

Booking.com

2018 Women in Tech Research – Part IV

A global study on the continuing tech sector gender diversity challenge and the perceptions and experiences of women on careers in tech

Introduction

Research points to gender bias in the technology industry starting as early as the hiring process, where factors including the ways tech companies describe themselves, the type of roles available, the skills needed and even the qualities companies seek in a candidate are perceived not to be tailored toward women effectively. So the doors are closing on women at the recruiting stage before they even have a chance

to get started. As the demand for a skilled digital workforce increases, as an industry, we need to make sure we're not overlooking the contributions and impact that women can make, and are making every day, particularly as we introduce technologies like AI that have the power to transform, but equally come with bias considerations that we need to account for.



Gillian Tans, Chief Executive Officer, Booking.com

“ Much of the conversation on improving gender diversity in tech has focused on what the industry, education systems and governments can do to get more girls and young women interested in STEM and on the path to a future career in tech. Our research highlights just how pivotal tech companies' recruiting practices are to getting female candidates across the line into a role within tech. This includes how they talk about the industry, the job descriptions they post and the opportunities they promote.

The following research findings support the notion that for years, tech companies have talked about the roles available within it in a way that has appealed to men, but has alienated and put off many women, whether it's through the language used in job descriptions or during the recruiting and hiring process. As one of the first interactions a candidate has with an organization, we need to ensure that the application process is gender balanced and inclusive, so we're not closing doors and turning women away at this early stage. Equally, as an industry, we need to do a better job of highlighting for women the multiple pathways that exist for a career in the tech field.



The Research

Through this research, Booking.com sought to better understand the continuing gender diversity challenge in the global tech industry, and unearth the perceptions and experiences of women worldwide when it comes to a career in technology.

Specifically, we wanted to see the tech industry through the lens of female students (high school and undergraduate), professionals currently working in

the industry (both early stage and more experienced) and those who have returned to tech after a break or period of leave (five+ years).

We sought to understand the factors that play into career choice and progression, the impact women feel their gender has on their career, the state of the tech industry in 2018, and women's expectations and ambitions for the future of tech.

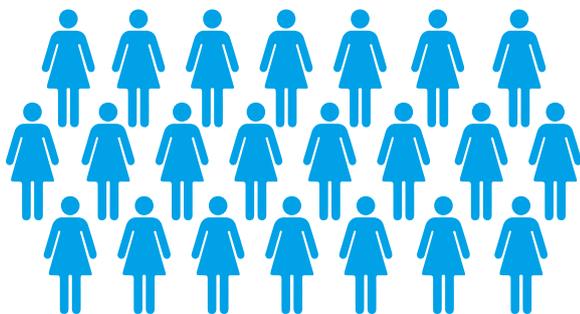
10 Key Markets

 UK (789)	 Spain (535)
 Netherlands (267)	 India (747)
 France (746)	 Australia (582)
 Germany (795)	 China (650)
 USA (1,149)	 Brazil (638)

5 Key Audiences

- High school students (or local equivalents)
- Undergraduate students
- Early career tech professionals (1-5 years' experience)
- Experienced tech professionals (10+ years' experience)
- Re-entrants – women who have taken a career break and returned to the tech sector within the past five years

Total Respondents: **6,898**



Timing (of research in field)



