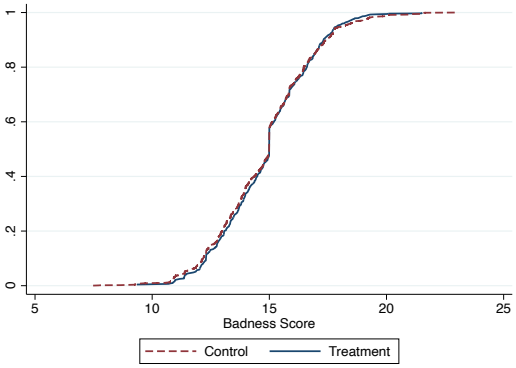
(b) Female Applicants, Full Sample

Notes: Unit of observation is an applicant. Figures provide the cumulative distribution function (CDF) of the "badness scores" (see text for details) of applicants to control and treated ads, separately by gender.

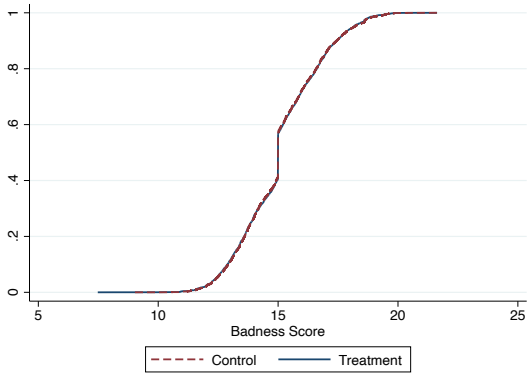
Figure A.5: Badness Score Distribution by Female Share in Field - Get On Board



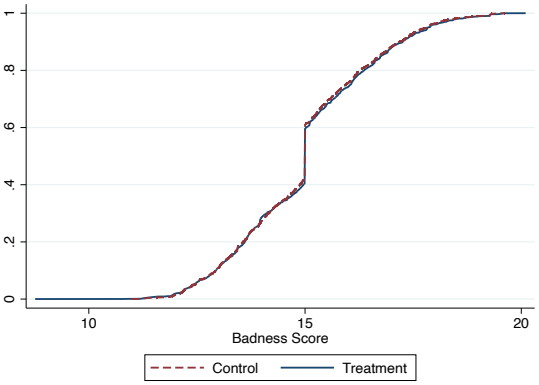
(a) Male Applicants,
Low Female Share Fields



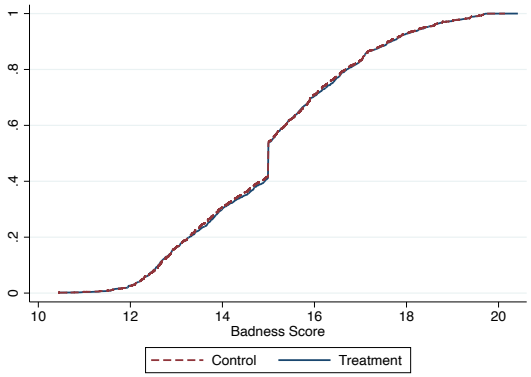
(b) Female Applicants,
Low Female Share Fields



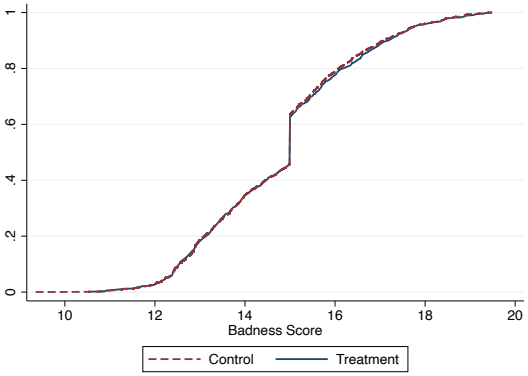
(c) Male Applicants,
Med. Female Share Fields



(d) Female Applicants,
Med. Female Share Fields



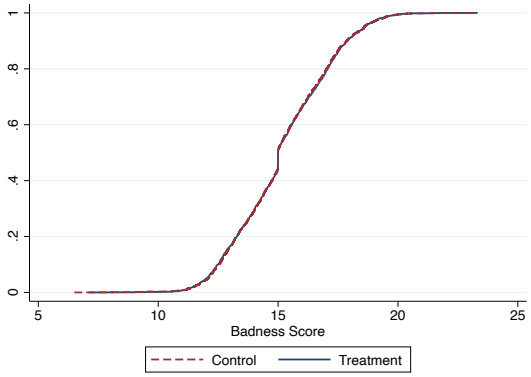
(e) Male Applicants,
High Female Share Fields



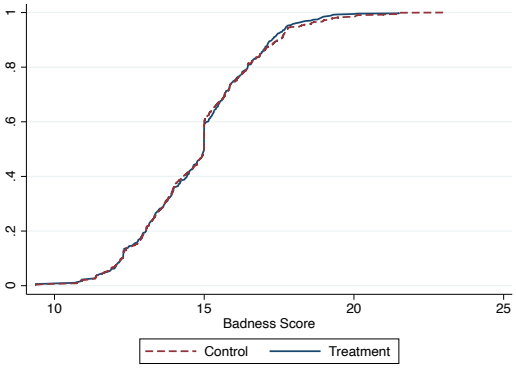
(f) Female Applicants,
High Female Share Fields

Notes: Unit of observation is an applicant. Figures provide the cumulative distribution function (CDF) of the "badness scores" of applicants to control and treated ads, separately by gender and groupings of fields by their share of female applicants in the control group (see text for details).

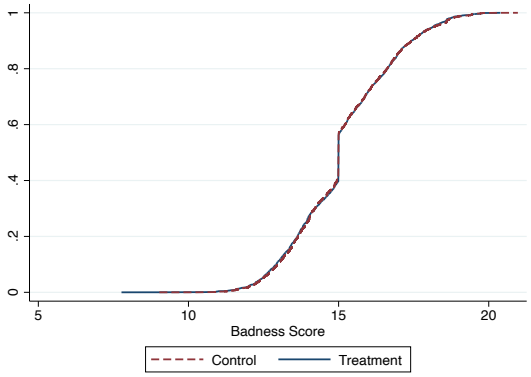
Figure A.6: Badness Score Distribution - Non-Remote Get On Board Ads Only



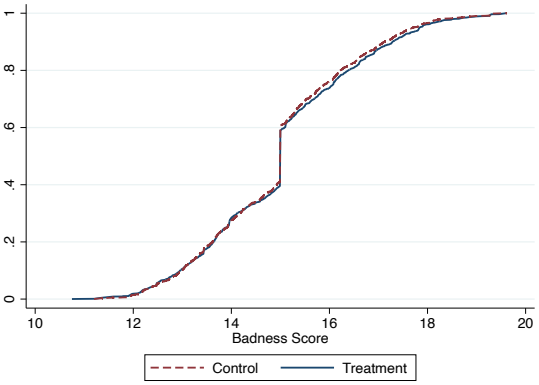
(a) Male Applicants,
Low Female Share Fields



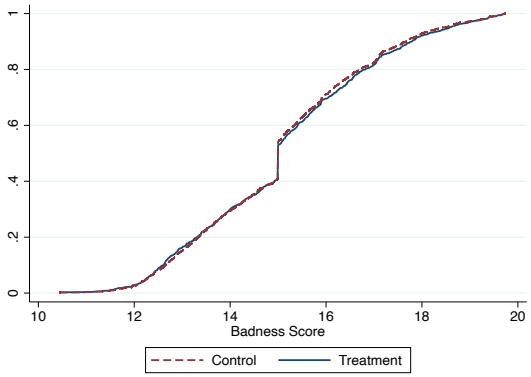
(b) Female Applicants,
Low Female Share Fields



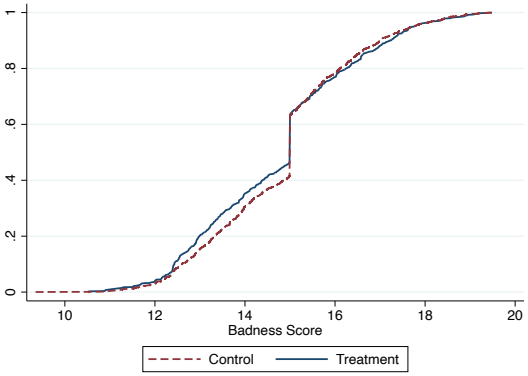
(c) Male Applicants,
Med. Female Share Fields



(d) Female Applicants,
Med. Female Share Fields



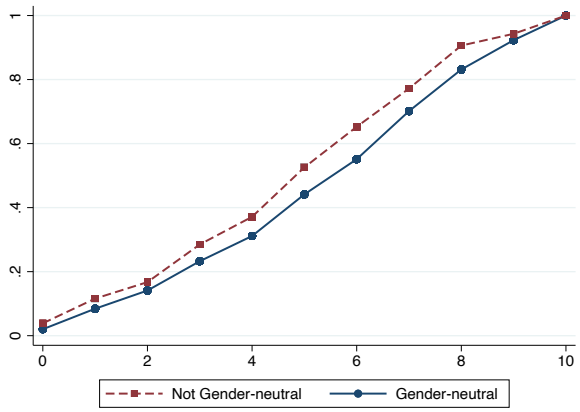
(e) Male Applicants,
High Female Share Fields



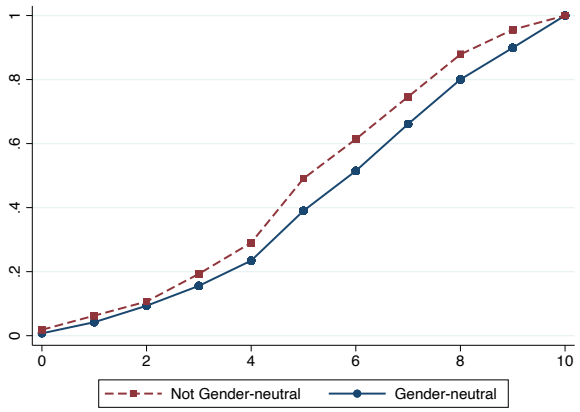
(f) Female Applicants,
High Female Share Fields

Notes: Unit of observation is an applicant. Figures provide the cumulative distribution function (CDF) of the "badness scores" of applicants to control and treated ads, separately by gender and groupings of fields by their share of female applicants in the control group (see text for details).

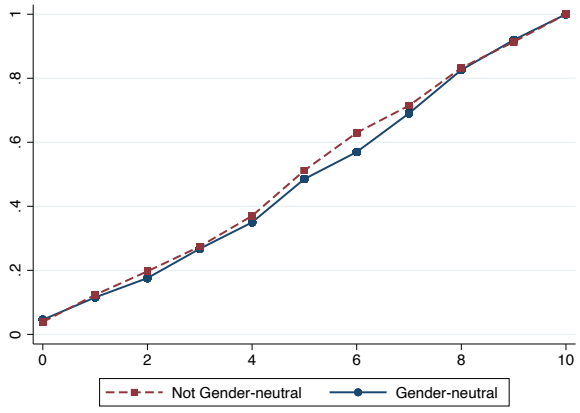
Figure A.7: Outcomes Distribution in Laboratoria Experiment,
by Gender-Neutral Treatment Status



