

CHAPTER – 2: METHODOLOGY

2.1 Data Collection

Recruitment advertisements that appeared in the classified sections of the local newspapers were collected for the period starting from February 2010 to September 2010. However, the data from two periods of collection i) from February-March 2010 and ii) from August-September 2010, were critically analysed. Within this limited span of time, the advertisements were collected and used as data to (i) observe the trends of exclusionary practice in terms of gender exclusion and (ii) to construct a questionnaire for the collection of data for this study.

Sample of informants selected include 100 students doing their final semester courses drawing from three universities in Klang Valley (Universiti Teknologi Mara, International Islamic University Malaysia and Universiti Kebangsaan Malaysia).

All these 100 students selected as informants for data collection represent the faculties of Business, Engineering, Health Sciences and Education. Final semester students were selected because most of these students are the ones immediately ready to apply for jobs as they would be graduating soon (in a few months time) and they are considered as potential job seekers. So for the present study, these final year students are considered as subjects ‘job applicants’ or ‘job seekers’.

Break-up of the sample of respondents from the three universities:

| Faculty | Number of sample respondents |
|-----------------|-------------------------------------|
| Business | 24 |
| Engineering | 24 |
| Education | 24 |
| Health Sciences | 24 |

All these informants were asked to respond to the questions included in a well organised questionnaire made for this study. As four out of the 100 responses received were incomplete in several ways, they were not considered for the analysis.

2.2 Data Processing and Analysis

The observation and analysis on the advertisements collected from the newspapers were carried out by reading and selecting those job advertisements that appear to have gender exclusion in the list of requirements. This was done by choosing advertisements that use explicit obligatory exclusionary expressions such as “male”, “female”, “female only”, “male only”, “male preferred” or “female preferred”.

The trend of gender exclusionary practice in Malaysia is highlighted by observing the availability of explicit gender exclusionary expressions in the collected job advertisements and then comparing it with the available rules or policies on equal employment opportunities and discriminatory practice in the Malaysian context. In addition, investigation based on the existing rules regarding discriminating recruitment advertisement in Malaysia is also looked into, in order to understand the continuous publication of such advertisements in the Malaysian newspapers. Implicit gender exclusionary requirements in job advertisements are also briefly discussed in the report to provide a better understanding on the practice of excluding certain gender in the recruitment process.

The questionnaire is made up of three parts where first, they have to provide their demographic information regarding the respondent’s profile such as age, gender and field of education. In the second part, they have to give their opinion and understanding on the issue of gender segregation at workplace and the last part of the questionnaire consists of

selections of expressions used by advertisers in the requirement descriptions of the positions advertised. The results were used to identify the types of influence and impact that job advertisements (with explicit and implicit gender exclusionary expressions) have on job seekers' perception when choosing jobs.