DIVERSITY AND INCLUSION: BEST PRACTICES FOR THE DIGITAL REALM

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WHAT IS DIVERSITY?

WHAT IS INCLUSION?

"...making sure nobody feels they are sitting on the outside."
"...respect for opinions, voices, backgrounds and orientations."
"...the people who are here stay here."
"...to proactively invite diverse people to participate fully and actively in our organization."

"...how each of us wants to be treated."
"...an organization and teams that are effective working together with different kinds of people."
"...how receptive [people are] to your questions and how you solve problems."

INCLUSION
is getting the mix to work
WHO IS INCLUDED

WHO IS INCLUDED VS. EXCLUDED?
MESSAGING: AM I INCLUDED?
INCLUSIVITY ENCOMPASSES:

Representation and portrayal of identity groups, such as:
- Gender
- Race/ethnicity
- Disability

INCLUSION MATTERS?

Experiencing . . .
- Imposter syndrome
- Stereotype threat
- Microaggressions

Impacts . . .
- Social motivation
- Persistence
- Retention
WHERE DO WE HAVE CONTROL?

Visual & Language Representation
HOW DO WE FOSTER INCLUSION DIGITALLY?

Inclusive Visuals
Inclusive Text & Language
Inclusive Spaces
WHAT IS INCLUSIVE VISUAL REPRESENTATION?

Inclusive Visuals

- Images should celebrate the diversity of your community or learners.
- Avoid stereotypes, even in subtle imaging.
- Choose images that help convey empathy/sympathy through facial expressions.
- Choose people engaged in an activity related to the educational or program goal.
WHAT IS INCLUSIVE LANGUAGE REPRESENTATION?

Inclusive Text & Language

- Use “person-centered” language.
- Select stories and sources that feature diverse authors and subjects.
- Use gender-neutral language.
- Use accessible language.
- Explain (or avoid) acronyms & colloquialisms.
- Avoid jargons.
- Use language that reflects what people call themselves.
- Avoid language with negative or stereotyped connotations.
• The word that currently has purely negative connotations used to have purely positive connotations

• In the 1300’s it originally meant “inspiring wonder” and was a shortened version of “full of awe”

Source: An Incomplete Guide to Inclusive Language for Startups and Tech

<table>
<thead>
<tr>
<th>AFFIRMATIVE TERMS</th>
<th>NEGATIVE TERMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>People with disabilities</td>
<td>The handicapped, the disabled</td>
</tr>
<tr>
<td>Person with a disability</td>
<td>Impaired, invalid, crippled, afflicted</td>
</tr>
<tr>
<td>Person without a disability</td>
<td>Normal, healthy, able bodied</td>
</tr>
<tr>
<td>Successful, Productive</td>
<td>Courageous, inspirational</td>
</tr>
<tr>
<td>Has paraplegia</td>
<td>Paraplegic</td>
</tr>
<tr>
<td>Has a traumatic brain injury</td>
<td>Is brain damaged</td>
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<tr>
<td>People who are blind; have low vision</td>
<td>The blind</td>
</tr>
<tr>
<td>Person who is deaf</td>
<td>Deaf and dumb</td>
</tr>
<tr>
<td>Child has autism</td>
<td>Autistic child</td>
</tr>
<tr>
<td>Has epilepsy</td>
<td>Is epileptic; has fits</td>
</tr>
<tr>
<td>Person with intellectual, cognitive, developmental disability</td>
<td>Retarded, slow, idiot, moron</td>
</tr>
<tr>
<td>Person with psychiatric disability; mental illness</td>
<td>Crazy, insane, nuts, psycho</td>
</tr>
<tr>
<td>Person of short stature; little person</td>
<td>Dwarf; midget</td>
</tr>
<tr>
<td>Has a congenital disability</td>
<td>Has a birth defect</td>
</tr>
<tr>
<td>Person who uses a wheelchair</td>
<td>Wheelchair bound; confined to a chair</td>
</tr>
</tbody>
</table>
Inclusive Spaces - UDL

- Multiple means of engagement.
- Multiple means of representation.
- Multiple means of action and expression.
- Recommended fonts for PDF files: Times New Roman, Verdana, Arial, Tahoma, Helvetica, and Calibri.
- UDL Interactive guide: http://udlguidelines.cast.org/
Sometimes the greatest gift you can give another person is to simply include them.

It’s an active and conscious choice to welcome everyone!
RESOURCES

➔ Humaans https://www.humaaans.com/

➔ Diverse UI https://diverseui.com/

➔ WOC https://www.wocintechchat.com/blog/wocintechphotos


➔ Tammi Owens’ presentation on library jargon - “the library’s online presence should be engaging and empowering, not confusing, overwhelming, or anxiety-inducing.”
https://digitalcommons.macalester.edu/cgi/viewcontent.cgi?referer=https://www.google.com/&httpsredir=1&article=1391&context=libtech_conf