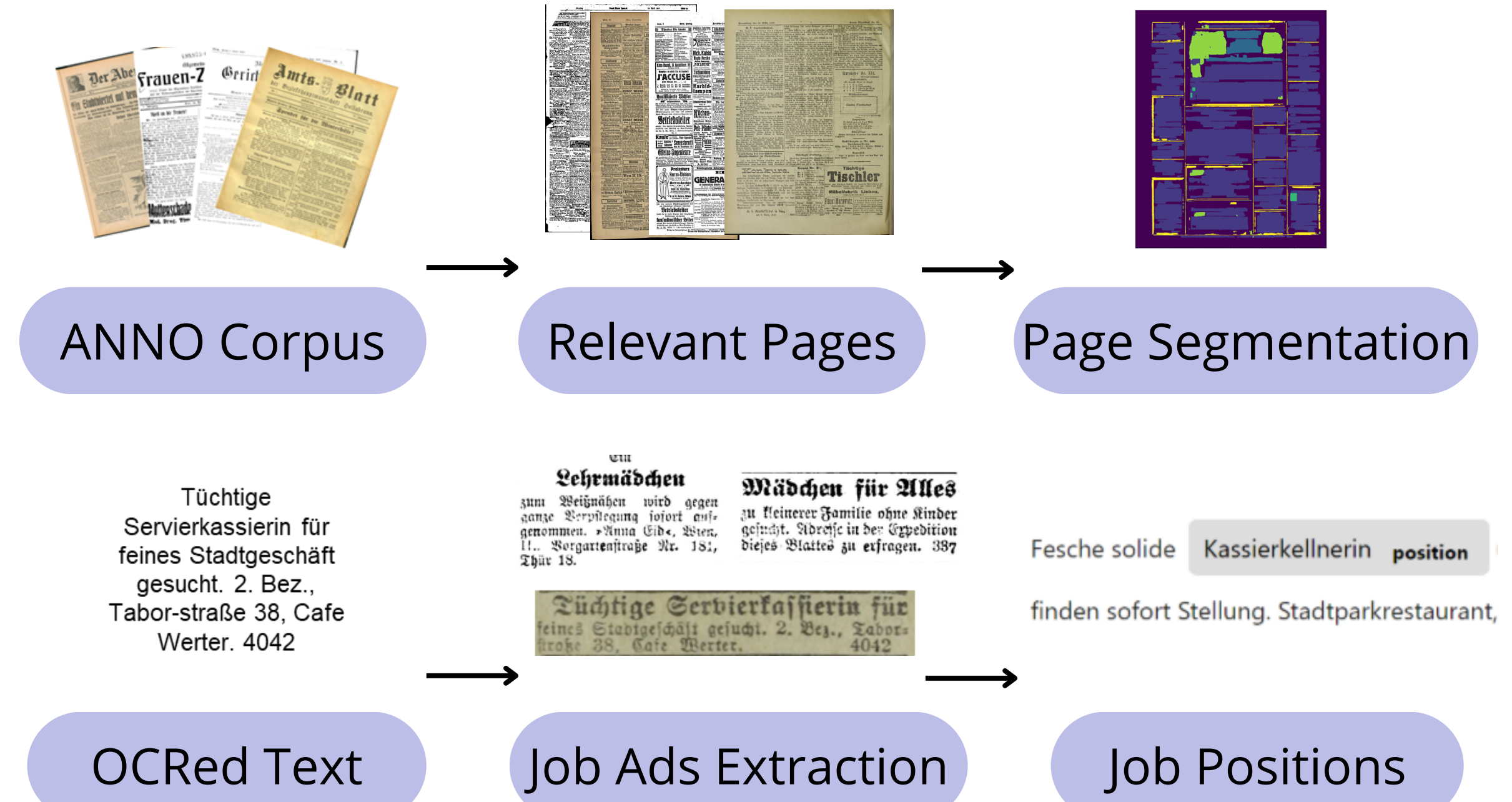


# Occupational Gender Segregation in Austria: Evidence from Newspaper Job Advertisements, 1850-1950

Wiltrud Mölzer<sup>1</sup>, Klara Venglarova<sup>2</sup>, Raven Adam<sup>2</sup>  
<sup>1</sup>Department of Economics | <sup>2</sup>Department of Digital Humanities  
 University of Graz

