

《IT企业雇美女“程序员鼓励师”这一岗位到底是做什么的？》

导读:一篇标题为“中国的IT企业为了提升男性员工的工作意愿，雇佣程序员鼓励师”的文章引起了热烈反响。这些企业雇佣美女来让她们创造快乐的职场环境。



Chinese tech companies have sparked controversy on social media after choosing to motivate their male employees by hiring 'programming cheerleaders'.

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The 'pretty, talented' girls are hired to 'create a fun work environment' for employees of internet companies across the country, according to social media website Trending in China.

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Their job includes buying programmers breakfast, chitchatting and playing ping-pong with them,' the post said.

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Pictures show young women being trained in a corporate room by a senior employee, each dressed in bright outfits and taking notes.

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Additional images show the women chatting to employees as they work, laughing with a number of male workers and participating in what appears to be an office sing-along.

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They also show one of the employees playing ping-pong with one of the women.

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An HR manager of one of the companies that apparently hired the 'cheerleaders' told the site that their programmers were 'mostly male and terrible at socialising.'

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The presence of these girls has greatly improved their job efficiency and motivation,' the HR manager said.

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The response on social media to the pictures has been less positive.

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Or you know, hire some women who code. Oh wait, that would be too intimidating for theses man-children, right?' One Facebook user wrote.

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How about the female coders? Do they get some men?' Another said.

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I bet that these girls would work better than the guys in this company, and without needing any cheerleading stuff for that. This is ridiculous,' a female user said.

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It is currently unknown what companies are choosing to introduce this role and how many have indeed adopted it.

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