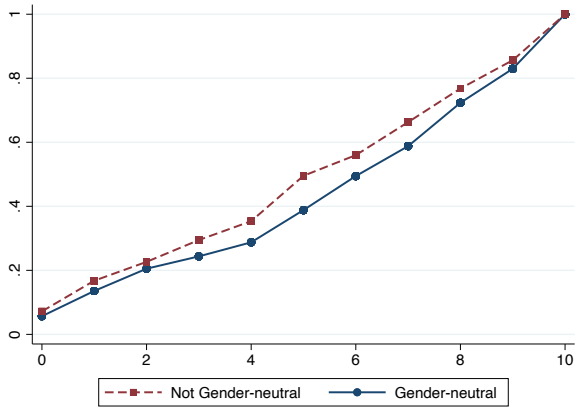
(a) Job Appeal



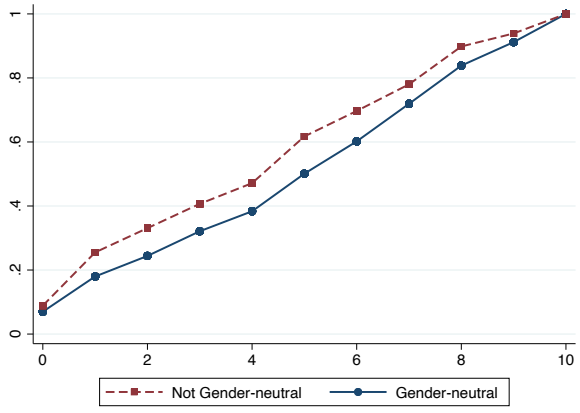
(b) Good Employer



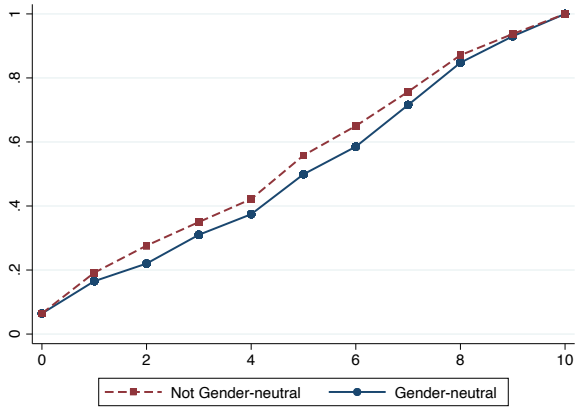
(c) Meet Requirements



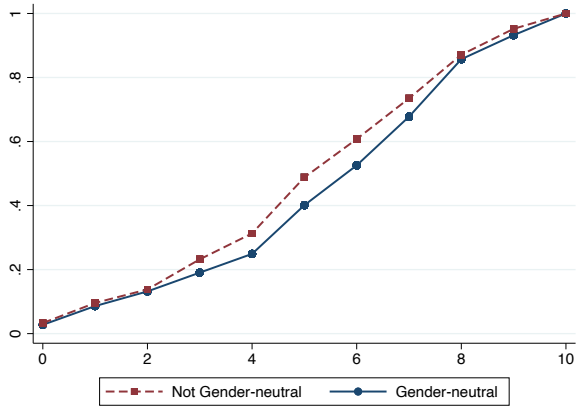
(d) Probability of Applying



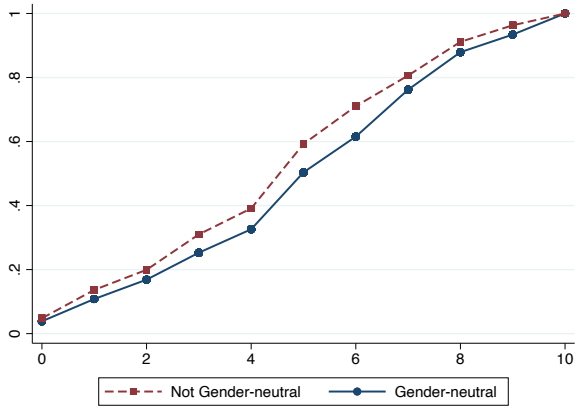
(e) Suitability



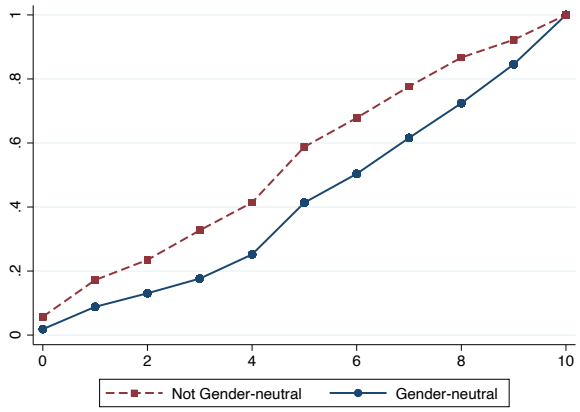
(f) Probability of Being Chosen



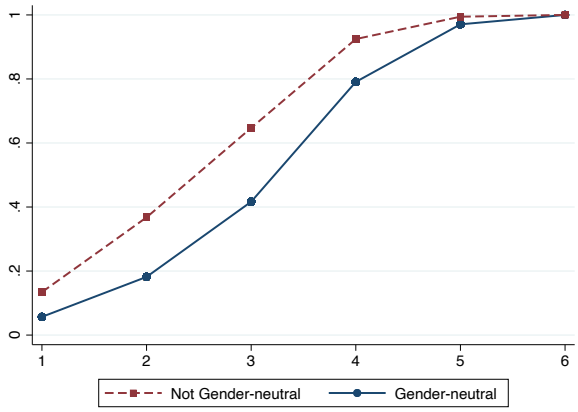
(g) Good salary



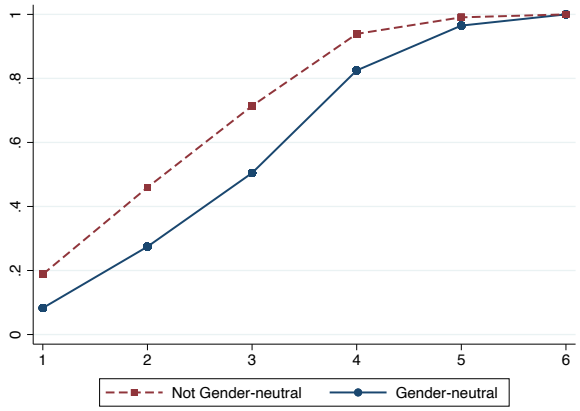
(h) Work-life Balance



(i) Inclusive Culture



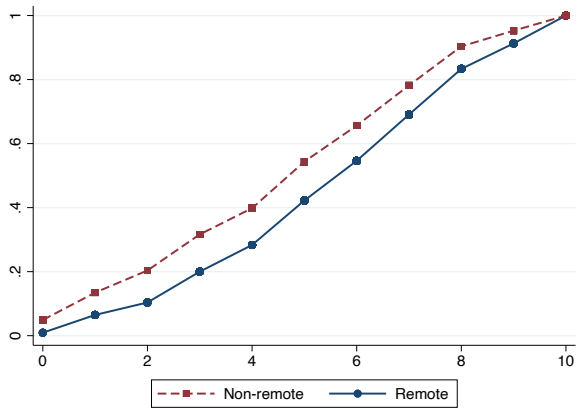
(j) Women Percentage Company



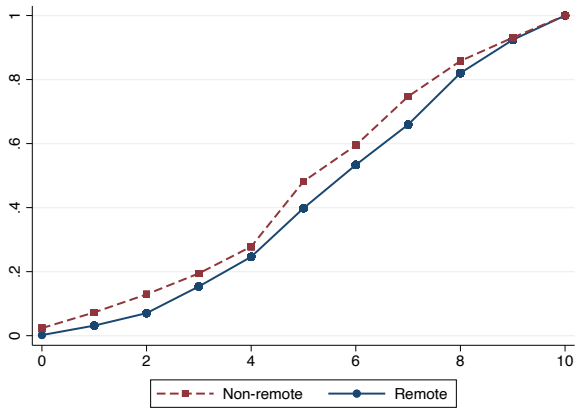
(k) Women Percentage Position

Notes: Unit of observation is a response to an ad (each respondent sees two ads). Figures provide the cumulative distribution function (CDF) for the eleven outcomes collected in the survey (see text for definitions). All observations are included (regardless of remote or diversity statement status).

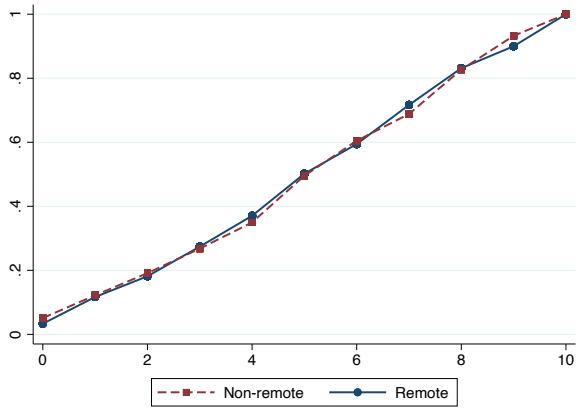
Figure A.8: Outcomes Distribution in Laboratoria Experiment,
by Remote Treatment Status