## I. THE PROJECT (FWF P35783)

- **Team:** Digital Humanities, Economics, and System Science
- **Goal:** investigate evolution of labour market from 1850-1950
- **Method:** extract and analyze job ads from newspapers
- **Dataset:** 29 different digitized Austrian newspapers from ANNO Corpus (Österreichische Nationalbibliothek, 2021)
- **Ground Truth Sample:** 14,985 manually annotated job ads with 4.377 unique job positions



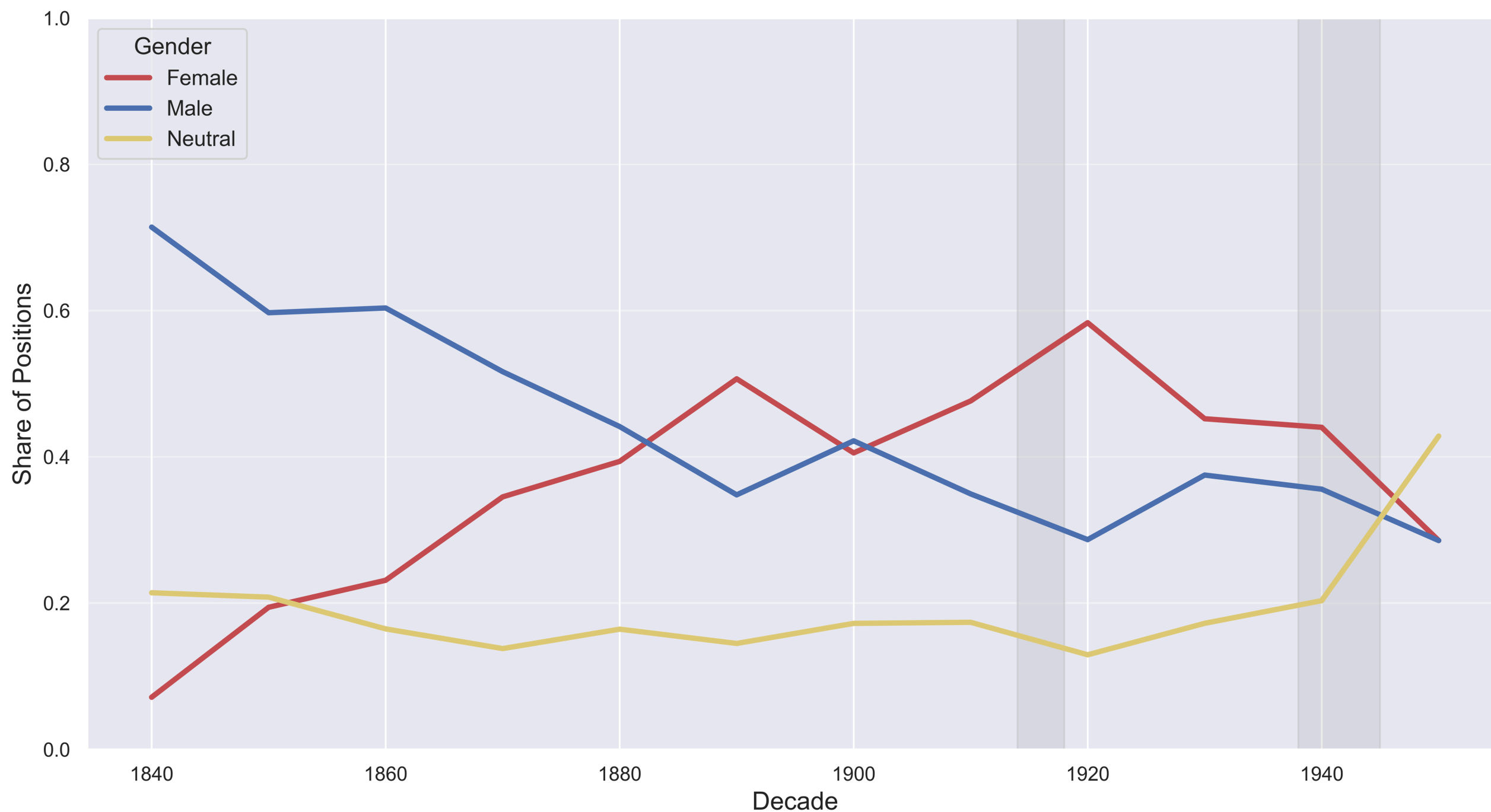
Questions, ideas or thoughts on collaboration?  
 Get in touch at: [wiltrud.moelzer@uni-graz.at](mailto:wiltrud.moelzer@uni-graz.at), or visit our project website: <https://historical-job-ads.uni-graz.at/en/>