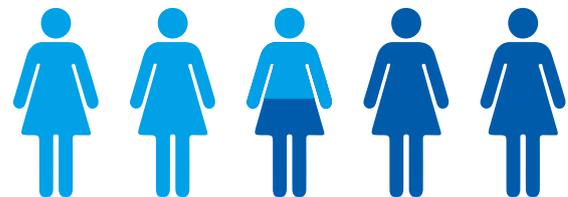
Key Findings

- 1** **Despite a focus on diversifying the pipeline and encouraging more young women to consider and pursue a career in tech, women in tech feel the industry is closing doors for women starting at the recruitment stage – before they even join the sector.** 47% of women currently working in tech globally say that gender bias during the recruitment process is holding women back from entering the industry.
 - 2** **Job descriptions have a major impact on whether a woman applies for a tech role. Our research shows that companies often alienate female candidates with their use of ‘male-coded’ language and requirements when they advertise roles. More than half of women (51%) say that tech industry job descriptions are not written with them in mind.** Ultimately, it’s the way the tech industry describes itself, and its failure to often show women the full breadth of roles and paths that a career in tech can offer, that is turning women away.
 - 3** **Similarly, the ways tech companies describe the skills and qualifications needed for a career in tech is excluding women from considering non-technical roles, in functions such as Human Resources, Legal, Communications and others.** Nearly three in four women in tech and female students interested in a tech career (72%) say they still believe they need to have technical skills or a degree in technology or computer science to get a job in the tech industry. This shows that tech companies need to highlight opportunities beyond technical roles that involve coding, product design, data analysis and engineering.
 - 4** **For women to be confident that they can have a successful career in tech, they seek clear line of sight into what a tech role can look like and the potential paths and opportunities they can take advantage of.** Yet, half of women (50%) globally feel that the opportunities for them to advance aren’t made clear at the outset, another factor hindering them from entering the industry. In addition to having a perception problem, this shows that tech firms don’t do enough to show women that there are interesting and promising journeys for them in tech.
 - 5** **Once hired within a tech company, women have very different experiences with advancement and assuming leadership positions than men, particularly in terms of their ability to progress, the opportunities they are offered and the expectations of them to be promoted.** More than three in five women (62%) currently working in tech feel they are expected to meet every requirement of a job posting to advance, while they feel men tend to be promoted based on their future potential.
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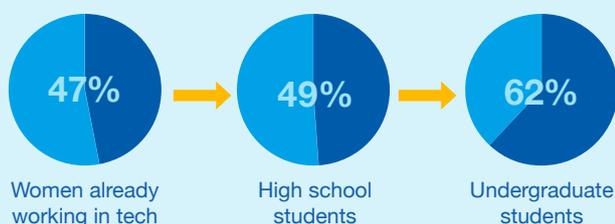
Despite efforts to uplift the representation of women and minorities in the tech workforce, women working in tech globally feel the industry is closing doors for women starting at the recruitment stage – before they even join the sector. For many, barriers to entry start with gender bias during the hiring process.

Almost half of women currently working in tech (47%) say that gender bias during the recruitment process is holding women back from entering the industry.

This figure rises to more than 3 in 5 among female undergraduate students (62%), highlighting that at a time when students are making their career choices, tech companies may be turning away qualified women before they even get started.



Percentage of women working in tech – and those interested in a tech career – who feel gender bias during recruitment is holding women back from entering the industry



The impact of gender bias during recruiting is felt consistently across markets (looking at women already working in tech)



Research shows just how pivotal tech companies' recruiting and hiring processes are to presenting the industry as open, inclusive and welcoming, and to getting more female candidates across the line and into tech roles and potential successful careers in tech.

When asked about the most essential contributors for women to succeed in tech, more than half (51%) of women working in tech – and those interested in a tech career – cited hiring practices that attract a more diverse workforce.

Hiring practices that attract a more diverse workforce



High school students



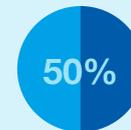
Undergraduates



Early career tech professionals



Experienced tech professionals



Re-entrants

VS. 51% Global average



USA 54%



UK 49%



France 56%



Netherlands 49%



Germany 45%



Spain 53%



Brazil 57%



India 51%



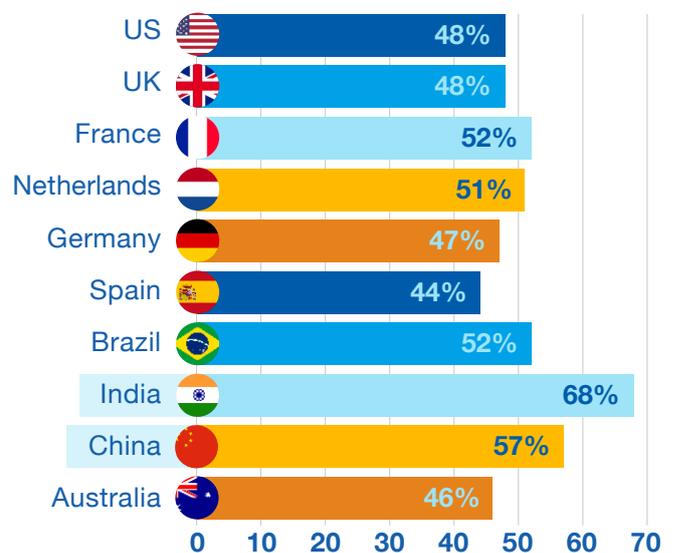
China 46%



Australia 48%

What we're also hearing from women is that the tech industry often fails to accurately describe itself and the full breadth of roles that a career in tech can offer – technical and non-technical ones. A contributor to this misrepresentation is the language that tech companies use when advertising new roles – with nuances and words that are viewed as 'male-coded,' and exclude and alienate women.

