The Language of Diversity

A report on how communication leaders are defining and discussing DE&I within their organizations

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The Language of Diversity

A report on how communication leaders are redefining and discussing diversity, equity, and inclusion in organizations.

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"Language or words can influence or reinforce power dynamics in the workplace."

"It is important for workplace discussions to focus on how language can evolve to be more equitable or inclusive."

"The public relations industry needs to develop standard definitions relating to diversity, equity, and inclusion."

97%

87%

66%

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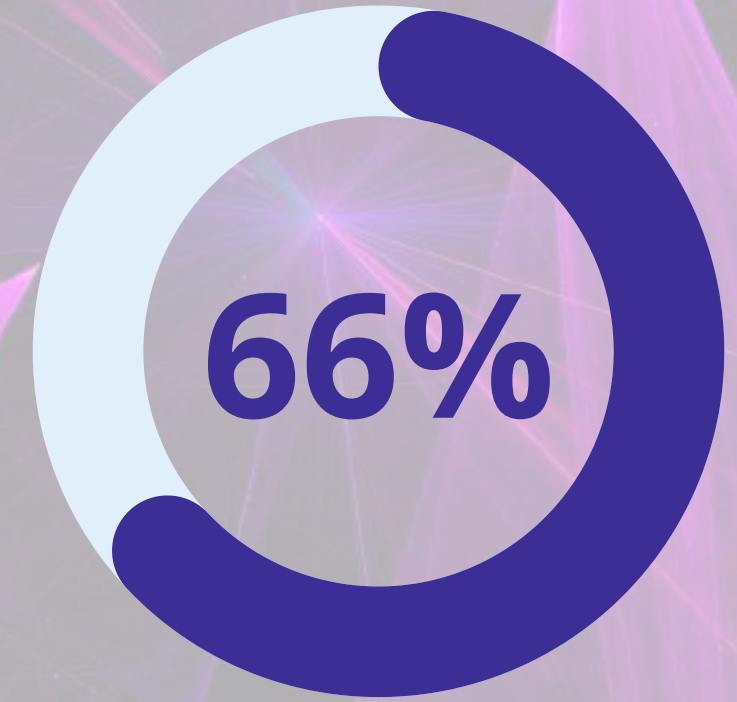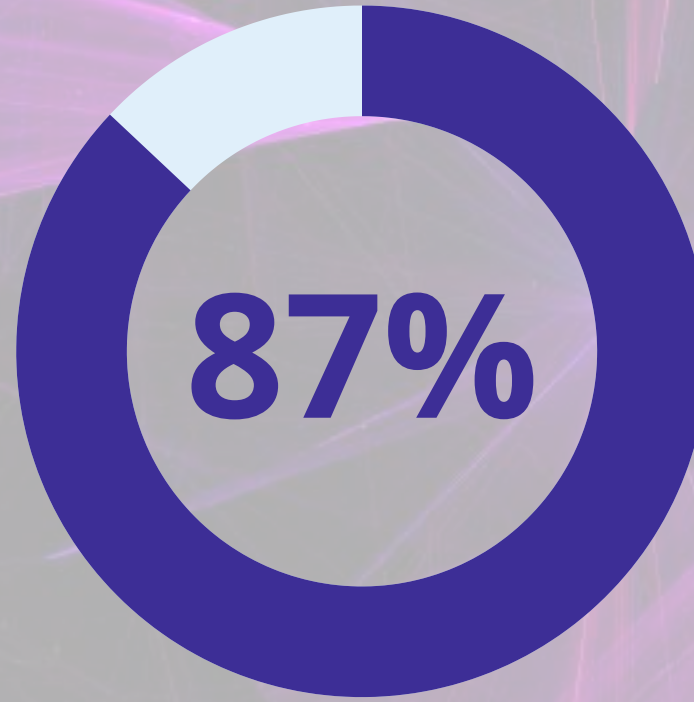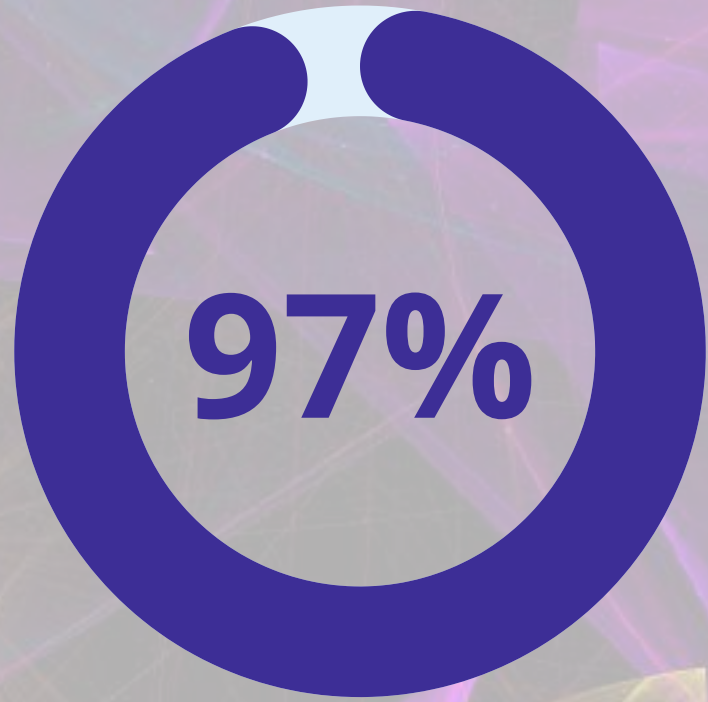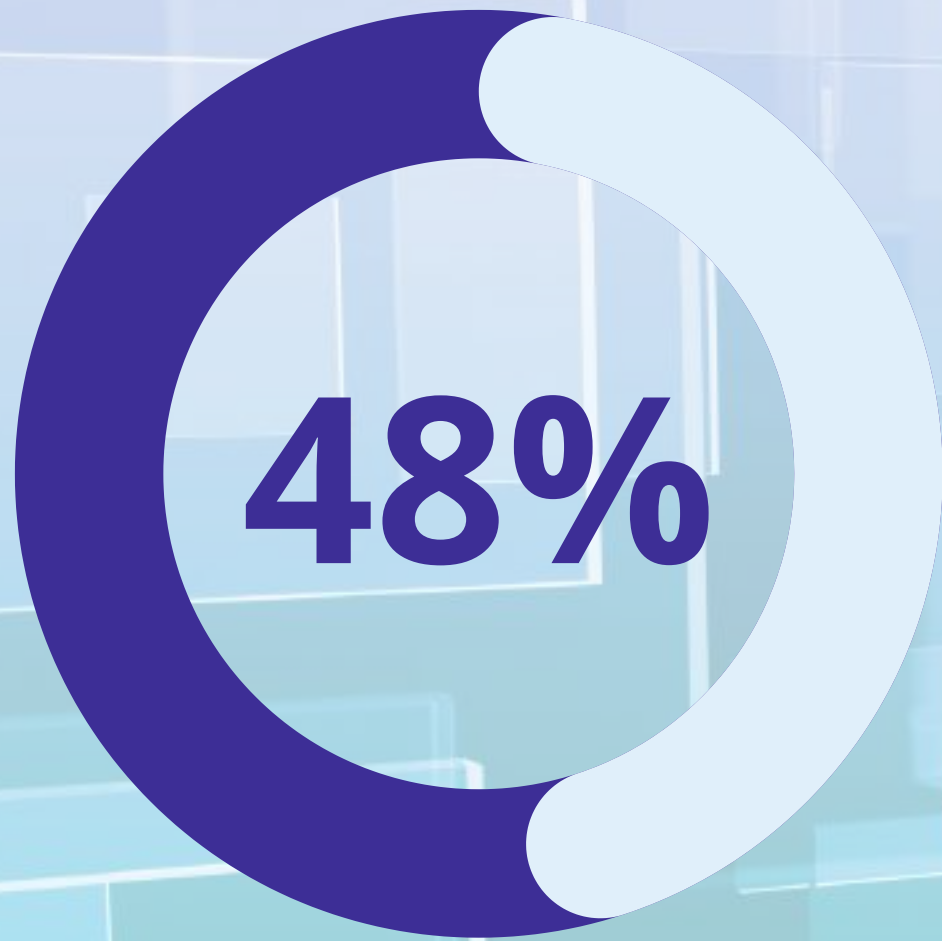
48% Less than half of respondents felt that organizations are explaining why the specific words used about diversity, equity, and inclusion are important.