## II. JOB ADS - A KEY BUT SELECTIVE RECRUITMENT CHANNEL

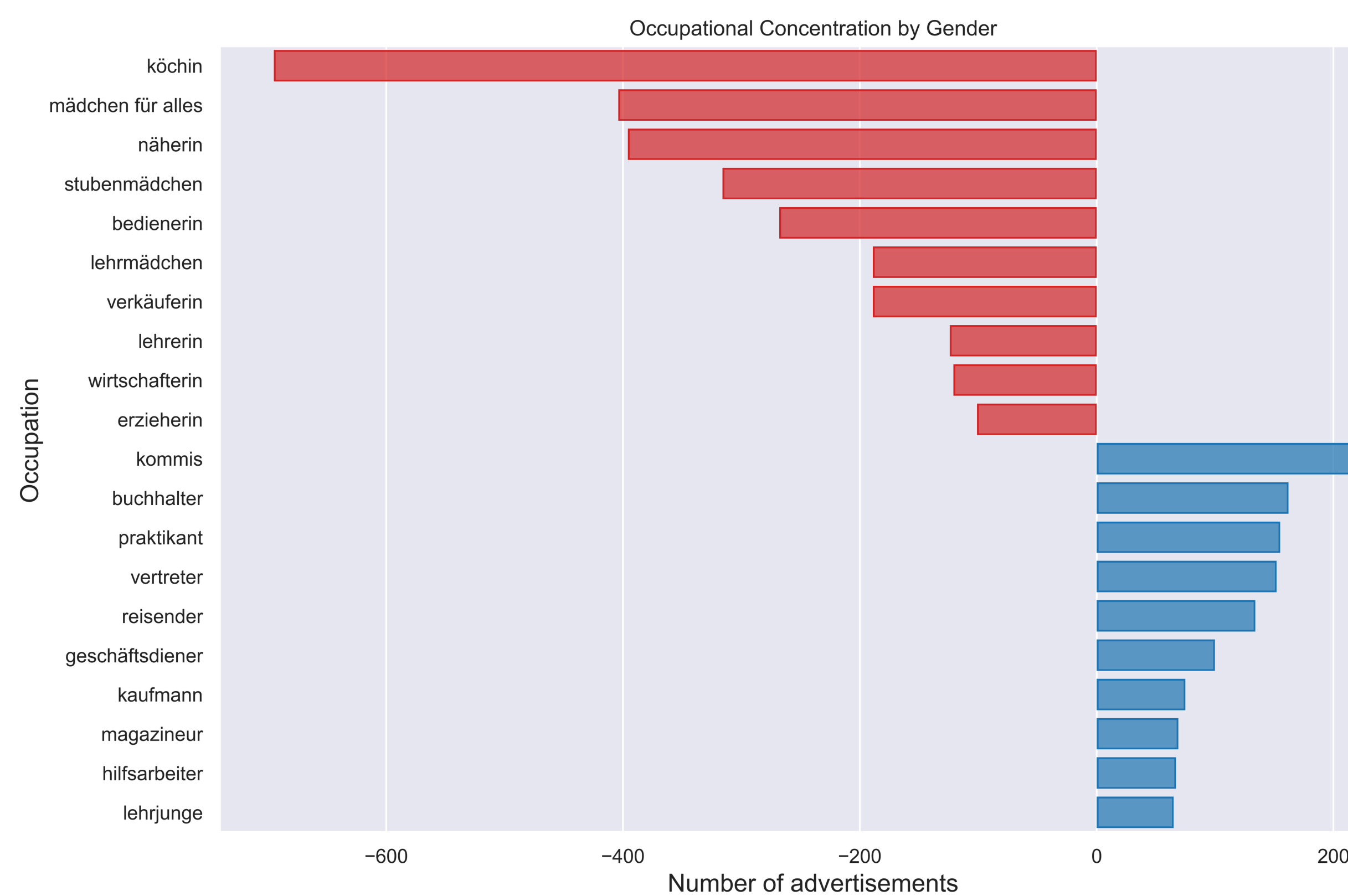
- Dominant for **white-collar & domestic** work
- Underrepresent informal hiring and blue-collar
- **Gender distribution:**
  - female: 45.38 % | male: 38.34 % | neutral: 16.29 %

Gender Composition of Advertised Positions (1850–1950)