More than half of women globally (51%) say that tech industry job descriptions are not written with women in mind. This shows that how the roles are described and the qualities sought in a candidate are isolating women from applying for these roles.



Percentage of women who feel job descriptions are not written with women in mind



Early career tech professionals



Experienced tech professionals



Re-entrants to tech



Female high school students

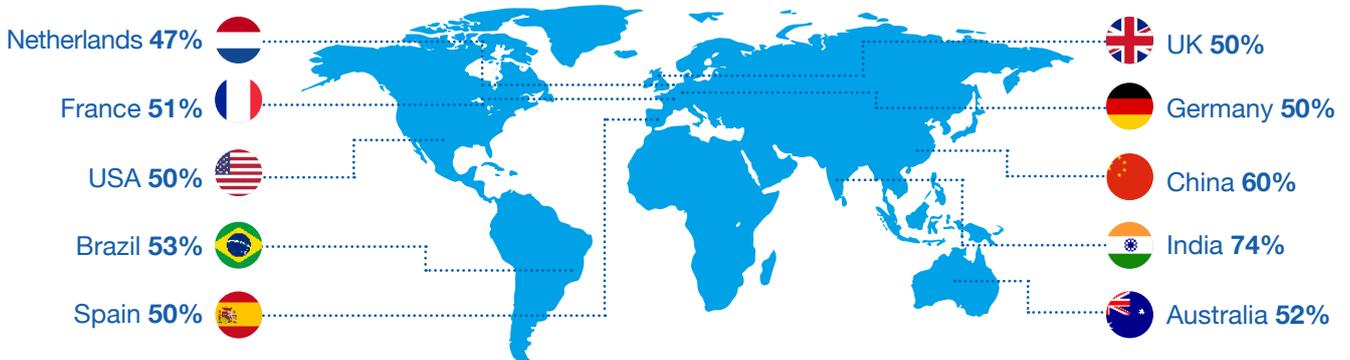


Female undergraduate students

Job descriptions are also steering women away from applying for non-technical roles that exist within the tech industry. More than half of female tech professionals and female students interested in a tech career (54%) feel that tech companies tend to talk more about technical roles that involve coding, product design, data analysis and engineering.

This is at the expense of featuring non-technical roles that might equally be of interest to women considering a tech career or role. What this means is that women who work in functions like Human Resources, Marketing, Finance or Communications,

for example, are being turned away from the tech industry. Beyond closing doors for these women, this move is equally detrimental to the tech industry which is potentially losing out on talent.



Percentage of women who feel tech companies only talk about jobs that involve coding, product design, data analysis and engineering



Early career tech professionals



Experienced tech professionals



Re-entrants to tech



Female high school students



Female undergraduate students

Similarly, the way tech companies describe the skills and qualifications that are needed for a career in tech are excluding women from considering potential non-technical roles.

Nearly three in four women in tech and female students interested in a career in the field (72%) say they still believe they are required to have technical skills or a degree in technology or computer science to get a job in the industry.

This is regardless of whether the role is technical or non-technical in a department like Human Resources, Finance, Legal and Marketing, for example. When looking across regions, this belief is especially strong in India (83%), China (79%) and Brazil (74%).

VS. 72% Global average

Percentage of women who believe they are required to have technical skills or a degree in technology or computer science to get a job in the industry



USA 70%



UK 64%



France 65%



Netherlands 67%



Germany 73%



Spain 69%



Brazil 74%



India 83%



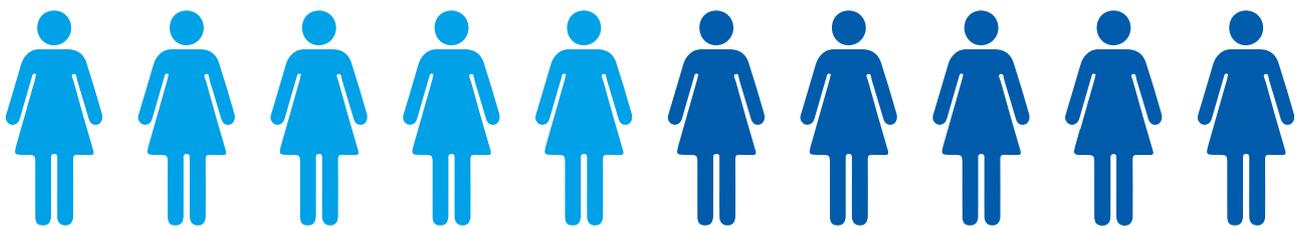
China 79%



Australia 70%

For women to be confident that there is a place for them in the tech industry and to be successful, they need clear line of sight into what a potential career in tech might look like – considering the multitude of paths and opportunities they can take advantage of.

