

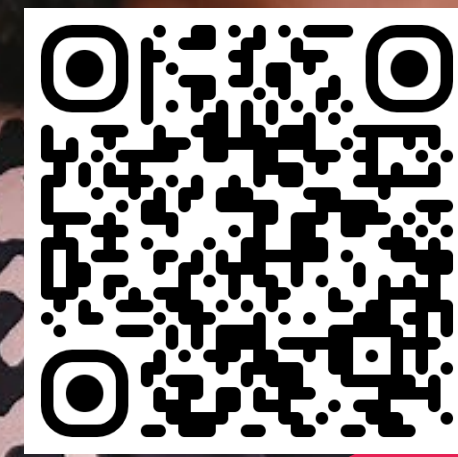
# DEI and AI: Using Innovation Inclusively

Presented by Advita Patel  
Founder CommsRebel  
Co-Founder, A Leader Like Me  
*November 2024*



# This is us!

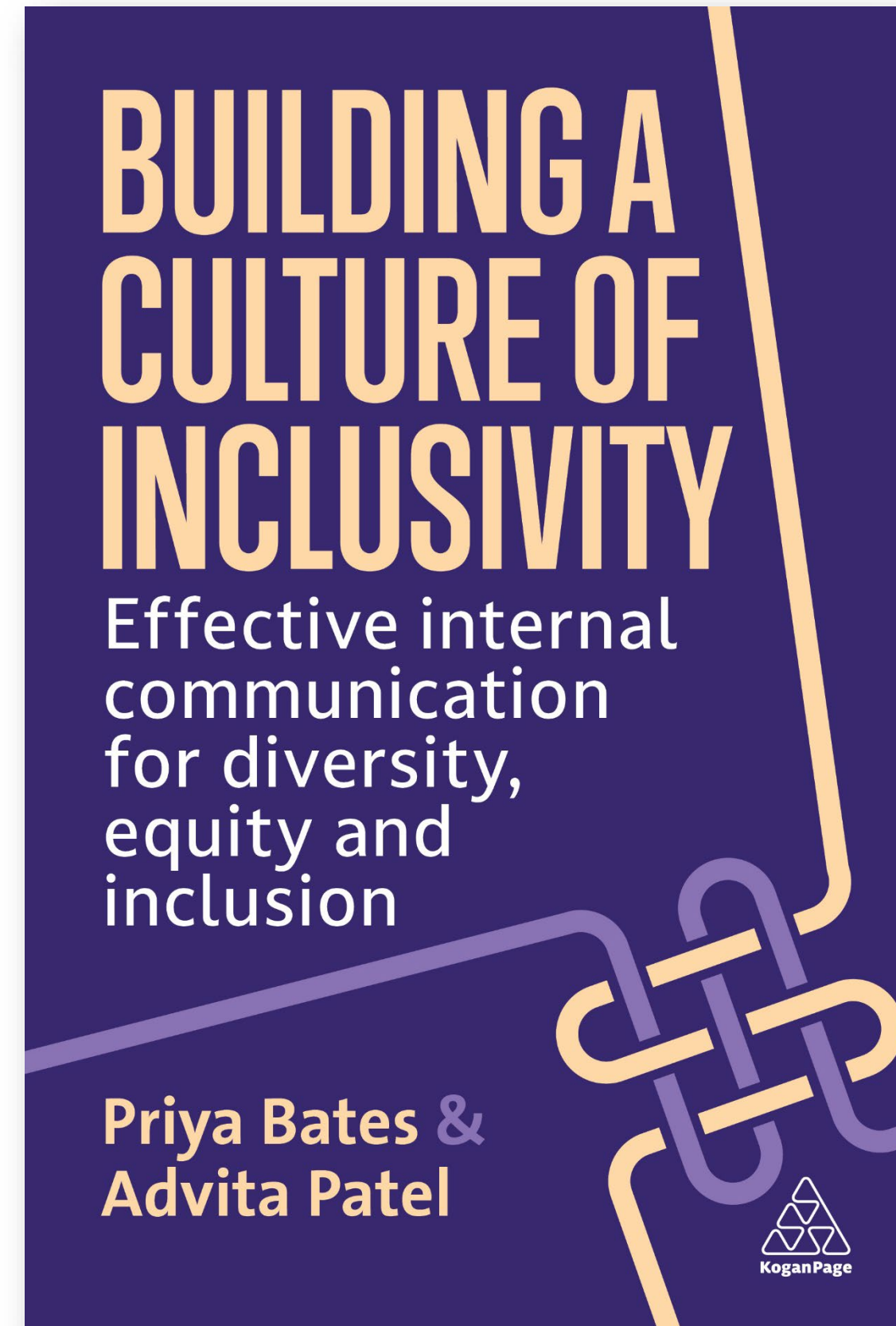
Priya Bates and Advita Patel, authors,  
entrepreneurs, co-founders of A Leader  
Like Me and podcast hosts