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76%

Communicators reported that their organizations were more likely to publicly express a commitment to DEI than to take action.

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70% of respondents used these terms infrequently: **neurodiversity, intersectionality, microaggressions, structural racism, privilege, anti-racist, identity, ally, equality, belonging,** and **social justice.**

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31% of communicators reported their organizations had formal definitions of DEI terms in a handbook or guide.

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28% of respondents said their department or unit updates their definitions and language used to talk about DEI "always" or "often."

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Common Names for Organizational Diversity Programs

Diversity

Equity, Diversity, and Inclusion

Equity and Social Justice

Inclusion and Diversity

Inclusion, Diversity, Equity, and Acessibility (IDEA)

Diversity, Equity, Incluson, and Belonging

Access and Equity

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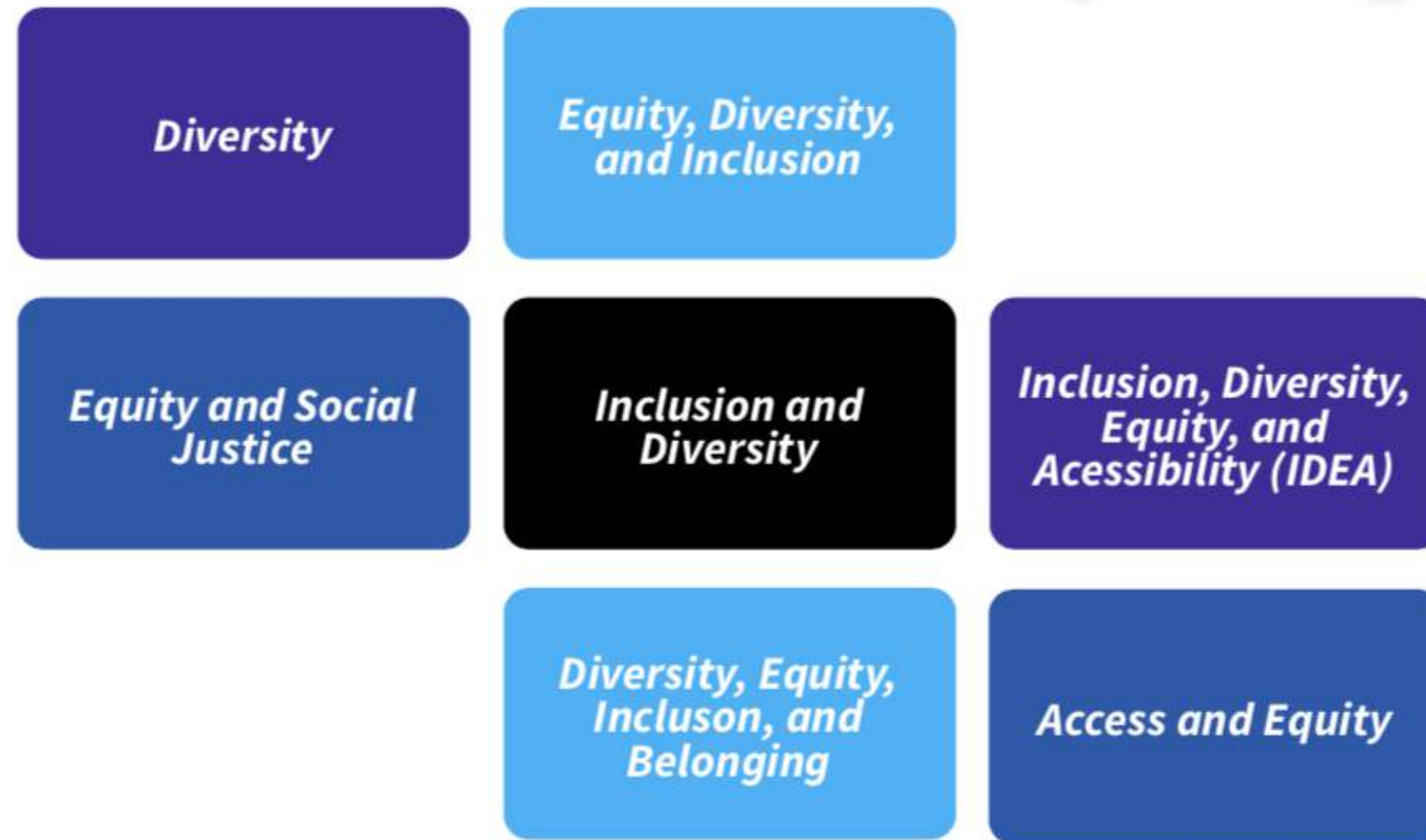
Frequency of Terms Used in Organizational Communication