## II.I. JOB OPPORTUNITIES IN JOB ADS

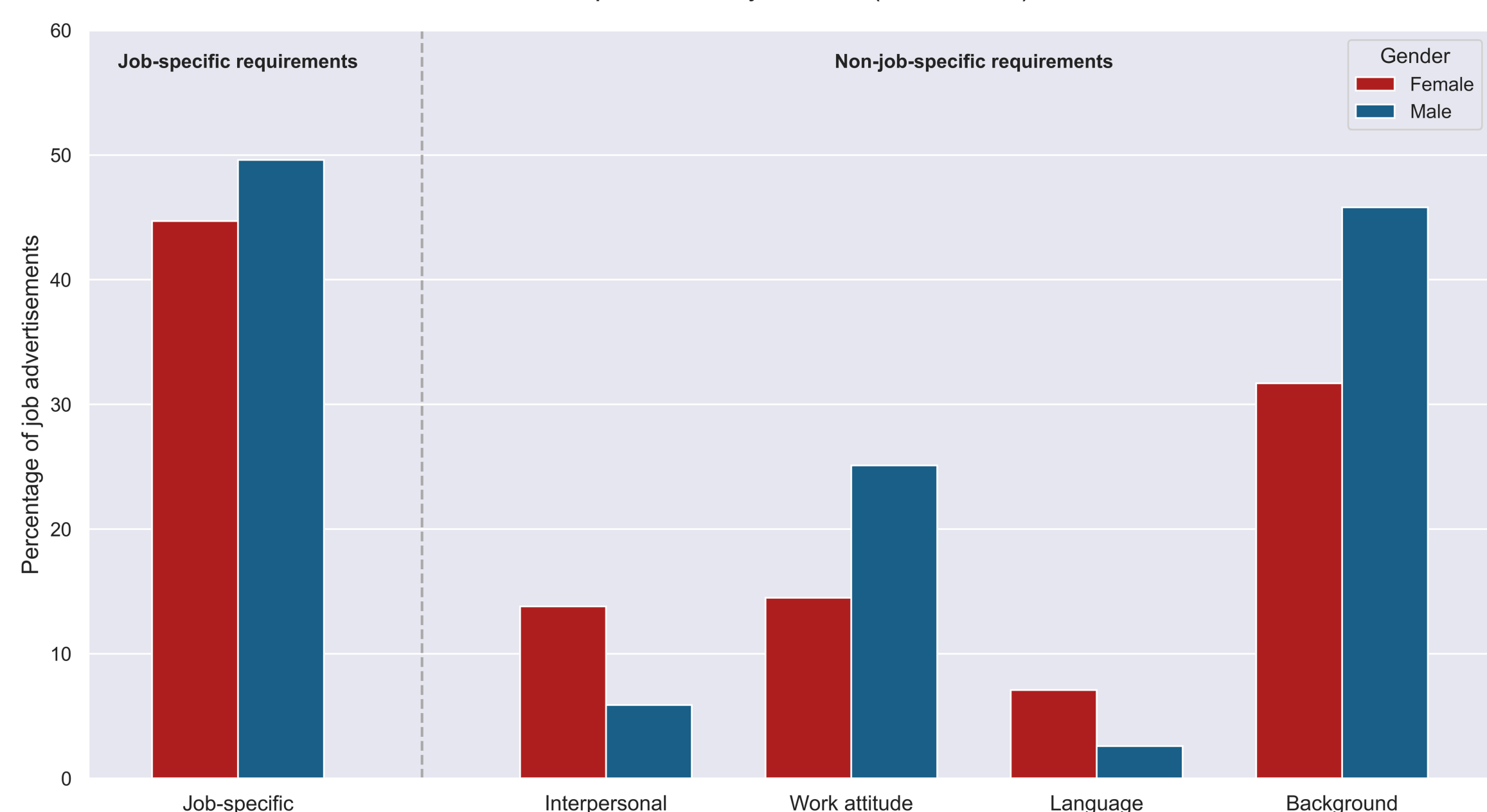
- Direct employer and job seeker preferences
- Job seekers self-perception and social norms
- **Women:** heavily concentrated in **few, highly repetitive jobs**
- **Men:** access to a much **broader and diverse range** of occupations across **various sectors**



## II.II. REQUIREMENTS IN JOB ADS

- **Men** more often required **job-specific** qualifications and expectations of **productivity** and **autonomous** work performance.
- **Interpersonal qualities** were required by **women twice as often** (emphasize social demeanor and character) and stronger concern with **respectability** and **social origin**.