Connect with us

Amazon best seller in PR and  
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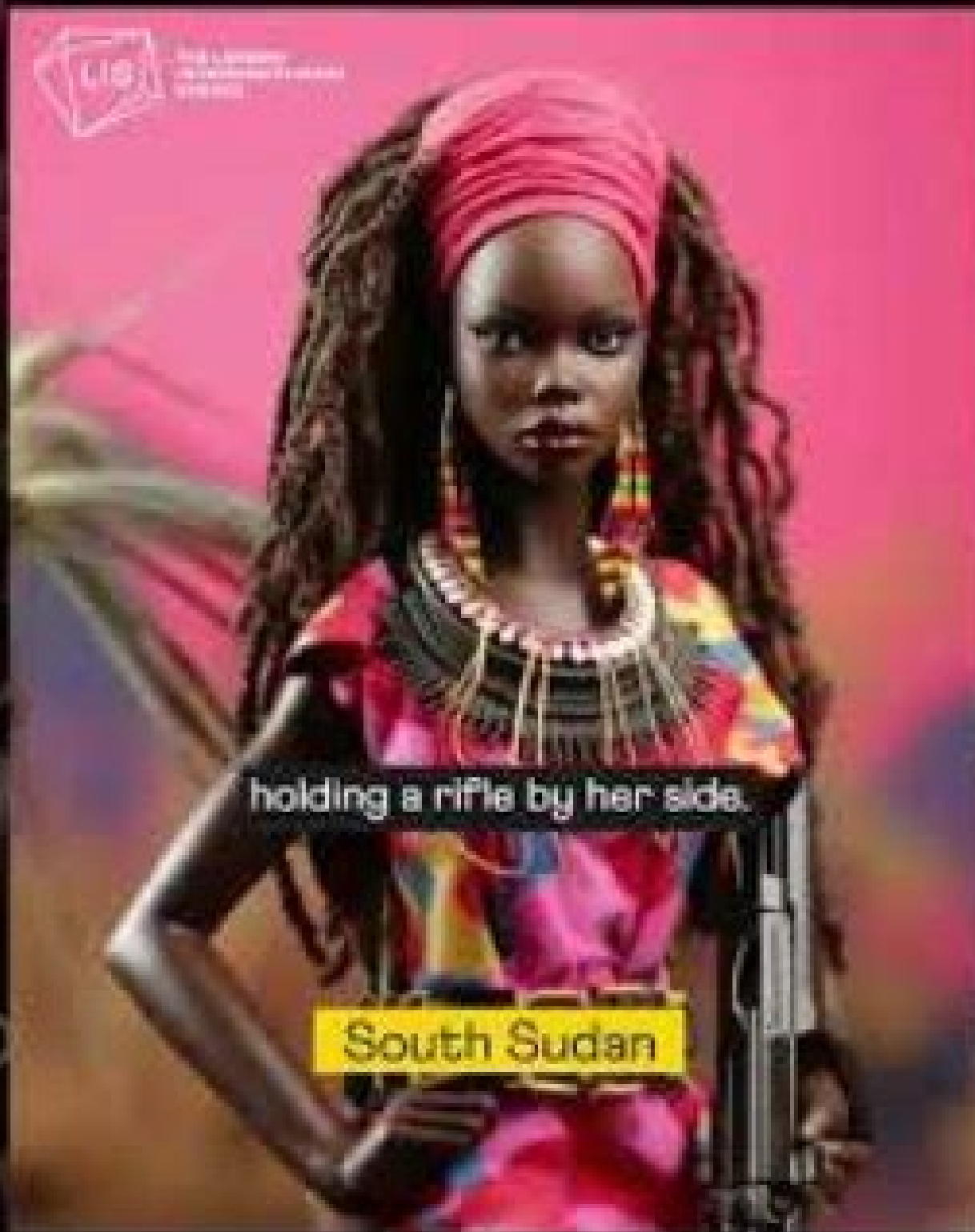
**USE CODE ALLME  
TO SAVE 20%**



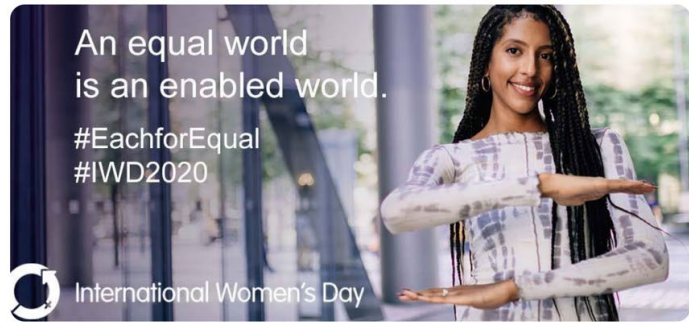
DEI

gone

wrong...







