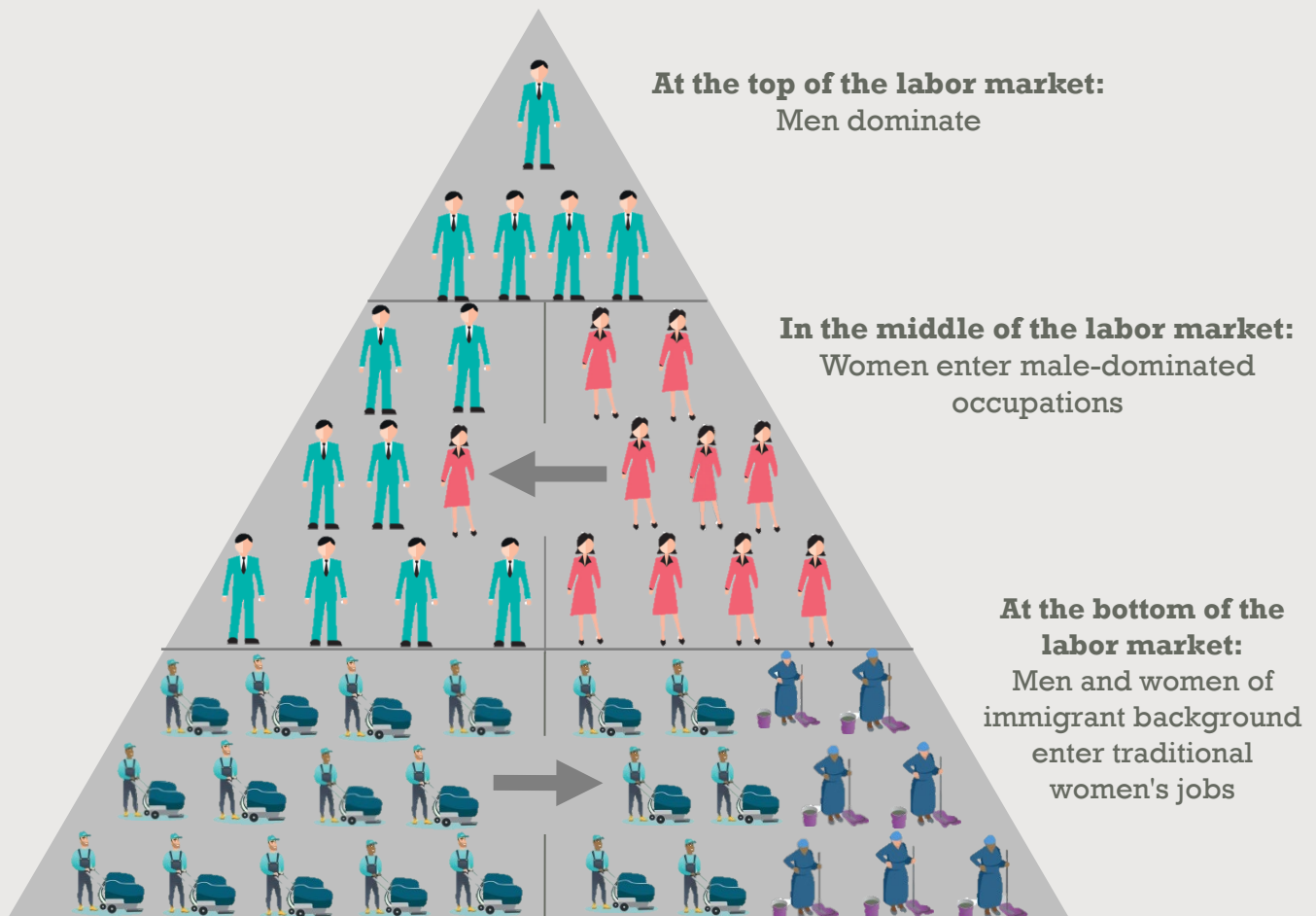


CORE RESEARCH

CLEANING: FROM WOMEN'S WORK TO MEN'S WORK

Core findings from the article [Men doing women's dirty work: Desegregation, immigrants and employer preferences in the cleaning industry in Norway](https://doi.org/10.1111/gwao.12378), by Julia Orupabo and Marjan Nadim. <https://doi.org/10.1111/gwao.12378>

#1 CHANGES IN THE GENDER SEGREGATED LABOR MARKET



#2 CLEANING: FROM WOMEN'S WORK TO MEN'S WORK?



The cleaning profession has gone from being among the most **female-dominated professions**...



...to getting a significant proportion of male workers – **especially with immigrant background**.

In Oslo, almost half of those who work as cleaners are now men.

#3 WHAT WE HAVE STUDIED

WHAT?

Why is cleaning as a profession in the process of **«changing gender»**?

We focus on **the employers** in the cleaning industry, and study the individual companies where the employment decisions are made..

- What characteristics and expertise do employers consider necessary to be a good cleaner in today's market?
- How do employers' assessments of properties and competencies define some categories of workers as better suited than others, in the cleaning profession?

HOW?

QUALITATIVE INTERVIEWS

with employers in the cleaning industry in the Oslo area.

OUR ARGUMENT

In order to understand changes in the **GENDER-SEGREGATED LABOUR MARKET**, we must understand it in regards to ethnicity and immigrant background – not just gender.

#4 WHY CHANGE?

STREAMLINING

Increased competition – pressure on price and time.

Employers emphasize cleaning as a physically demanding job.

→ Cleaning is seen as best suited for strong men, and not very suitable for women.



PROFESSIONALIZATION

Cleaning has become a subject – with the opportunity to take a certificate, get certifications and extensive training of newly employed cleaners.

Employers emphasize that cleaning requires competence – "housework expertise" about cleaning in the home has lost value.

→ Opens up for men in the cleaning profession



DEVALUATION OF THE CLEANING PROFESSION

A profession with low status - Norwegians do not want cleaning jobs.

Motivation is important for employers when hiring - willingness to do the job is seen as a necessary «competence».

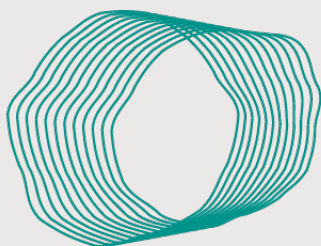
Immigrants are seen as less picky and with better work ethics and professional pride than majority Norwegians.

→ Immigrants are seen as more suitable for the cleaning profession.



Employer demands and expectations combined positions immigrant men as the most suited workers in cleaning





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