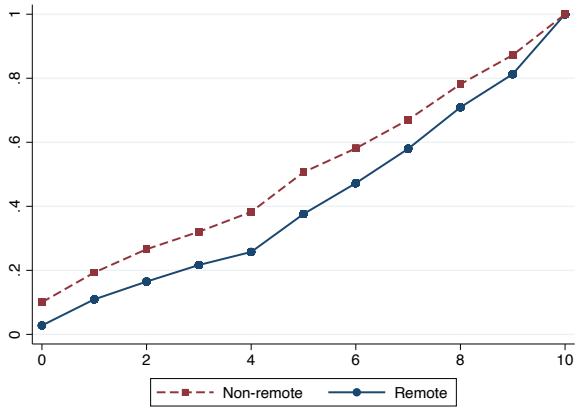
(a) Job Appeal



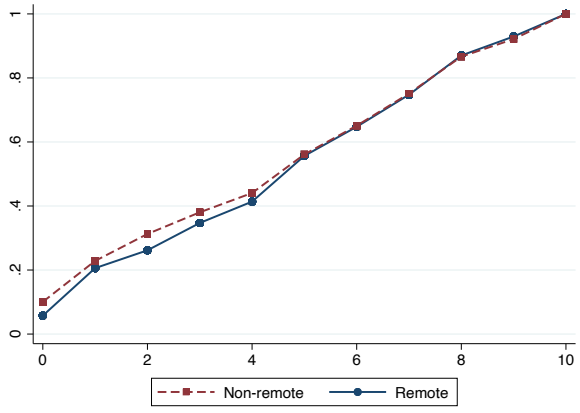
(b) Good Employer



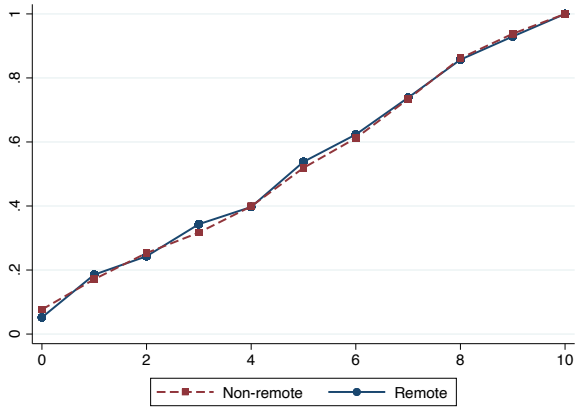
(c) Meet Requirements



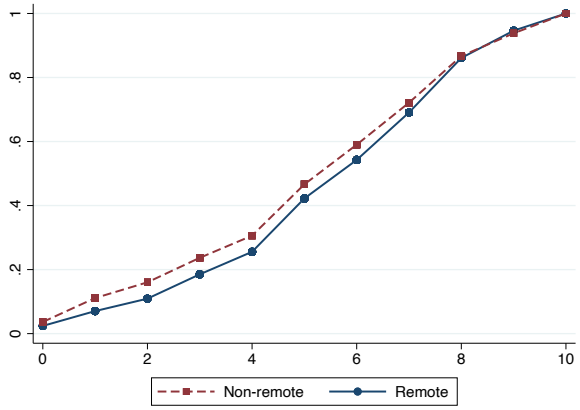
(d) Probability of Applying



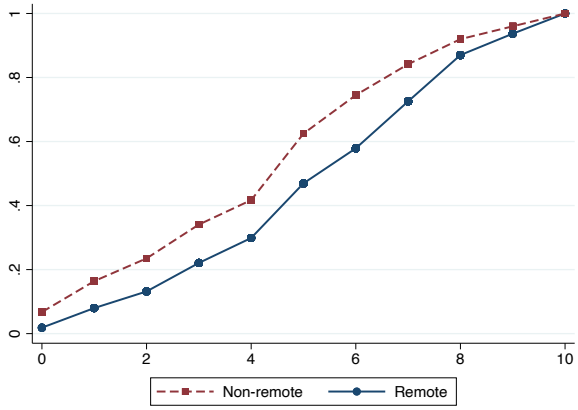
(e) Suitability



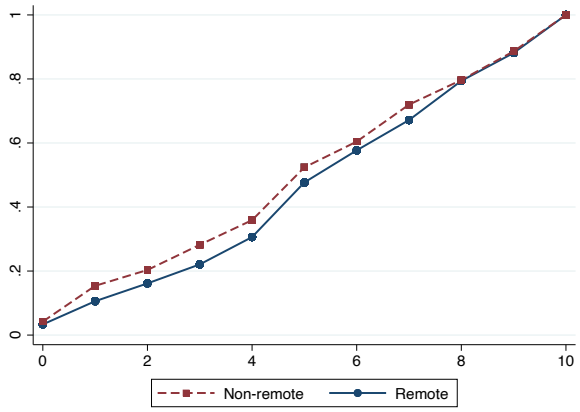
(f) Probability of Being Chosen



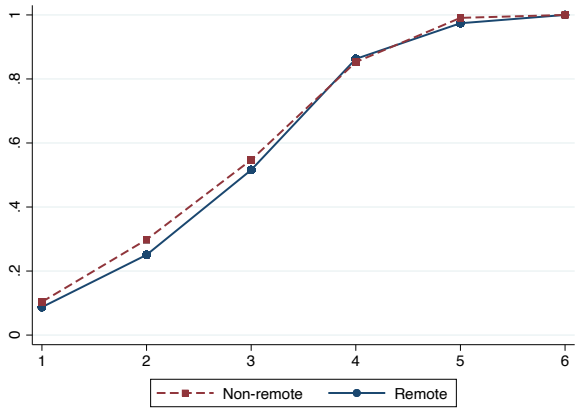
(g) Good salary



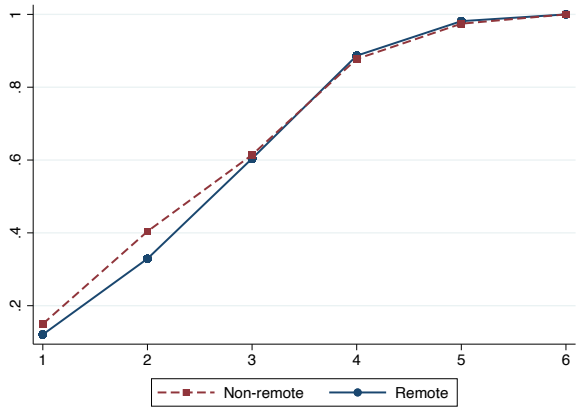
(h) Work-life Balance



(i) Inclusive Culture



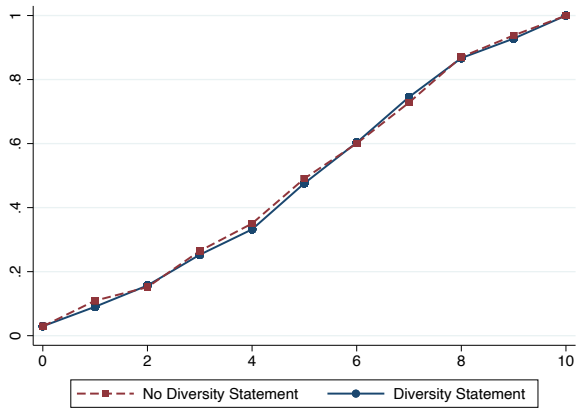
(j) Women Percentage Company



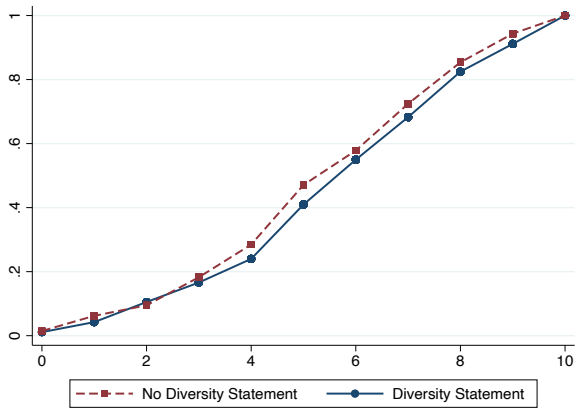
(k) Women Percentage Position

Notes: Unit of observation is a response to an ad (each respondent sees two ads). Figures provide the cumulative distribution function (CDF) for the eleven outcomes collected in the survey (see text for definitions). All observations are included (regardless of gender-neutral or diversity statement status).

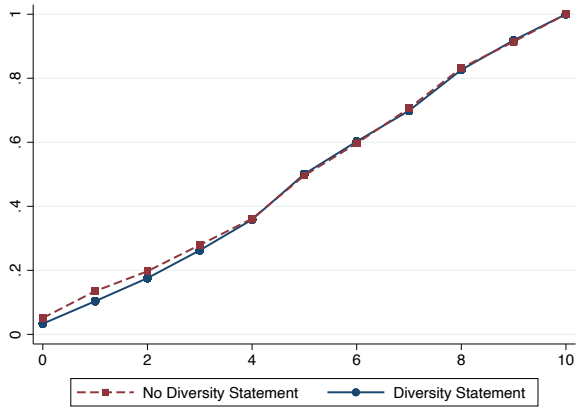
Figure A.9: Outcomes Distribution in Laboratoria Experiment,
by Diversity Statement Treatment Status



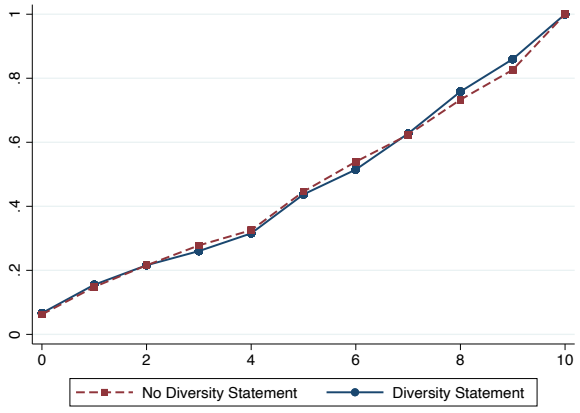
(a) Job Appeal



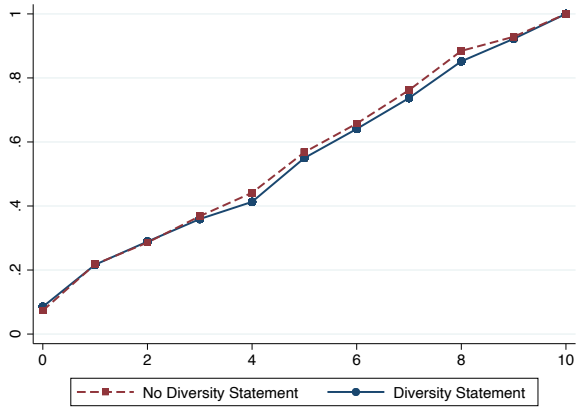
(b) Good Employer



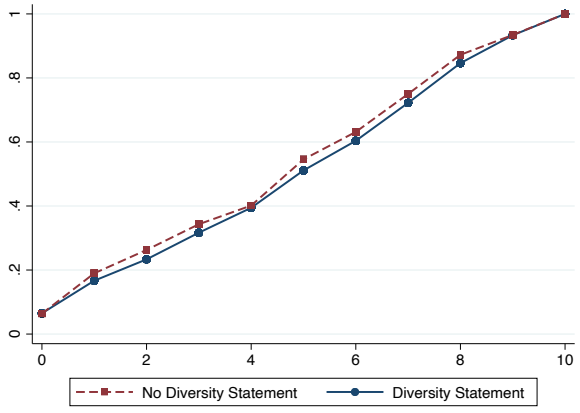
(c) Meet Requirements



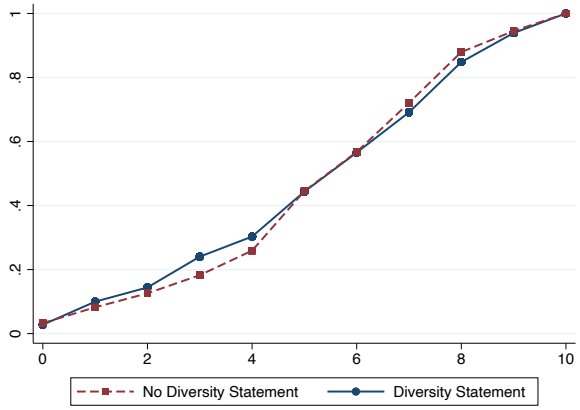
(d) Probability of Applying



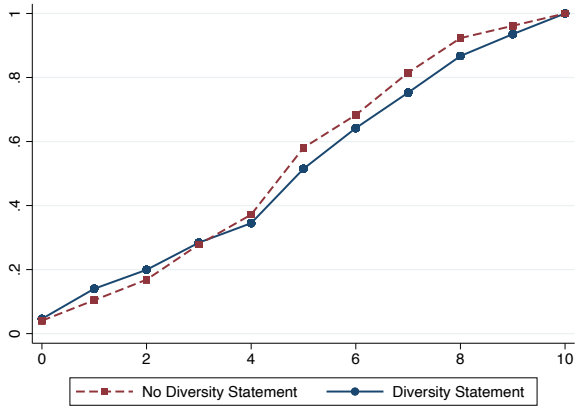
(e) Suitability



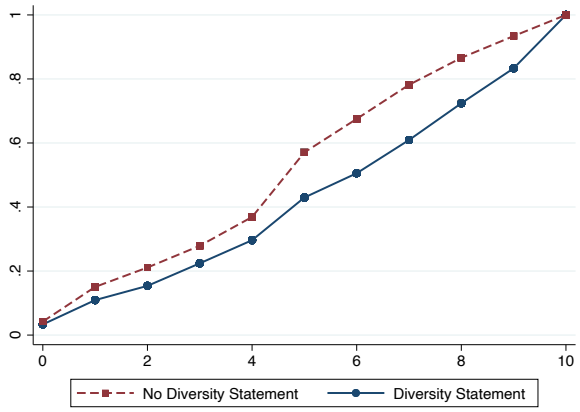
(f) Probability of Being Chosen



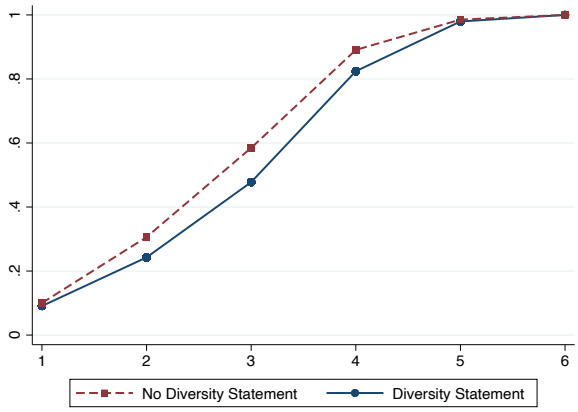
(g) Good salary



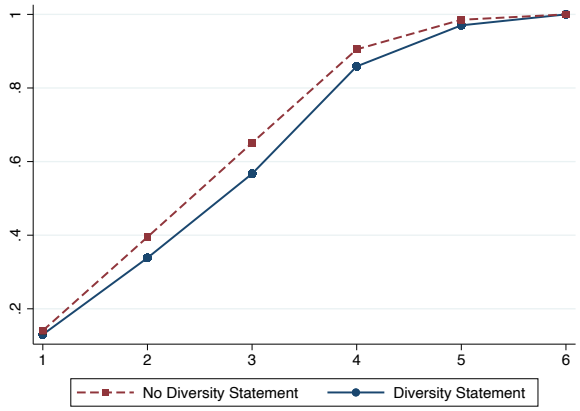
(h) Work-life Balance



(i) Inclusive Culture



(j) Women Percentage Company



(k) Women Percentage Position

Notes: Unit of observation is a response to an ad (each respondent sees two ads). Figures provide the cumulative distribution function (CDF) for the eleven outcomes collected in the survey (see text for definitions). All observations are included (regardless of remote or gender-neutral statement status).