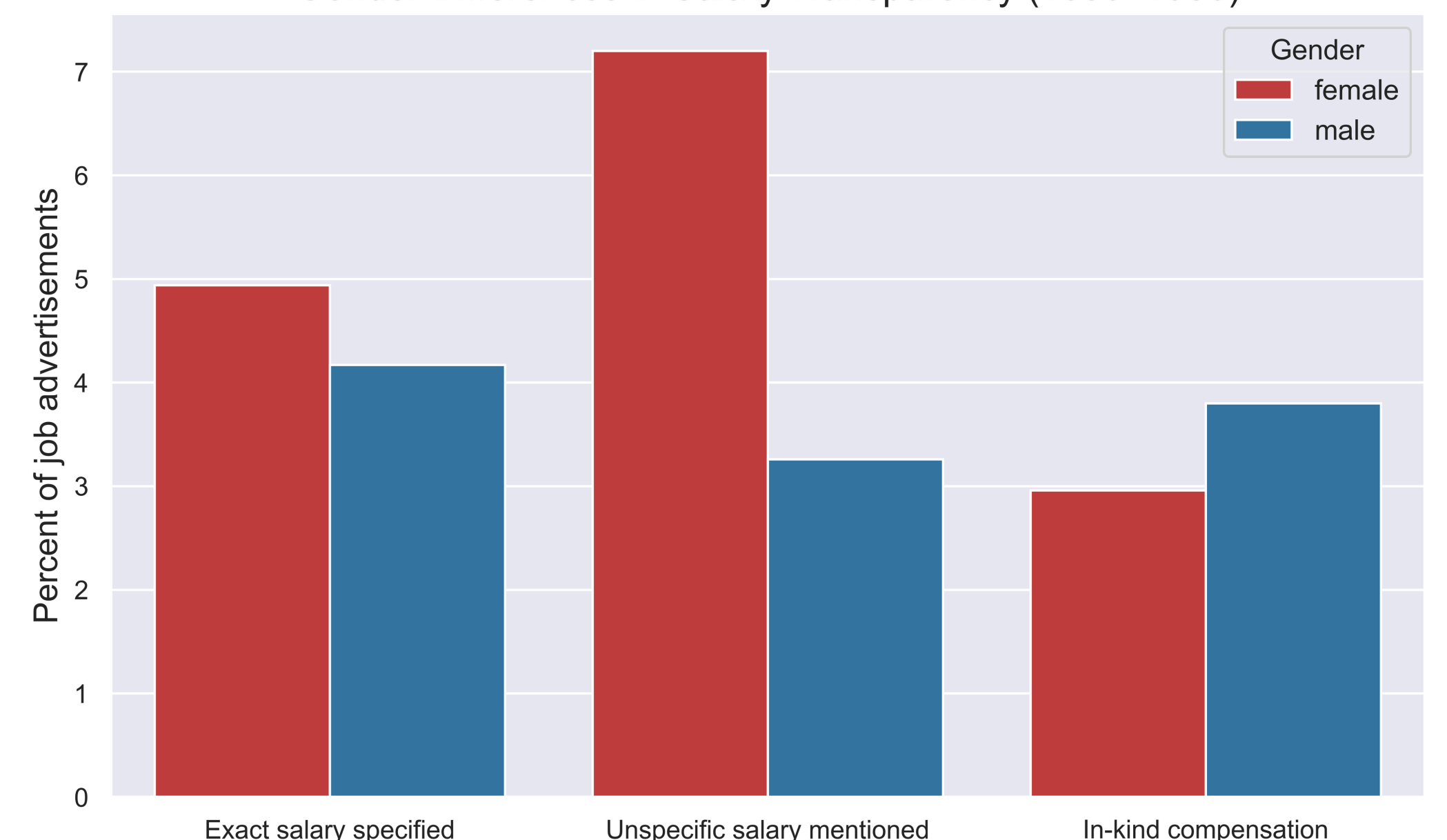
Requirements by Gender (1850–1950)



## II.III. SALARY IN JOB ADS

- **Few information** of exact salary
- Female job ads: more **vague compensation descriptions**
  - suggesting **less transparent** wage conditions
  - and **weaker bargaining** position

Gender Differences in Salary Transparency (1850–1950)



Remark: Gender-neutral ads, consisting largely of apprenticeships, commission-based positions, or OCR errors were excluded due to their structurally different compensation systems.