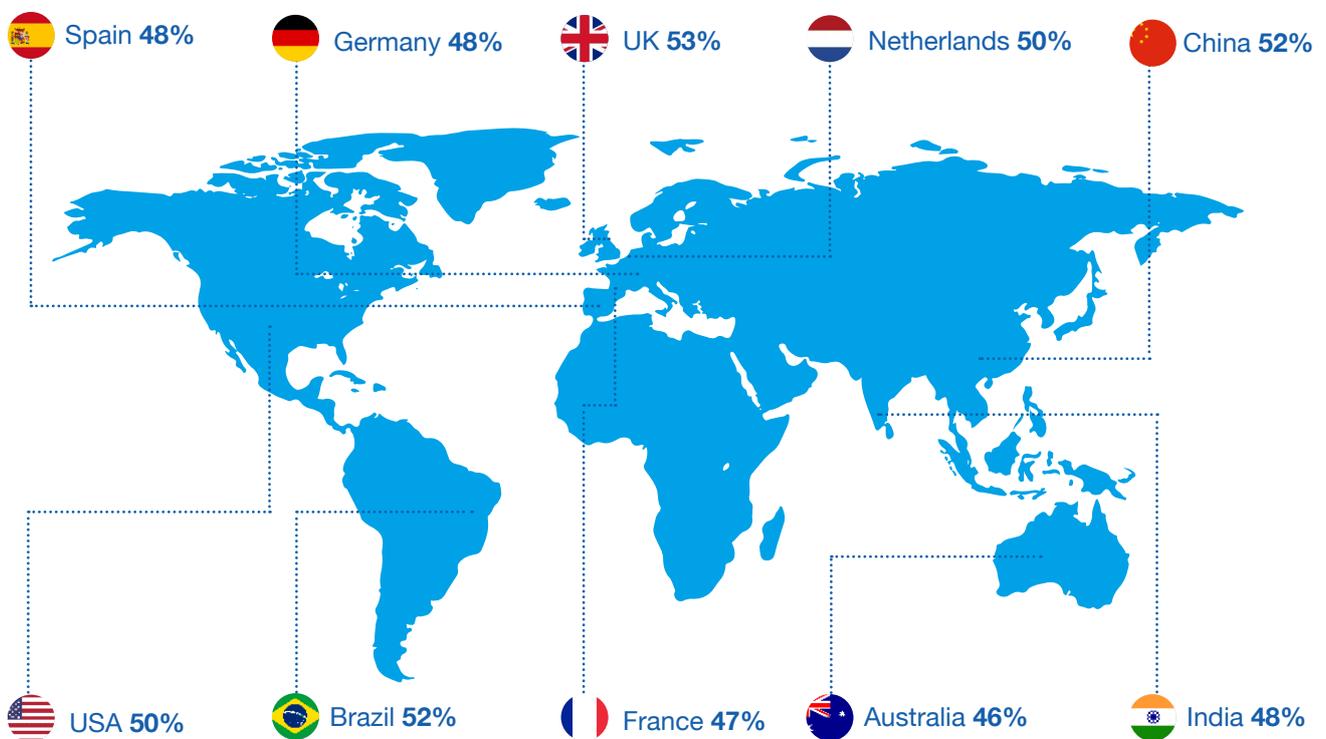
Yet, half of women (50%) globally feel that the opportunities for them to advance aren't made clear at the outset - another factor hindering them from entering the industry



This sentiment is strongest among female undergraduates (59%), showing that the tech sector needs to do more to highlight the advancement opportunities available to young women even before they join.



This sentiment is consistent when looking across markets, showing that universally, women in tech are keen to see more work done to highlight potential career paths that exist for them in tech.



Once hired, men and women face different experiences when it comes to advancement and assuming leadership positions within tech companies. The research highlights the challenges that women face particularly in terms of their ability to progress, the opportunities they are offered and the expectations of them to be promoted.

More than three in five women (62%) currently working in tech feel they are expected to meet every requirement of a job posting to advance, while they feel men tend to be promoted based on their future potential.



Looking across regions, this sentiment is strongest in India (75%) and China (74%), confirming perceptions of bias in favor of men when it comes to career selection and progression.