Table A.1: Summary Statistics by Treatment Status - Get On Board

Variable	(1) Mean (C)	(2) Mean (T)	(3) Difference (T-C)	(4) SE	(5) t-test	(6) Obs
Programming Field	0.535	0.534	-0.001	0.020	-0.069	2535
Semi-senior	0.571	0.560	-0.011	0.020	-0.568	2535
Chile	0.528	0.529	0.001	0.020	0.038	2535
Posts Wage Range	0.425	0.417	-0.008	0.020	-0.383	2535
Median Wage Range	2067.987	2156.419	88.432	61.378	1.441	1067
Remote	0.382	0.395	0.012	0.019	0.644	2535

Notes: An unit of observation is a job ad. *Programming field, Semi-senior, Chile, Posts Wage Range* and *Remote* are dummy indicators for whether the position is in the programming field (the most common field), has a "semi-senior" level of seniority, is located in Chile (where most advertised positions are located), has provided a range of expected wages, and is for a remote position. We classify as "remote" ads that are fully remote or locally remote. *Median wage range* is in Peruvian Soles.

Table A.2: Share of Female Applicants by Job Field, Control Group - Get On Board

Field	Share Female Applicants	Number of Ads
Mobile	0.034	74
Programming	0.069	692
Data Analytics	0.153	60
Sysadmin	0.177	113
Operations	0.233	66
Innovation/Agile	0.272	37
Customer Support	0.305	42
Sales	0.316	19
Design	0.399	117
Digital Marketing	0.402	54
Advertising/Media	0.406	12
Human Resources	0.516	7

Notes: For each of the twelve fields used by Get On Board to classify their ads, we provide the average share of female applicants using data from the control group only, as well as the number of ads in each field.

Table A.3: Intent-to-Treat Effects on Number of Applicants, by Gender - Get On Board

Outcome: Number of Female Applicants

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	0.170	0.368	-0.374	-0.250	1.726	1.818	0.610	0.446
	(0.969)	(0.974)	(0.405)	(0.389)	(1.980)	(1.925)	(4.435)	(4.245)
	[0.870]	[0.726]	[0.376]	[0.554]	[0.374]	[0.350]	[0.910]	[0.928]
Remote × Treatment	-1.900	-2.435	0.233	0.157	-5.040*	-6.006**	-5.521	-5.358
	(1.603)	(1.723)	(0.700)	(0.696)	(2.966)	(2.991)	(7.050)	(6.819)
	[0.272]	[0.180]	[0.778]	[0.828]	[0.078]	[0.032]	[0.546]	[0.558]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	2,535	2,535	1,480	1,480	705	705	350	350
Control Mean - Non-remote	9.335	9.335	2.744	2.744	13.57	13.57	27.48	27.48
Control Mean - Remote	11.14	11.14	3.766	3.766	14.48	14.48	35.61	35.61

Outcome: Number of Male Applicants

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	-0.109	0.314	-2.109	-0.828	3.150	2.435	-0.298	-0.354
	(2.241)	(2.127)	(2.778)	(2.506)	(4.416)	(4.238)	(5.361)	(5.138)
	[0.890]	[0.952]	[0.466]	[0.784]	[0.470]	[0.564]	[0.966]	[0.968]
Remote × Treatment	-4.026	-6.547	0.631	-1.127	-13.317	-15.746*	-5.290	-5.234
	(4.453)	(4.829)	(6.082)	(6.138)	(8.199)	(8.953)	(8.453)	(8.180)
	[0.444]	[0.192]	[0.908]	[0.892]	[0.142]	[0.062]	[0.620]	[0.624]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	2,535	2,535	1,480	1,480	705	705	350	350
Control Mean - Non-remote	34.02	34.02	28.22	28.22	42.85	42.85	39.14	39.14
Control Mean - Remote	46.67	46.67	47.51	47.51	45.01	45.01	45.54	45.54

Notes: Odd-numbered columns include baseline controls (month dummies interacted with remote status). Even-numbered columns include controls selected by post-double-selection LASSO (see text for details). Columns (3)-(4) only include ads from programming and mobile fields; columns (5)-(6) only customer support, data analytics, innovation/agile, operations, sales, and sysadmin fields; columns (7)-(8) only HR, advertising/media, design, and digital marketing fields. Last two rows in each panel provide the average of the outcome variable for control ads conditional on remote status. Standard errors in parentheses and randomization inference p-values in brackets. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table A.4: Intent-to-Treat Effects on Badness Scores, by Gender - Get On Board

Outcome: Average Badness Score of Female Applicants

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	-0.034	-0.045	-0.015	-0.033	-0.040	-0.055	-0.135	-0.136
	(0.066)	(0.066)	(0.121)	(0.119)	(0.087)	(0.087)	(0.099)	(0.094)
	[0.596]	[0.514]	[0.952]	[0.808]	[0.666]	[0.552]	[0.160]	[0.154]
Remote × Treatment	0.134	0.134	0.140	0.162	0.077	0.092	0.280**	0.312**
	(0.103)	(0.102)	(0.171)	(0.169)	(0.172)	(0.170)	(0.125)	(0.122)
	[0.208]	[0.206]	[0.430]	[0.344]	[0.678]	[0.616]	[0.022]	[0.004]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	1,874	1,874	922	922	605	605	347	347
Control Mean - Non-remote	14.99	14.99	14.92	14.92	15.17	15.17	14.83	14.83
Control Mean - Remote	14.85	14.85	14.87	14.87	15.00	15.00	14.63	14.63

Outcome: Average Badness Score of Male Applicants

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	0.049	0.041	0.079	0.072	-0.019	-0.028	0.066	0.072
	(0.033)	(0.032)	(0.049)	(0.048)	(0.046)	(0.045)	(0.082)	(0.076)
	[0.144]	[0.214]	[0.108]	[0.148]	[0.718]	[0.576]	[0.394]	[0.340]
Remote × Treatment	-0.050	-0.038	-0.039	-0.027	-0.054	-0.034	-0.138	-0.139
	(0.050)	(0.049)	(0.072)	(0.071)	(0.085)	(0.081)	(0.112)	(0.109)
	[0.340]	[0.490]	[0.626]	[0.752]	[0.498]	[0.674]	[0.216]	[0.210]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	2,528	2,528	1,478	1,478	701	701	349	349
Control Mean - Non-remote	15.18	15.18	15.18	15.18	15.21	15.21	15.10	15.10
Control Mean - Remote	15.13	15.13	15.15	15.15	15.13	15.13	15.05	15.05

Notes: Odd-numbered columns include baseline controls (month dummies interacted with remote status). Even-numbered columns include controls selected by post-double-selection LASSO (see text for details). Columns (3)-(4) only include ads from programming and mobile fields; columns (5)-(6) only customer support, data analytics, innovation/agile, operations, sales, and sysadmin fields; columns (7)-(8) only HR, advertising/media, design, and digital marketing fields. Last two rows in each panel provide the average of the outcome variable for control ads conditional on remote status. Standard errors in parentheses and randomization inference p-values in brackets. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table A.5: Effects on Ad Gender-Neutrality (First Stage Estimates) - Get On Board

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	0.370***	0.372***	0.458***	0.437***	0.218***	0.261***	0.308***	0.326***
	(0.019)	(0.024)	(0.026)	(0.031)	(0.030)	(0.044)	(0.046)	(0.070)
	[0.000]	[0.000]	[0.000]	[0.000]	[0.000]	[0.000]	[0.000]	[0.000]
Remote × Treatment	-0.121***	-0.142***	-0.158***	-0.129***	-0.112**	-0.200**	-0.071	-0.170
	(0.029)	(0.039)	(0.039)	(0.049)	(0.051)	(0.079)	(0.072)	(0.104)
	[0.000]	[0.002]	[0.000]	[0.014]	[0.014]	[0.010]	[0.396]	[0.124]
Measure of Ad Gender-neutrality	Title	Corpus	Title	Corpus	Title	Corpus	Title	Corpus
Baseline Controls?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Observations	2535	2535	1480	1480	705	705	350	350
Control Mean - Non-remote	0.594	0.302	0.496	0.233	0.749	0.404	0.673	0.364
Control Mean - Remote	0.725	0.476	0.670	0.426	0.873	0.588	0.750	0.525

Notes: The dependent variable in odd-numbered columns is a dummy equal to one if the ad title is gender-neutral. The dependent variable in even-numbered columns is a dummy equal to one if the entire text ad (corpus) is gender-neutral. All columns include baseline controls (month dummies interacted with remote status). CColumns (3)-(4) only include ads from programming and mobile fields; columns (5)-(6) only customer support, data analytics, innovation/agile, operations, sales, and sysadmin fields; columns (7)-(8) only HR, advertising/media, design, and digital marketing fields. Last two rows in each panel provide the average of the dependent variable for control ads conditional on remote status. Standard errors in parentheses and randomization inference p-values in brackets (cases with a 0.000 p-value imply the observed estimate was the largest in absolute value out of 1,000 draws). * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table A.6: 2SLS Estimates of Effects on Share of Female Applicants - Get On Board

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Gender-neutral Title	0.0005		-0.0009		-0.0201		0.1258**	
	(0.023)		(0.014)		(0.066)		(0.062)	
Gender-neutral Title × Remote	-0.0378		-0.0023		-0.3204		-0.1449	
	(0.050)		(0.024)		(0.264)		(0.100)	
Gender-neutral Corpus		0.0005		-0.0010		-0.0168		0.1186*
		(0.023)		(0.015)		(0.055)		(0.062)
Gender-neutral Corpus × Remote		-0.0410		-0.0022		-0.5817		-0.1476
		(0.053)		(0.024)		(0.777)		(0.137)
Baseline Controls?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Observations	2,535	2,535	1,480	1,480	705	705	350	350
Control Mean - Non-remote	0.153	0.153	0.0679	0.0679	0.208	0.208	0.384	0.384
Control Mean - Remote	0.160	0.160	0.0628	0.0628	0.241	0.241	0.433	0.433

Notes: The dependent variable is the share of applicants that are female. In all columns, the presented variables are instrumented by a dummy equal one if the ad is treated and its interaction with a dummy equal one if the ad is remote. All columns include baseline controls (month dummies interacted with remote status). This implies the relevant first-stage is provided in Table A.5 with matching column numbers. Columns (3)-(4) only include ads from programming and mobile fields; columns (5)-(6) only customer support, data analytics, innovation/agile, operations, sales, and sysadmin fields; columns (7)-(8) only HR, advertising/media, design, and digital marketing fields. Last two rows in each panel provide the average of the dependent variable for control ads conditional on remote status. Standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table A.7: Effects by Stage of Selection Process - Get On Board

Outcome: Share of Women Among Non-"Discarded" Applicants

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	0.006	0.008	0.008	0.009	0.004	0.013	0.034	0.030
	(0.011)	(0.011)	(0.009)	(0.009)	(0.018)	(0.018)	(0.028)	(0.027)
	[0.570]	[0.492]	[0.418]	[0.356]	[0.772]	[0.464]	[0.238]	[0.308]
Remote × Treatment	-0.006	-0.005	-0.002	-0.002	-0.016	-0.021	-0.040	-0.035
	(0.018)	(0.018)	(0.013)	(0.013)	(0.033)	(0.032)	(0.040)	(0.039)
	[0.762]	[0.814]	[0.828]	[0.858]	[0.620]	[0.546]	[0.352]	[0.394]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	1,962	1,962	1,117	1,117	548	548	297	297
Control Mean - Non-remote	0.172	0.172	0.0729	0.0729	0.220	0.220	0.411	0.411
Control Mean - Remote	0.159	0.159	0.0623	0.0623	0.230	0.230	0.452	0.452

Outcome: Share of Women Among "Selected" Applicants

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	-0.013	-0.009	-0.017	-0.015	0.017	0.023	0.034	0.039
	(0.026)	(0.025)	(0.022)	(0.022)	(0.054)	(0.054)	(0.071)	(0.066)
	[0.598]	[0.710]	[0.440]	[0.510]	[0.768]	[0.690]	[0.612]	[0.606]
Remote × Treatment	-0.010	-0.014	0.009	0.011	-0.102	-0.098	0.062	0.057
	(0.038)	(0.038)	(0.028)	(0.028)	(0.099)	(0.093)	(0.100)	(0.094)
	[0.800]	[0.720]	[0.702]	[0.688]	[0.290]	[0.302]	[0.550]	[0.570]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	877	877	498	498	213	213	166	166
Control Mean - Non-remote	0.184	0.184	0.0777	0.0777	0.202	0.202	0.433	0.433
Control Mean - Remote	0.188	0.188	0.0514	0.0514	0.298	0.298	0.446	0.446

