

# Diversity & Perception



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# Class Activity

- For this activity, we will have four groups. You will decide which type of music (country, rock, pop, or rap) you prefer. If you don't like any of the four, just pick one. You will go to the section of the room designated for your type of music.
- When you are into your groups, discuss the following questions with other members of your group:
  - Are you surprised by who is in your group? Why or why not?
  - Could you have guessed who would be in your group in advance? Explain.
  - What perception do you have of people who like the same type of music as you?

# Diversity

- Discussion questions- With the person next to you, talk about :
  - How do you define diversity?
  - What is the first thing you think of when you hear the word diversity?

# Defining Diversity

- Diversity is defined as the similarities and differences among people. Diversity involves the processes of valuing differences in experience, background, and perspective.
- As organizations expand and become more global, diversity in thought, background, experience, and values all become imperative to the organization's success.
- Diversity also benefits businesses and organizations.



# Diversity in this class

- In this classroom right now, there is diversity whether we realize it or not.
- A few types of diversity in this classroom that come to mind immediately include:
  - Gender
  - Race
  - Nationality
  - Religious beliefs
  - Political viewpoints

# Janet Stovall Model of Getting Serious About DEI In The Workplace

[How to get serious about diversity and inclusion in the workplace | Janet Stovall - YouTube](#)



# Discussion question

- With the person next to you, discuss:
  - Who was the first person you met who was really different than you, and what was that like for you?



# Benefits of diversity

- 3 main benefits of diversity:
  - Diversity improves how well organizations learn and change.
  - Diversity creates access to and legitimacy for organizations among different stakeholders.
  - Diversity promotes fairness to underrepresented groups.



# Coca-Cola's diversity plan

Video Link:

[Coca-Cola commits to diversity initiatives - YouTube](#)



# Discussion question

- How do you feel talking to and approaching people who are different than you? How do you do it? Give an example. Discuss with the person next to you.



# Categories of Diversity

- Diversity can be categorized into three main groups:
  - Demographics
  - Traits and characteristics
  - Beliefs and values

# Discussion question

- Who do you know that handles diversity well? How do they handle it “well” ? Discuss with someone on the other side of the room.



# Diversity in communication styles: Men vs. Women

## Men

- Use Pronoun "I"
- Display confidence in their own ideas
- Make statements
- Challenge others
- Focus on achievements
- Direct
- Offer criticism

## Women

- Use pronoun "we"
- Downplay confidence in own ideas
- Ask questions
- Apologize to others
- Avoid talking about own achievements
- Indirect
- Offer compliments

# Discussion question

- With someone on the other side of the room, discuss:
  - What is the ethnicity, age, race, gender, and socioeconomic status of your friends at Muhlenberg?
  - Do you notice any trends? For example, are all of your friends similar to you or do they differ from you? Or is it a mix?
  - Are all of your friends similar to each other or do they differ? How so and in what ways?

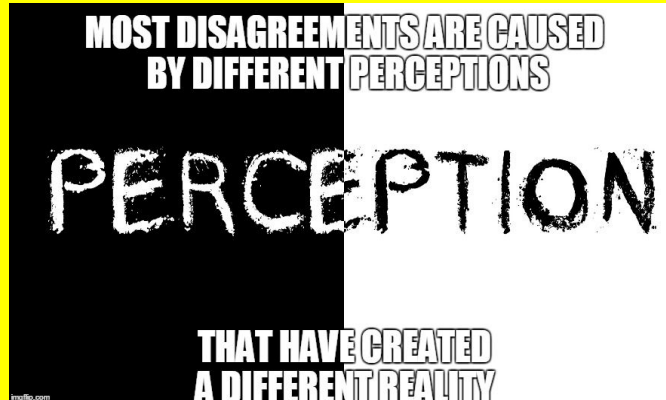


# Enhancing diversity through communication

- There are three strategies for enhancing diversity in the workplace through communication:
  - Strategy 1- Expand your knowledge and understanding of cultural dynamics.
  - Strategy 2- Recalibrate your perceptual and critical analysis skills.
  - Strategy 3- Enhance your behavioral repertoire of applied communication skills.

# Perception

- Perception is the process of taking in, interpreting, and taking actions based on information that is obtained from the environment.
- Perception involves selecting a subset of sensory information. By selecting and processing only a limited amount of information, what is perceived as reality also becomes limited.





# Perception

## Novelty

- Novelty describes what is new or different to us— for example, when you meet someone for the first time. Researchers have found that you make judgments about a person’s trustworthiness, competence, aggressiveness, and likeability within the first tenth of a second.
- These “first impressions” are astonishingly reliable in predicting how people will feel about each other months later. Not only is perception shaped by this first encounter, the initial perception shapes lasting perceptions too.

# Stereotypes

A fixed, over generalized belief about a particular group or class of people. By stereotyping we infer that a person has a whole range of characteristics and abilities that we assume all members of that group have.

## Discussion

Speak with a partner:

What kind of stereotypes

have been formed about

you and how did that impact you?



# Social Justice

What is it?

Social justice **promotes fairness and equity across many aspects of society**. For example, it promotes equal economic, educational and workplace opportunities. It's also important to the safety and security of individuals and communities.

Main goals for social justice include:

- Human Rights
- Access
- Participation
- Equity



# Explaining Social Justice

Video Link:

[7.4 Introduction to Social Justice & Equity - YouTube](#)

# **Re-enactment of getting Pulled over by a cop**

**What would you guys do in this situation?**

**What happens next?**

**What do you think I should do?**

Count off by 4s