Diversity 69%	**Inclusion** 64%	**Equity** 53%	**Social Justice** 30%	**Belonging** 27%
Equality 26%	**Ally** 25%	**Identity** 25%	**Anti-racist** 23%	**Privilege** 20%
	Structural Racism 17%	**Microaggressions** 14%	**Intersectionality** 9%	**Neurodiversity** 5%

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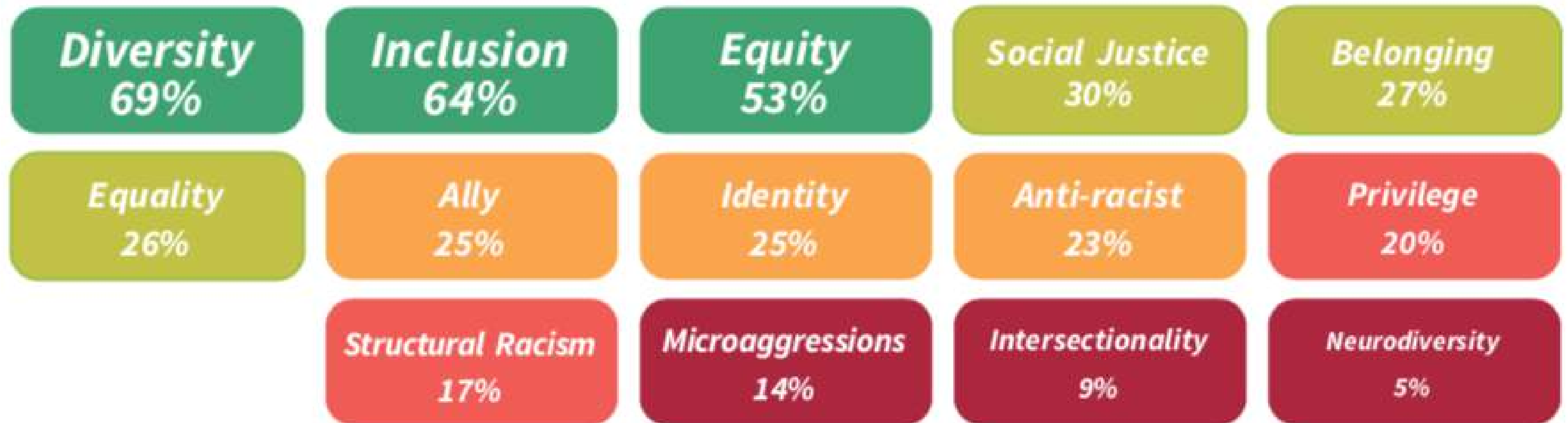
How Employees Feel About Language

	Agree	Neither Agree nor Disagree	Disagree
I am comfortable with the language related to diversity, equity, and inclusion that is commonly used in my organization.	54%	28%	17%
I have a clear understanding of how my organization defines diversity-related terms.	52%	22%	26%
I think that diversity and inclusion are two different concepts.	80%	9%	10%
I think that equity and equality are two different concepts.	75%	10%	15%
I think that inclusion and belonging are two different concepts.	67%	12%	21%

Note: Percentages may not equal 100% due to rounding

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