Outcome: Share of Women Among "Hired" Applicants

	Full Sample		Low Female Share Fields		Medium Female Share Fields		High Female Share Fields	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Treatment	0.021	0.020	0.017	0.016	0.054	0.060	-0.032	-0.030
	(0.046)	(0.046)	(0.044)	(0.045)	(0.093)	(0.094)	(0.125)	(0.112)
	[0.670]	[0.684]	[0.730]	[0.748]	[0.554]	[0.548]	[0.768]	[0.766]
Remote × Treatment	-0.046	-0.049	-0.062	-0.055	-0.098	-0.099	-0.085	-0.031
	(0.066)	(0.067)	(0.062)	(0.061)	(0.174)	(0.163)	(0.195)	(0.176)
	[0.484]	[0.472]	[0.338]	[0.402]	[0.620]	[0.572]	[0.696]	[0.910]
Baseline Controls?	Yes		Yes		Yes		Yes	
PDS-LASSO Controls?		Yes		Yes		Yes		Yes
Observations	581	581	337	337	134	134	110	110
Control Mean - Non-remote	0.230	0.230	0.0875	0.0875	0.203	0.203	0.630	0.630
Control Mean - Remote	0.218	0.218	0.113	0.113	0.435	0.435	0.396	0.396

Notes: Number of observations change accross panels as only ads that used the online system to record their selection process are included (e.g., only ads that marked at least one applicant as "selected" enter the second panel). Odd-numbered columns include baseline controls (month dummies interacted with remote status). Even-numbered columns include controls selected by post-double-selection LASSO (see text for details). Low-, medium-, and high-female share fields defined similarly as in Table 1. Last two rows in each panel provide the average of the outcome variable for control ads conditional on remote status. Standard errors in parentheses and randomization inference p-values in brackets. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Table A.8: Gender neutrality of subsequent ads - Job titles

	(1) English or GN=1
First ad was treated = 1	-0.0104
	(0.0478)
Mean of dep var in omitted category	0.6432***
	(0.0340)
Observations	406

Notes: Sample the second ad by companies that posted more than one ad during our sample period. The outcome is a dummy indicating the original ad submission (before assignment to treatment or control) was gender-neutral on in English, and the main explanatory variable is whether the first ad was assigned to treatment. Standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

Table A.9: Summary Statistics by Treatment Status - Laboratoria

	(1) GN_R_D	(2) GN_R_ND	(3) GN_NR_D	(4) GN_NR_ND	(5) NGN_R_D	(6) NGN_R_ND	(7) NGN_NR_D	(8) NGN_NR_ND
Years of Experience	5.855	5.964	6.050	6.169	5.985	5.934	6.207	5.912
	(1.836)	(1.875)	(1.750)	(1.783)	(1.857)	(1.868)	(1.690)	(1.829)
Tech Sector	0.794	0.864	0.820	0.757	0.773	0.796	0.800	0.869
	(0.406)	(0.344)	(0.385)	(0.430)	(0.421)	(0.405)	(0.401)	(0.339)
Looking for Tech Sector	0.466	0.400	0.424	0.478	0.432	0.482	0.471	0.380
	(0.501)	(0.492)	(0.496)	(0.501)	(0.497)	(0.502)	(0.501)	(0.487)
Share of entire sample (in %) from country of bootcamp and treatment arm:								
Chile	2.56	3.39	3.94	3.39	3.11	3.75	3.02	3.39
Colombia	1.37	1.10	0.92	1.19	0.64	1.47	1.19	1.28
Equador	0.18	0.00	0.00	0.09	0.09	0.00	0.09	0.09
Mexico	3.48	3.30	3.21	3.48	4.03	3.48	3.39	2.56
Peru	4.12	3.66	2.93	3.57	3.75	2.66	3.66	4.21
Brazil	0.92	1.01	0.92	1.10	1.19	1.10	0.64	1.01
Country not specified	0.09	0.00	0.09	0.00	0.00	0.09	0.09	0.00
Observations	131	140	139	136	132	137	140	137

Notes: Unit of observation is a response to an ad (each of the 546 respondents sees two ads). Each column presents the averages for one of the eight different treatment arms from a $2 \times 2 \times 2$ design. GN, R, and D indicate the gender-neutral, remote, and diversity statement statuses, respectively. NGN, NR, ND, indicate the not gender-neutral, non-remote, and no diversity statement statuses, respectively. For example, column (6) provide the averages for NGN-R-ND (not gender-neutral, remote, no diversity statement). Standard deviations in parentheses.

Variable definitions: Years of Experience is years since graduating from the Laboratoria bootcamp. Tech Sector and Looking for Tech Sector are dummy indicators for whether the respondent currently has a job and is searching for a job in the tech sector, respectively. The survey allowed those with a current job in the sector to report they are searching for another job (Appendix D). Bottom panel provides share (in percentage points) of respondents in each treatment arm by country of bootcamp graduation cell (i.e., all numbers in the panel add up to 100).

Balance tests: for each variable in the table rows (including country indicators), we cannot reject the hypothesis that averages are the same across columns at usual significance levels. We do so by regressing the variable in question against all eight treatment arm dummies and performing a joint F-test. p-values range from 0.31 to 0.94, except for working in the tech sector (p=0.14).

Table A.10: Treatment Effects (Full Sample) - Laboratoria

	(1) Job Appeal	(2) Good Employer	(3) Meet Require-ments	(4) Probability of Applying	(5) Suitability	(6) Probability of Being Chosen	(7) Good Salary	(8) Work Life Balance	(9) Inclusive Culture	(10) Women % Company	(11) Women % Position
Gender-neutral	0.538***	0.559***	0.161	0.504***	0.715***	0.367**	0.387**	0.480***	1.274***	0.653***	0.639***
	(0.159)	(0.147)	(0.174)	(0.192)	(0.186)	(0.181)	(0.157)	(0.158)	(0.171)	(0.071)	(0.075)
Remote	0.874***	0.477***	0.011	0.948***	0.181	-0.022	0.325**	0.989***	0.359**	0.107	0.101
	(0.159)	(0.147)	(0.174)	(0.191)	(0.186)	(0.182)	(0.157)	(0.158)	(0.171)	(0.071)	(0.075)
Diversity Statement	0.072	0.280*	0.090	0.010	0.131	0.204	-0.054	0.223	0.976***	0.257***	0.215***
	(0.159)	(0.147)	(0.174)	(0.192)	(0.186)	(0.182)	(0.157)	(0.158)	(0.171)	(0.071)	(0.075)
Control mean	4.800	5.148	5.304	5.157	4.346	4.822	5.370	4.284	4.269	2.676	2.515
Observations	1,090	1,090	1,089	1,089	1,086	1,088	1,089	1,088	1,085	1,089	1,085

Notes: Unit of observation is a response to an ad (each respondent sees two ads). Each column presents an estimate from equation (5) for a different outcome (see text for definitions). Gender-neutral, Remote, and Diversity Statements are dummies indicating the ad was assigned to the respective status. Control mean is the outcome mean for ads under the not gender-neutral language, non-remote treatment, and no diversity treatment status. The number of observations varies across columns due to missing data on outcomes (a few instances when respondents did not answer a survey question). Robust standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$..

Table A.11: Treatment Effects (Alumni of Web Development Bootcamp Only) - Laboratoria

	(1) Job Appeal	(2) Good Employer	(3) Meet Require-ments	(4) Probability of Applying	(5) Suitability	(6) Probability of Being Chosen	(7) Good Salary	(8) Work Life Balance	(9) Inclusive Culture	(10) Women % Company	(11) Women % Position
Gender-neutral	0.580***	0.662***	0.179	0.506**	0.682***	0.455**	0.340*	0.541***	1.270***	0.670***	0.680***
	(0.184)	(0.171)	(0.188)	(0.222)	(0.207)	(0.203)	(0.184)	(0.185)	(0.198)	(0.083)	(0.083)
Remote	0.934***	0.455***	0.106	1.024***	0.258	-0.010	0.297	1.152***	0.366*	0.179**	0.191**
	(0.184)	(0.171)	(0.188)	(0.222)	(0.207)	(0.204)	(0.184)	(0.184)	(0.198)	(0.083)	(0.083)
Diversity Statement	0.140	0.303*	-0.096	0.010	0.001	0.003	-0.040	0.193	0.920***	0.237***	0.189**
	(0.184)	(0.171)	(0.188)	(0.222)	(0.207)	(0.204)	(0.185)	(0.185)	(0.199)	(0.083)	(0.083)
Control mean	4.696	5.176	4.461	5.129	3.870	4.196	5.431	4.208	4.198	2.515	2.194
Observations	820	820	819	819	816	818	819	818	815	819	815

Notes: Unit of observation is a response to an ad (each respondent sees two ads). Each column presents an estimate from equation (5) for a different outcome (see text for definitions). Gender-neutral, Remote, and Diversity Statements are dummies indicating the ad was assigned to the respective status. Control mean is the outcome mean for ads under the not gender-neutral language, non-remote treatment, and no diversity treatment status. The number of observations varies across columns due to missing data on outcomes (a few instances when respondents did not answer a survey question). Robust standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$..

Table A.12: Treatment Effects (Alumni of UX Design Bootcamp Only) - Laboratoria

	(1) Job Appeal	(2) Good Employer	(3) Meet Require-ments	(4) Probability of Applying	(5) Suitability	(6) Probability of Being Chosen	(7) Good Salary	(8) Work Life Balance	(9) Inclusive Culture	(10) Women % Company	(11) Women % Position
Gender-neutral	0.414	0.247	0.113	0.494	0.819**	0.098	0.530*	0.290	1.283***	0.597***	0.515***
	(0.320)	(0.290)	(0.261)	(0.383)	(0.362)	(0.308)	(0.300)	(0.303)	(0.343)	(0.125)	(0.129)
Remote	0.693**	0.541*	-0.343	0.715*	-0.093	-0.123	0.412	0.481	0.327	-0.124	-0.191
	(0.320)	(0.290)	(0.260)	(0.383)	(0.362)	(0.308)	(0.300)	(0.303)	(0.342)	(0.125)	(0.128)
Diversity Statement	-0.147	0.215	0.448*	0.013	0.401	0.646**	-0.102	0.321	1.124***	0.297**	0.235*
	(0.320)	(0.290)	(0.263)	(0.382)	(0.361)	(0.309)	(0.300)	(0.302)	(0.342)	(0.125)	(0.129)
Control mean	5.121	5.061	7.909	5.242	5.788	6.758	5.182	4.515	4.485	3.182	3.515
Observations	270	270	270	270	270	270	270	270	270	270	270

Notes: Unit of observation is a response to an ad (each respondent sees two ads). Each column presents an estimate from equation (5) for a different outcome (see text for definitions). Gender-neutral, Remote, and Diversity Statements are dummies indicating the ad was assigned to the respective status. Control mean is the outcome mean for ads under the not gender-neutral language, non-remote treatment, and no diversity treatment status. The number of observations varies across columns due to missing data on outcomes (a few instances when respondents did not answer a survey question). Robust standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$..

Table A.13: Treatment Effects (Full Sample, with Respondent FEs) - Laboratoria

	(1) Job Appeal	(2) Good Employer	(3) Meet Require-ments	(4) Probability of Applying	(5) Suitability	(6) Probability of Being Chosen	(7) Good Salary	(8) Work Life Balance	(9) Inclusive Culture	(10) Women % Company	(11) Women % Position
Gender-neutral	0.545***	0.559***	0.184**	0.502***	0.712***	0.374***	0.400***	0.498***	1.300***	0.655***	0.640***
	(0.115)	(0.108)	(0.091)	(0.140)	(0.123)	(0.107)	(0.114)	(0.122)	(0.144)	(0.056)	(0.055)
Remote	0.916***	0.357**	0.208	0.769***	0.405**	0.396**	0.284*	1.088***	0.257	0.187**	0.219***
	(0.172)	(0.158)	(0.126)	(0.197)	(0.165)	(0.154)	(0.157)	(0.175)	(0.202)	(0.077)	(0.077)
Diversity Statement	0.300	0.502***	0.012	0.276	0.248	0.071	0.194	0.273	1.224***	0.206**	0.165*
	(0.188)	(0.173)	(0.130)	(0.217)	(0.178)	(0.157)	(0.181)	(0.189)	(0.227)	(0.089)	(0.085)
Control mean	4.800	5.148	5.304	5.157	4.346	4.822	5.370	4.284	4.269	2.676	2.515
Observations	1,090	1,090	1,089	1,089	1,086	1,088	1,089	1,088	1,085	1,089	1,085

Notes: Unit of observation is a response to an ad (each respondent sees two ads). Each column presents an estimate from equation (5) for a different outcome (see text for definitions), with the addition of respondent fixed effects. Gender-neutral, Remote, and Diversity Statements are dummies indicating the ad was assigned to the respective status. Control mean is the outcome mean for ads under the not gender-neutral language, non-remote treatment, and no diversity treatment status. The number of observations varies across columns due to missing data on outcomes (a few instances when respondents did not answer a survey question). Robust standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$..