# United Nations



#InvestInWomen

# What about our associations?

## PRSA

Board of Ethics and Professional Standards (BEPS)



## IABC

Guiding Principles for the Ethical Use of AI



## CIPR

AI in PR Guides



## Global Alliance


AI and ethics







# Key themes

- Human Oversight (AI + Human)
  - Transparency (Open disclosure that AI was used)
  - Attribution (giving credit)
  - Professional Development (we need to be educated about opportunities and limitations)
  - Research (fact checking)
- 

# How do we use AI and Innovation inclusively...what did ChatGPT tell us?

Content Representation

Language Sensitivity

Accessibility

Cultural Awareness




Let's

break this

down



# Content Representation

- Diversity Representation
    - Does the content represent a diverse range of perspectives, cultures, and identities e.g. ***provide examples of influential authors from different parts of the world***
    - Are there any underrepresented groups that should be included or highlighted ***e.g. can you provide examples of Black inventors?***
  - Gender Neutrality
    - Is the language inclusive of all genders?
    - Have gender-neutral terms been used where appropriate?
  - Cultural Sensitivity
    - Are cultural references portrayed accurately and respectfully?
    - Have potential stereotypes or biases been avoided?
- 



# Language Sensitivity

- Non-Discriminatory Language
  - Have discriminatory language or terms that may offend certain groups been eliminated
  - Are there any phrases or expressions that could be interpreted as derogatory?
- Person-First Language or identity first (check preference)
  - Person first language emphasizes the person before the disability e.g. person who is blind. Identity first language puts the disability first in the description e.g. autistic person.
- Language Accessibility
  - Is the language clear, concise, and easily understandable for all readers, including those with cognitive or language-related disabilities?




# Accessibility

- Visual Accessibility
  - Is the document formatted in a way that is accessible to individuals with visual impairments (e.g., using appropriate font sizes, colors, and contrast)? ***Use Hemmingway, Grammarly to double-check***
  - Have alternative text descriptions been provided for images and graphics?
- Auditory Accessibility
  - Is the content accessible to individuals with hearing impairments (e.g., through captions or transcripts for audio or video content)?
- Physical Accessibility
  - Have considerations been made to ensure the document can be accessed and navigated by individuals with physical disabilities (e.g., through keyboard navigation)?



# Cultural Awareness

- Cultural Sensitivity
    - Have cultural nuances and sensitivities been taken into account in the language and content?
    - Are there any cultural references that may be misunderstood or offensive to certain groups?
    - Should information be provided in multiple language and is language translation accurate?
  - Inclusive Language
    - Does the language used reflect an understanding of diverse cultural backgrounds and experiences?
    - Have terms or phrases been avoided that may be culturally insensitive or exclusive?
  - Global Perspective
    - Does the content reflect a global perspective, considering differences in cultural norms and practices around the world?
    - Are there any assumptions made about cultural homogeneity that need to be addressed?
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# What is cultural intelligence? (CQ)


Cultural intelligence (CQ) is the capability to relate to and work effectively across cultures. It involves understanding and respecting cultural differences and being able to adapt behavior to interact appropriately and effectively with people from various cultural backgrounds.







# Summary:

- 1. Use neutral language:** Avoid language that assumes or prioritizes a specific gender, culture, or group.
  - 2. Be specific yet inclusive:** Encourage a broad perspective without making the scope too narrow.
  - 3. Respect diversity:** Acknowledge contributions and perspectives from a wide range of sources.
  - 4. Avoid stereotypes:** Refrain from commands that reinforce stereotypes or biased views.
  - 5. Educate users:** Educate users on the potential biases of AI and how to use AI outputs responsibly
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Progress

not

perfect

# Some final thoughts...

Remember you're not alone:

- We're a global agency transforming cultures so people can thrive
- Listen to our podcast and check out our book
- We deliver workshops, coaching and CQ/DISC assessments
- Strategic consulting and offer services such as Internal Comms, Change Management, Inclusive Comms Reviews, and DEI support