C Experimental materials - Get On Board Experiment

This appendix provides the experimental materials related to the Get On Board experiment. We provide both the original instructions in Spanish and an English translation (specific nouns used as examples cannot be translated, given that English does not have gendered grammar). Table A.14 provides key examples of how the gendered-language protocol works. Figure A.10 contains the exact instructions provided to Get On Board staff to implement the protocol (a one-page document in Spanish). Section C.1 translates this protocol to English, but mantaining some key words in Spanish (since English has primarily non-gendered nouns making the exact translation impossible).

Table A.14: Treatment Protocol Examples - Get On Board

Non-inclusive	**Inclusive**
Rule 1:	
Los candidatos que pasen el primer filtro seran entrevistados	*Quienes* pasen el primer filtro seran entrevistados
Los candidatos que cumplan con los requisitos deberan enviar su CV	*Envíe* su CV si cumple con los requisitos
El area de I+D esta buscando *un Ingeniero Civil* para ocupar el cargo de *gerente*	El area de I+D esta buscando *Profesionales en Ingenieria* para ocupar la *gerencia*
Si eres *dinamico e innovador* para resolver problemas	Si eres *una persona dinamica e innovadora* para resolver problemas
Rule 2: for articles, nouns, quantifiers and adjectives	
En Novartis estamos buscando *programadores*	En Novartis estamos buscando *programadoras y programadores*
Rule 2: For isolated adjectives	
Requisitos: Titulado	*Requisitos: Titulada/o*

Notes: Examples in Spanish for each of our treatment protocol rules. Words in italics replaced in each case.

Figure A.10: Gender-Neutral Language (Treatment) Protocol Used by Get On Board

Checklist para Lenguaje Incluyente

1. La prioridad es neutralizar el género haciendo uso de estrategias de redacción tales como:
   - El uso de los pronombres relativos "quien" o "quienes".

   No Inclusivo: Los candidatos que pasen el primer filtro serán entrevistados.
   Inclusivo: Quienes pasen el primer filtro serán entrevistadas/os.

   - Modificar los verbos o usar la forma imperativa.

   No Inclusivo: Quien será el líder del área comercial.
   Inclusivo: Quien liderará el área comercial.

   No Inclusivo: Los candidatos que cumplan con los requisitos deberán enviar su hoja de vida al correo.
   Inclusivo: Envíe su hoja de vida si cumple con los requisitos.

   - El uso de sustantivos con doble marca de género (profesional, especialista, personal, Jefatura, Junta Directiva, gerencia, etc.).

   No Inclusivo: El área de I+D está buscando un Ingeniero Civil para ocupar el cargo de gerente.
   Inclusivo: El área de I+D está buscando Profesionales en Ingeniería para ocupar la gerencia.

   - El uso particular del sustantivo "persona."

   No Inclusivo: Si eres dinámico e innovador para resolver problemas.
   Inclusivo: Si eres una persona dinámica e innovadora para resolver problemas.

2. Posteriormente, se pretende visibilizar ambos géneros de la siguiente manera:
   - Para el uso de pronombres, artículos, cuantificadores, sustantivos y adjetivos que acompañen a estos últimos, se propone el uso del "desdoblamiento" en la redacción.

   No Inclusivo: El área de I+D está buscando un Ingeniero Civil para ocupar el cargo de gerente.
   Inclusivo: El área de I+D está buscando una Ingeniera o un Ingeniero Civil para ocupar el cargo de gerenta o gerente.

   - Para el uso de adjetivos aislados (sin un sustantivo acompañando) se propone el uso de barras oblicuas (/):

   No Inclusivo: Requisitos: Titulado
   Inclusivo: Requisitos: Titulada/o

3. Finalmente, para cambiar algunas prácticas que siempre colocan a los hombres en primer lugar de las enumeraciones, se propone ubicar a las mujeres al inicio de la redacción:
   - Alternancia de los géneros en las enumeraciones

   No Inclusivo: En Novartis estamos buscando programadores y programadoras.
   Inclusivo: En Novartis estamos buscando programadoras y programadores.

C.1 English Translation of Neutral Language (Treatment) Protocol Used by Get on Board

1. The priority is to neutralize the gender making use of writing strategies such as:

   ☐ The use of the relative pronouns *quien* or *quienes*.

   Non-Inclusive: *Los candidatos* who pass the first filter will be interviewed.

   Inclusive: *Quienes* who pass the first filter will be interviewed.

   ☐ Modify the verbs or use the imperative form.

   Non-Inclusive: Who will be *el líder* of the commercial area.

   Inclusive: Who will lead *el área comercial*.

   Non-Inclusive: *Los candidatos* who meet the requirements must send their resume by mail.

   Inclusive: Submit your resume if you meet the requirements.

   ☐ The use of nouns with a double gender mark (professional, specialist, personal, headquarters, board of directors, management, etc.).

   Non-Inclusive: The R&D area is looking for *un Ingeniero Civil* to fill the position of *gerente*.

   Inclusive: The R&D area is seeking *Profesionales en Ingeniería* to fill the management position.

   ☐ The use of the noun *persona*.

   Non-Inclusive: If you are *dinámico e innovador* to solve problems.

   Inclusive: If you are a *persona dinámica e innovadora* to solve problems.

2. Subsequently, it is intended to make both genders visible in the following way:

   ☐ For the use of pronouns, articles, quantifiers, nouns and adjectives that accompany the latter, the use of "unfolding" in the writing is proposed.

   Non-Inclusive: The R&D area is looking for *un Ingeniero* to fill the position of *gerente*.

   Inclusive: The R&D area is looking for *una Ingeniera o un Ingeniero* to fill the position of *gerenta o gerente*.

   ☐ For the use of isolated adjectives (without an accompanying noun) the use of oblique bars (/) is proposed:

   Non-Inclusive: Requirements: *Titulado*

Inclusive: Requirements: *Titulada/o*

3. Finally, to change some practices that always place men in the first place in the lists, it is proposed to place women at the beginning of the writing:

   ☐ Alternation of genders in enumerations.

   Non-Inclusive: At Novartis we are looking for *programadores y programadoras.*

   Inclusive: At Novartis we are looking for *programadoras y programadores.*

D Experimental Materials - Laboratoria

This section provides the materials (invitation e-mail, survey instruments, ads shown to subjects) from the Laboratoria experiment. All materials are originally in Spanish, except those sent to alumni of the bootcamps Laboratoria perform in Brazil, which were all in Portuguese. Only 43 of the 546 responses we obtained were from the Brazilian alumni (partly reflecting that about 14% of Laboratoria's alumni are from the Brazilian bootcamps).

D.1 Invitation e-mail - Laboratoria

English translation. The following is the translation of the e-mail sent to Laboratoria alumni inviting them to the survey. It also included a link to the survey website.

> Hello [*subject name*] Hope all is well with you. We're sending this email to invite you!
>
> Laboratoria had the opportunity to collaborate with researchers from INSEAD (France) and Princeton (USA) universities in a study that seeks to find out how job advertisements published on various job platforms in the technology sector are perceived. This survey is intended to help promote better quality of recommended ads, allowing more people to find the job they are looking for!
>
> Given that you are a key part of this industry, we would love it if you could help us with this research project by answering a short survey in which we show you job advertisements in your field and you give us your opinion about them.
>
> All guests who respond to the survey will enter a Kindle draw. We will draw two Kindles and if more than 700 alumni answer the survey, we will draw an additional Kindle for each 100 responses above 700 (for example, if 900 respondents answer, we will draw a total of 4 Kindles). In addition, all guests will have access to the results of the research project.
>
> Your participation in this survey is voluntary and your responses will be recorded in a secure system that can only be accessed by the research team. None of your personal data will appear in publications based on this research. If you have questions about this research, you can contact the principal investigators: lucia.delcarpio@insead.edu or fujiwara@princeton.edu, or contact the ethics review board directly: irb@princeton.edu
>
> Thank you very much for your attention! If you are interested in participating, click the button below to accept your participation and begin the survey.

Original version in Spanish. The original invitation in Spanish is below. A similar version in Portuguese was sent to the alumni of the Brazilian bootcamp (but only mentioned

that one single Kindle would be awarded, given the smaller number of Brazilian alumni).

> Hola [*subject name*] Esperamos que estés muy bien. Te enviamos este mail ya que ¡queremos extenderte una invitación!
>
> Como Laboratoria, tenemos la oportunidad de colaborar junto con investigadores de las universidades INSEAD (Francia) y Princeton (EEUU), en un estudio que busca conocer cómo se perciben los anuncios de ofertas laborales que se publican en diversas plataformas de trabajo en el sector tecnológico. Esta investigación tiene como objetivo ayudar a promover una mejor calidad en la selección de anuncios que se recomiendan, ¡permitiendo que más personas accedan al trabajo que buscan!
>
> Dado que eres parte fundamental de esta industria, nos encantaría que nos pudieras apoyar en esta investigación respondiendo una breve encuesta en la cual te compartiremos dos anuncios de trabajo en tu área laboral, para que nos des tu opinión sobre ellos.
>
> Entre todas aquellas egresadas que contesten la encuesta, estaremos sorteando dos Kindles y si más de 700 egresadas contestan la encuesta, sortearemos un Kindle adicional por cada 100 respuestas por encima de 700 (por ejemplo, si 900 contestan, sortearemos un total de 4 Kindles). Además de que todas podrán tener acceso a los resultados de la investigación.
>
> Tu participación respondiendo esta encuesta es voluntaria y tus respuestas se recogen con una aplicación segura a la que sólo podrá acceder el equipo de investigación. Ninguno de tus datos personales aparecerá en los informes posteriores de este estudio. Si tienes preguntas sobre la investigación, puedes ponerte en contacto con los investigadores principales: lucia.delcarpio@insead.edu o fujiwara@princeton.edu, o contactar directamente a la Junta de Revisión Institucional: irb@princeton.edu
>
> ¡Desde ya muchas gracias por tu atención! Si estás interesada en participar, marca el siguiente botón para aceptar tu participación y comenzar con la encuesta.

D.2 Survey Instrument - Laboratoria

English translation. The following is a translation of the survey used in the Laboratoria experiment. Originals were in Spanish or Portuguese. Text in *italics* provide further context and were not shown to participants.

> Hello! At Laboratoria, together with researchers from INSEAD (France) and Princeton (USA) universities, we are carrying out a study to find out how the

advertisements of job offers that are listed on various job platforms in the Tech sector are perceived. This will help us to promote a better quality of ads and better select those that we recommend. Now we are going to show you two ads in your field so that you can give us your opinion about them. Important: These ads do not represent current job openings. They are built based on a representative sample of ads listed in the past. We remind you that participation in this survey is voluntary. Your answers are collected with a secure application and will only be accessible by the research team. None of your personal data will appear in subsequent reports of this study. If you have questions about the research, you can contact the principal investigators: lucia.delcarpio@insead.edu or fujiwara@princeton.edu, or contact the Institutional Review Board directly: irb@princeton.edu

If you decide to participate in the survey, please check the button below to see the announcements.

Which Laboratoria bootcamp you graduated from?

- Web Developer
- UX Designer

[*The answer to this question directed the respondent to see an ad in their field.*]

Graduation year?

[*Options were between 2015 and 2022.*]

Country of bootcamp?

- Chile
- Colombia
- Peru
- Mexico
- Ecuador

[*Question only asked in the Spanish-version of survey. Alumni of the Brazilian bootcamp received a separate invitation e-mail for a survey in Portuguese.*]

Currently:
Do you work in the tech sector?

- Yes
- No

Are you searching fora job in the tech sector?

- Yes
- No

Please read this advertisement and click the arrow when you are done:

[*Subjects were shown the first randomly selected ad. The questions below appeared after clicking the arrow. Questions 1-9 had sliders for a scale 0-10 on whether they fully disagreed (0) to entirely agreed (10) and questions 10-11 were multiple choice.*]

- I find this job attractive
- I think this company would be a good employer
- I have the required qualifications for this job
- I would apply for this job if I have the required qualifications
- I think this company is looking for someone like me
- If I applied, I would have a high probability of being chosen
- I think this company offers a good salary
- I think this company offers a good work/life balance
- I think this company has an inclusive/diverse culture

And about the composition of human talent in this company, would you think that:

- The proportion of women in the entire company is:
- The proportion of women in the type of position advertised is:
- Very low (0 to 10%)
- Low (11 to 20%)
- Relatively low (21 to 30%)
- Medium (31 to 40%)
- Relatively high (41 to 50%)

- Majority (more than 50%)

[*After answering the questions, another ad was provided and another round of similar questions asked. The survey ended after that, asking respondents to provide an e-mail solely for the purposes of the Kindle draw.*]

Original survey instrument in Spanish. The following is the original survey instrument in Spanish. The text in *italics* provides further context and were not shown to participants. A similar version in Portuguese was used for the alumni of the Brazilian bootcamps.

¡Hola! En Laboratoria, junto con investigadores de las universidades INSEAD (Francia) y Princeton (EEUU), estamos haciendo un estudio para conocer cómo se perciben los anuncios de ofertas de trabajo que se listan en diversas plataformas de trabajo en el sector Tech. Esto nos ayudará a promover una mejor calidad de anuncios y seleccionar mejor aquellos que te recomendamos. Ahora te vamos a mostrar dos anuncios en tu campo para que nos des tu opinión sobre ellos. Importante: estos anuncios no representan ofertas laborales actuales. Están construidos en base a una muestra representativa de anuncios listados en el pasado. Te recordamos que la participación en esta encuesta es voluntaria. Tus respuestas se recogen con una aplicación segura y sólo serán accesibles por el equipo de investigación. Ninguno de tus datos personales aparecerá en los informes posteriores de este estudio. Si tienes preguntas sobre la investigación, puedes ponerte en contacto con los investigadores principales: lucia.delcarpio@insead.edu o fujiwara@princeton.edu, o contactar directamente a la Junta de Revisión Institucional: irb@princeton.edu

Si decides participar en la encuesta, por favor marca el botón siguiente para ver los anuncios.

Bootcamp que seguiste en Laboratoria:

- Web Developer
- UX Designer

Año de graduación

[*Options were between 2015 and 2022*]

País del bootcamp:

- Chile
- Colombia
- Perú
- México
- Ecuador

[*Question only asked in the Spanish-version of survey. Alumni of the Brazilian bootcamp received a separate invitation e-mail for a survey in Portuguese*]

Actualmente:
Trabajas en el sector Tech?

- Sí
- No

Estás buscando empleo en el sector Tech?

- Sí
- No

Lee por favor este anuncio y marca la flecha cuando hayas terminado:

[*Subjects were shown the first randomly selected ad. The questions below appeared after clicking the arrow. Questions 1-9 had sliders for a scale 0-10 on whether they fully disagreed (0) to entirely agreed (10) and questions 10-11 were multiple choice.*]

- Este empleo me parece atractivo
- Creo que esta compañía sería un buen empleador
- Tengo las calificaciones requeridas para este trabajo
- Postularía a este trabajo de tener las calificaciones requeridas
- Creo que esta empresa está buscando a alguien como yo
- De postular, creo que tendría altas probabilidades de ser elegida/o
- Creo que esta compañía ofrecería un buen salario
- Creo que esta compañía ofrecería un buen equilibrio trabajo/vida personal
- Creo que esta compañía tiene una cultura inclusiva/diversa

Y sobre la composición del talento humano en esta empresa, pensarías que:

- La proporción de mujeres en toda la empresa es:
- La proporción de mujeres en el tipo de puesto anunciado es:
- Muy baja (0 a 10%)
- Baja (11 a 20%)
- Relativamente baja (21 a 30%)
- Mediana (31 a 40%)
- Relativamente alta (41 a 50%)
- Mayoritaria (más de 50%)

[*After answering the questions, another ad was provided and another round of similar questions asked. The survey ended after that, asking respondents to provide an e-mail solely for the purposes of the Kindle draw.*]

D.3 Ads used in Laboratoria experiment

We prepared two separate sets of field-specific ads (UX Design and Web Development), the two bootcamp fields that Laboratoria provides. In each set, two ads were prepared (since each respondent saw two separate ads, and we used different company names, descriptions, etc). Since each ad has eight variations (a 2×2×2 factorial design), we created 32 ads in Spanish and 32 (very similar) ads in Portuguese.

Since we believe presenting 64 different ads in this appendix is not productive, Figure A.11 provides an ad for a position in the web development field with non-gender-neutral language, no diversity statement, and for a non-remote position, and compares to the same ad version with gender-neutral language, a diversity statement, and for a remote position. The other six combinations of these three binary treatment conditions of the ad can be inferred from them. Figures A.12, A.13, and A.14 provide the text for the other position in the web development field and the two ads for a job in the UX design field. It shows the version under gender-neutral, with a diversity statement, and non-remote condition. (which is the most general, and other treatment conditions can be inferred from them). We present the Spanish version. Translation to Portuguese is straightforward since the languages are not dissimilar.

Differences between "treatments" and "controls." The differences created under each treatment status are:

1. If gender-neutral, the title is "*desarollador/a Full Stack*" or "*diseñador/a UX UI*", while if non-gender-neutral ads would only show the masculine form "*desrollador*" and "*diseñador*." Another two gender-neutral (or masculine form) sentences also appear as the first bullet point under "*funciones*" (tasks) and under "*requisitos*" (requisites).

2. Under the diversity statement condition, one additional sentence is added to the end of the first paragraph ("*At 'name of company' we are committed to diversity and do not accept any type of discrimination*" or "*'Company name' is a forthcoming company and we do not accept any type of discrimination.*");

3. Under remote status, the word "remote" appears under the title and an explicit statement ("this position is remote" or "*Esta posición es remota*") appears at the bottom under "remote work policy" ("*Política de Trabajo Remoto*"). Under non-remote status, the word "non-remote" appears under the title and the remote work policy states "the position is in-person" ("*La posición es presencial*").

Figure A.11: Example of Ads in Laboratoria Experiment

Innovact
September 3, 2022

Desarrollador Full-Stack

Non-Remote | Full time | Programming

Somos Innovact, empresa con más de 10 años de experiencia en el mundo de la innovación y transformación digital. Brindamos servicios de desarrollo de aplicaciones móviles y web, generando apoyo a más de 300 empresas y marcas importantes en diversos sectores, a nivel nacional e internacional. Valoramos la innovación, una cultura horizontal y la autodisciplina, y estamos buscando desarrolladores comprometidos, proactivos y críticos con su trabajo.

Funciones

La principal función que tendrá el profesional en el puesto es el desarrollo de sistemas y aplicaciones, incluyendo las etapas iniciales de diseño y arquitectura, y también las etapas finales de QA y deployment. Específicamente:

· Desarrollar plataformas, aplicaciones o funcionalidades tanto en front-end como back-end

· Mantenimiento y mejora continua de sistemas, plataformas y aplicaciones

· Trabajar en estrecha colaboración con todo nuestro equipo de desarrolladores y clientes involucrados

Requisitos

· Ingeniero de Sistemas, Programador o carreras afines

· Experiencia demostrable de al menos 3 años como desarrollador Full-Stack de aplicaciones web (front-end y back-end)

· Manejo de sistemas operativos: Linux y Ubuntu

· Conocimientos en: Javascript (ReactJS o AngularJS), HTML, CSS, SQL

· Familiaridad con entornos con metodologías ágiles (Scrum, Kanban)

Política de Trabajo Remoto

· La posición es presencial.

(a) Not gender-neutral, no diversity statement, non-remote

Innovact
September 3, 2022

Desarrollador/a Full-Stack

Remote | Full time | Programming

Somos Innovact, empresa con más de 10 años de experiencia en el mundo de la innovación y transformación digital. Brindamos servicios de desarrollo de aplicaciones móviles y web, generando apoyo a más de 300 empresas y marcas importantes en diversos sectores, a nivel nacional e internacional. Valoramos la innovación, una cultura horizontal y la autodisciplina, y estamos buscando desarrolladoras/es comprometidas/os, proactivas/os y críticas/os con su trabajo. Innovact es una empresa abierta y no aceptamos ningún tipo de discriminación.

Funciones

La principal función que tendrá la o el profesional en el puesto es el desarrollo de sistemas y aplicaciones, incluyendo las etapas iniciales de diseño y arquitectura, y también las etapas finales de QA y deployment. Específicamente:

· Desarrollar plataformas, aplicaciones o funcionalidades tanto en front-end como back-end

· Mantenimiento y mejora continua de sistemas, plataformas y aplicaciones

· Trabajar en estrecha colaboración con todo nuestro equipo de desarrolladoras/es y clientas/es involucradas/os

Requisitos

· Formación en Ingeniería de Sistemas, Programación o carreras afines

· Experiencia demostrable de al menos 3 años como desarrollador/a Full-Stack de aplicaciones web (front-end y back-end)

· Manejo de sistemas operativos: Linux y Ubuntu

· Conocimientos en: Javascript (ReactJS o AngularJS), HTML, CSS, SQL

· Familiaridad con entornos con metodologías ágiles (Scrum, Kanban)

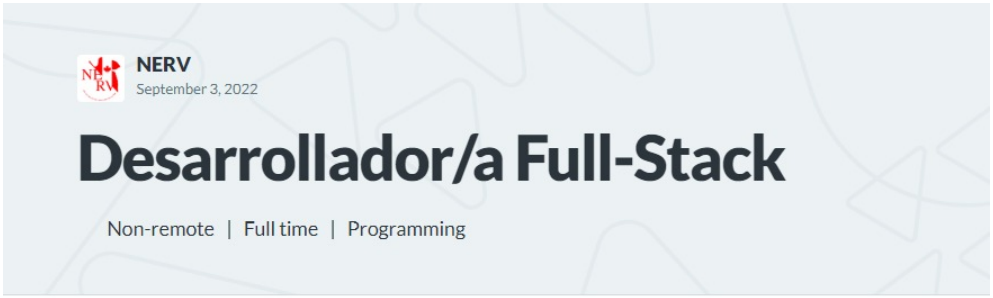
Política de Trabajo Remoto

· Esta posición es remota.

(b) Gender-neutral, diversity statement, remote

Both ads are for a position in the web development field. The ad on the left is non-gender-neutral, while the ad on the right is gender-neutral (see title, first sentence under "*funciones*," and first bullet point under "*requisitos*."). The ad on the left is also for a non-remote position, while the ad on the right is for a remote position (see immediately below the title and the bottom "remote work policy."). The ad on the left does not have a diversity statement, while the one on the right does (see the last sentence in the first paragraph).

Figure A.12: Example of Ad in Laboratoria Experiment (Web Development)



NERV
September 3, 2022

Desarrollador/a Full-Stack

Non-remote | Full time | Programming

Somos NERV, empresa líder a nivel nacional e internacional en el desarrollo de tecnología para el sector eléctrico. Brindamos asesoría en la entrega de soluciones a organizaciones para que puedan gestionar su energía de forma activa e inteligente. Actualmente trabajamos con empresas de distintos tamaños y en rubros tales como: industrial, inmobiliario, logística, transporte, vinícola, salud y sector público. Buscamos desarrolladoras/es motivadas/os, críticas/os y comprometidas/os a brindar las mejores soluciones a nuestros/as clientes/as. En NERV estamos comprometidos con la diversidad y no aceptamos ningún tipo de discriminación.

Funciones

Buscamos una desarrolladora o un desarrollador full-stack para incorporarse al equipo (2 front-end, 3 back-end y 1 full-stack) y tomar la responsabilidad de desarrollar nuestras soluciones tecnológicas para el sector eléctrico. Específicamente:

· Liderar el equipo en el desarrollo de plataformas, aplicaciones o funcionalidades tanto en front-end como back-end
· Identificar, diseñar e implementar las mejores soluciones de software para los distintos problemas u oportunidades del negocio
· Servir de mentor/a a las desarrolladoras y los desarrolladores más junior
· Mantenimiento y mejora continua de sistemas, plataformas y aplicaciones

Requisitos

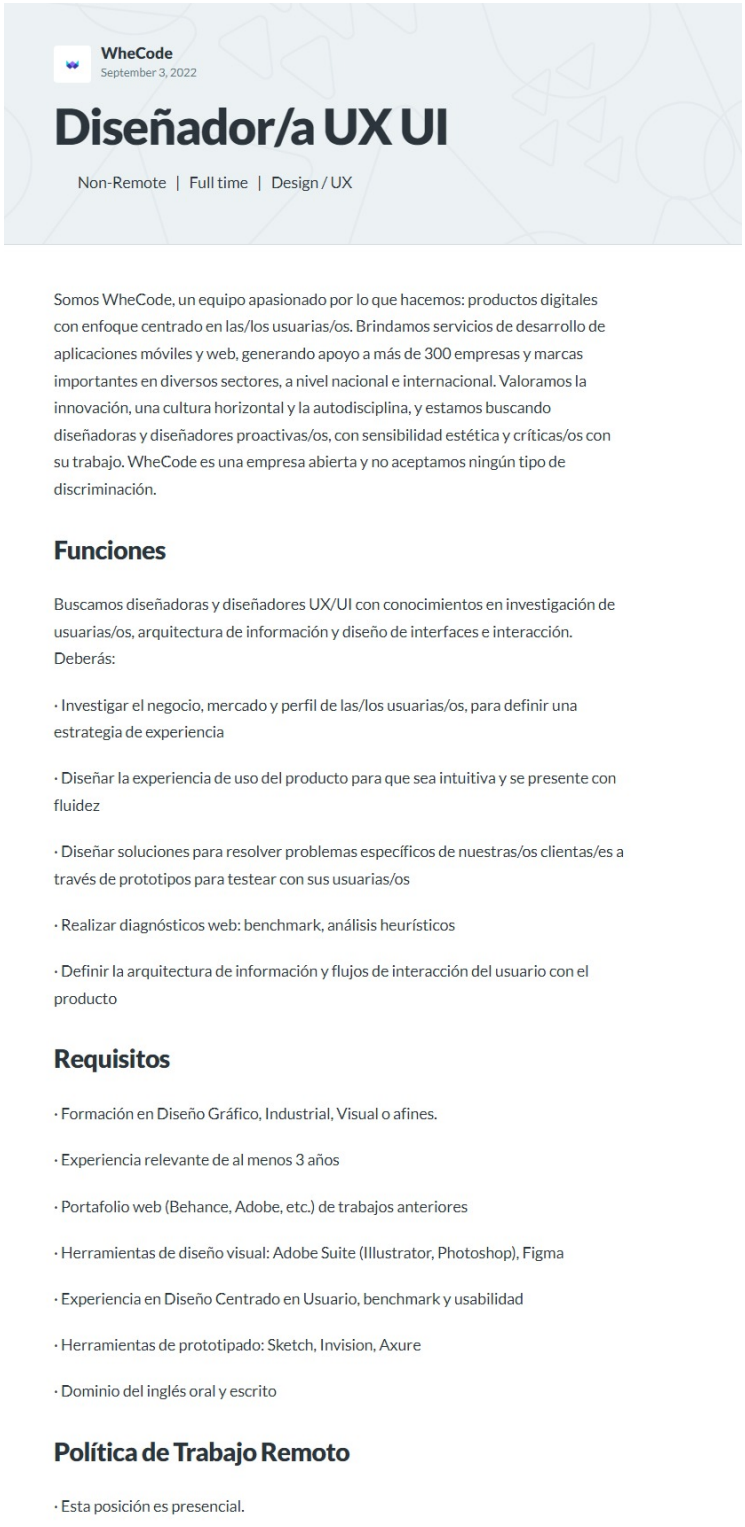
· Formación en Ingeniería de Sistemas, Programación o carreras afines
· Experiencia demostrable de al menos 5 años como desarrollador/a Full-Stack de aplicaciones web (front-end y back-end)
· Manejo de sistemas operativos: Linux y Ubuntu
· Manejo de control de versiones de código: GIT
· Conocimientos en: Javascript (ReactJS), HTML, CSS, SQL
· Experiencia en entornos con metodologías ágiles (Scrum, Kanban)

Política de Trabajo Remoto

· Esta posición es presencial.

This ad is under the gender-neutral, non-remote, with a diversity statement conditions.

Figure A.13: Example of Ad in Laboratoria Experiment (UX Design)



WheCode
September 3, 2022

Diseñador/a UX UI

Non-Remote | Full time | Design / UX

Somos WheCode, un equipo apasionado por lo que hacemos: productos digitales con enfoque centrado en las/los usuarias/os. Brindamos servicios de desarrollo de aplicaciones móviles y web, generando apoyo a más de 300 empresas y marcas importantes en diversos sectores, a nivel nacional e internacional. Valoramos la innovación, una cultura horizontal y la autodisciplina, y estamos buscando diseñadoras y diseñadores proactivas/os, con sensibilidad estética y críticas/os con su trabajo. WheCode es una empresa abierta y no aceptamos ningún tipo de discriminación.

Funciones

Buscamos diseñadoras y diseñadores UX/UI con conocimientos en investigación de usuarias/os, arquitectura de información y diseño de interfaces e interacción. Deberás:

· Investigar el negocio, mercado y perfil de las/los usuarias/os, para definir una estrategia de experiencia

· Diseñar la experiencia de uso del producto para que sea intuitiva y se presente con fluidez

· Diseñar soluciones para resolver problemas específicos de nuestras/os clientas/es a través de prototipos para testear con sus usuarias/os

· Realizar diagnósticos web: benchmark, análisis heurísticos

· Definir la arquitectura de información y flujos de interacción del usuario con el producto

Requisitos

· Formación en Diseño Gráfico, Industrial, Visual o afines.

· Experiencia relevante de al menos 3 años

· Portafolio web (Behance, Adobe, etc.) de trabajos anteriores

· Herramientas de diseño visual: Adobe Suite (Illustrator, Photoshop), Figma

· Experiencia en Diseño Centrado en Usuario, benchmark y usabilidad

· Herramientas de prototipado: Sketch, Invision, Axure

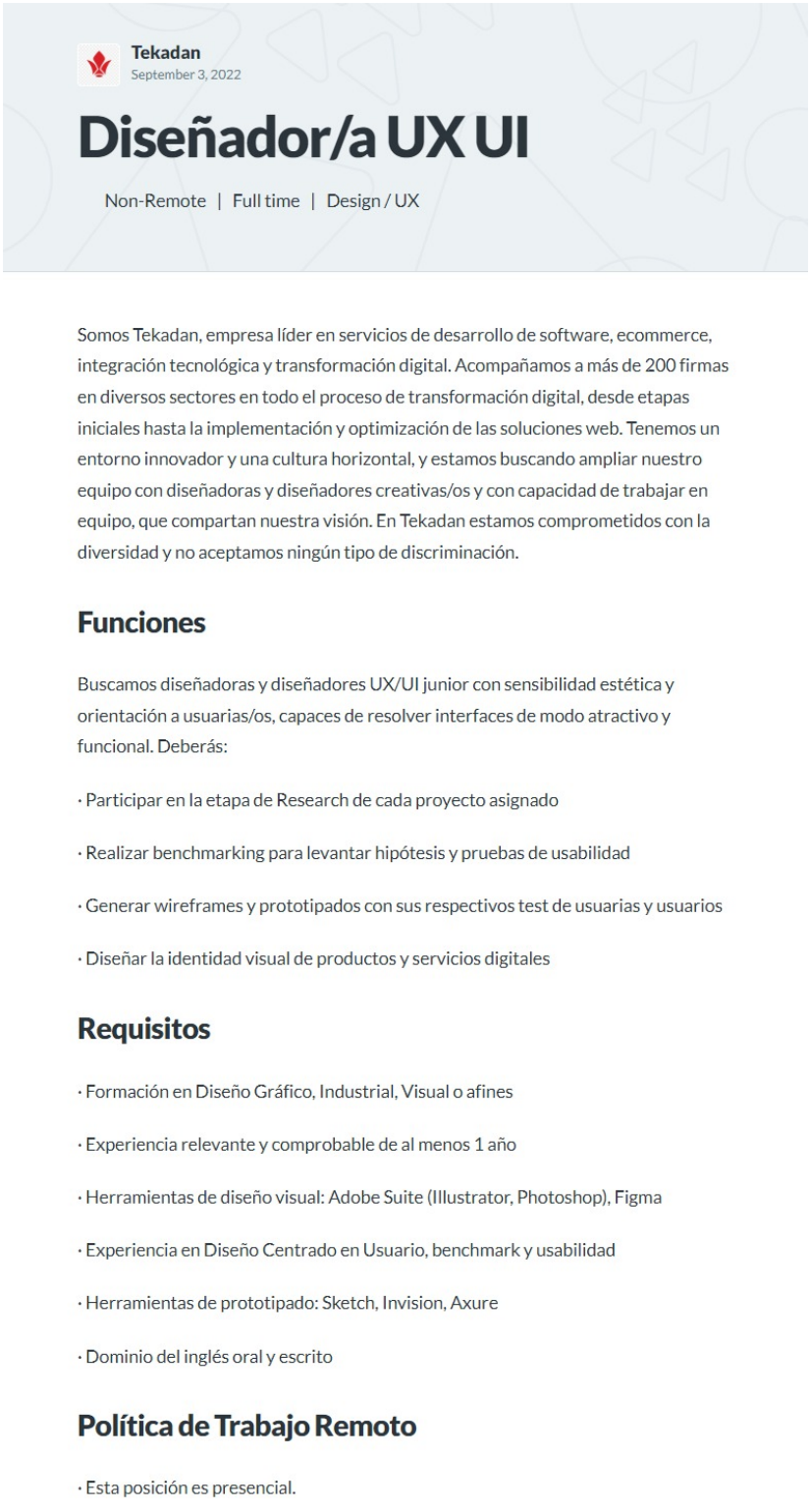
· Dominio del inglés oral y escrito

Política de Trabajo Remoto

· Esta posición es presencial.

This ad is under the gender-neutral, non-remote, with a diversity statement conditions.

Figure A.14: Example of Ad in Laboratoria Experiment (UX Design)



Tekadan
September 3, 2022

Diseñador/a UX UI

Non-Remote | Full time | Design / UX

Somos Tekadan, empresa líder en servicios de desarrollo de software, ecommerce, integración tecnológica y transformación digital. Acompañamos a más de 200 firmas en diversos sectores en todo el proceso de transformación digital, desde etapas iniciales hasta la implementación y optimización de las soluciones web. Tenemos un entorno innovador y una cultura horizontal, y estamos buscando ampliar nuestro equipo con diseñadoras y diseñadores creativas/os y con capacidad de trabajar en equipo, que compartan nuestra visión. En Tekadan estamos comprometidos con la diversidad y no aceptamos ningún tipo de discriminación.

Funciones

Buscamos diseñadoras y diseñadores UX/UI junior con sensibilidad estética y orientación a usuarias/os, capaces de resolver interfaces de modo atractivo y funcional. Deberás:

· Participar en la etapa de Research de cada proyecto asignado

· Realizar benchmarking para levantar hipótesis y pruebas de usabilidad

· Generar wireframes y prototipados con sus respectivos test de usuarias y usuarios

· Diseñar la identidad visual de productos y servicios digitales

Requisitos

· Formación en Diseño Gráfico, Industrial, Visual o afines

· Experiencia relevante y comprobable de al menos 1 año

· Herramientas de diseño visual: Adobe Suite (Illustrator, Photoshop), Figma

· Experiencia en Diseño Centrado en Usuario, benchmark y usabilidad

· Herramientas de prototipado: Sketch, Invision, Axure

· Dominio del inglés oral y escrito

Política de Trabajo Remoto

· Esta posición es presencial.

This ad is under the gender-neutral, non-remote, with a diversity statement conditions.