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- We wish to thank the faculty of Elmhurst University's M.A. in I/O Psychology program.

BACKGROUND

- Individuals with disabilities have been overlooked in science and practice (Ruggs et al., 2013).
- Issues related to race and gender often take center stage in efforts to attract and retain diverse hires.
- In 2003, only 42% of Fortune 500 companies included disability in their diversity policies (Ball et al., 2005).

RESEARCH QUESTION/HYPOTHESES

- We examine if more detail and salience of disability in a diversity statement makes an organization more favorable.
- We expect that as detail and salience increases, individuals with disabilities will be more favorable to the organization.
- We expect that individuals without a disability to follow the same trend but may be particularly less favorable to a disability-focused statement due to status threat (Dover et al., 2016; McNab & Johnston, 2002).

MTURK ONLINE SAMPLE

- 292 participants ($M_{age} = 39.35$) read a diversity statement then completed a series of measures.
- 46.9% women, 51.4% men, 0.7% trans women, 0.7% other, and 0.3% prefer not to answer.
- 76.7% White, 7.5% Black, 9.6% Asian, 4.1% Hispanic/Latino, 0.3% Native American or Alaska Native, 1.0% mixed race, 0.7% prefer not to answer.
- Disability status
 - 12.7% indicated a diagnosed physical and/or mental disability.
 - 87.3% indicated that they did not have a diagnosed disability.

MEASURES COMPLETED AFTER READING STATEMENT

- Disability acceptance and accommodation: 2 items each, $\alpha_{physical} = .81$, $\alpha_{mental} = .89$
 - E.g., If a CCG employee discloses a physical [mental] disability at work, to what extent will they be accepted?
- Trust and comfort (11 items; $\alpha = .96$)
 - E.g., I think I would like to work at a place like CCG.
- Organizational attractiveness (10 items; $\alpha = .96$)
 - E.g., I am interested in learning more about CCG.
- Perceived organizational value of diversity (5 items; $\alpha = .90$)
 - E.g., The head of CCG is committed to diversity in the workplace.
- Familiarity with disability (2 items; $\alpha = .80$)
 - E.g., How much workplace discrimination and stigma do you think there is against people with a mental disability.
- Manipulation check (3 items)
 - CCG's diversity statement was directed at individuals with a disability/women/racial minorities.

DIVERSITY STATEMENTS

- Participants were randomly assigned to read one of three diversity statements (basic vs. EEOC vs. disability-focused) which began as follows:

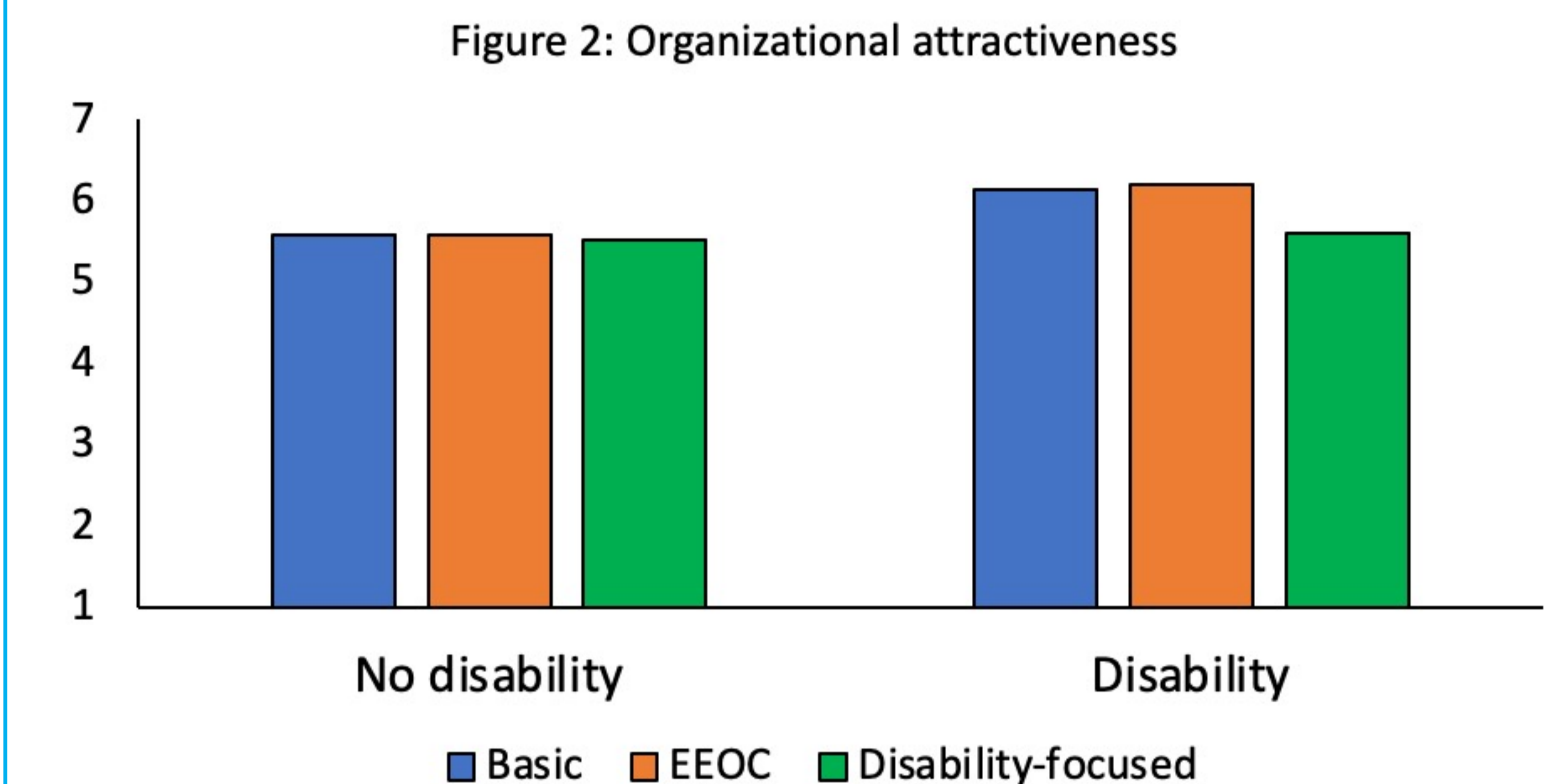
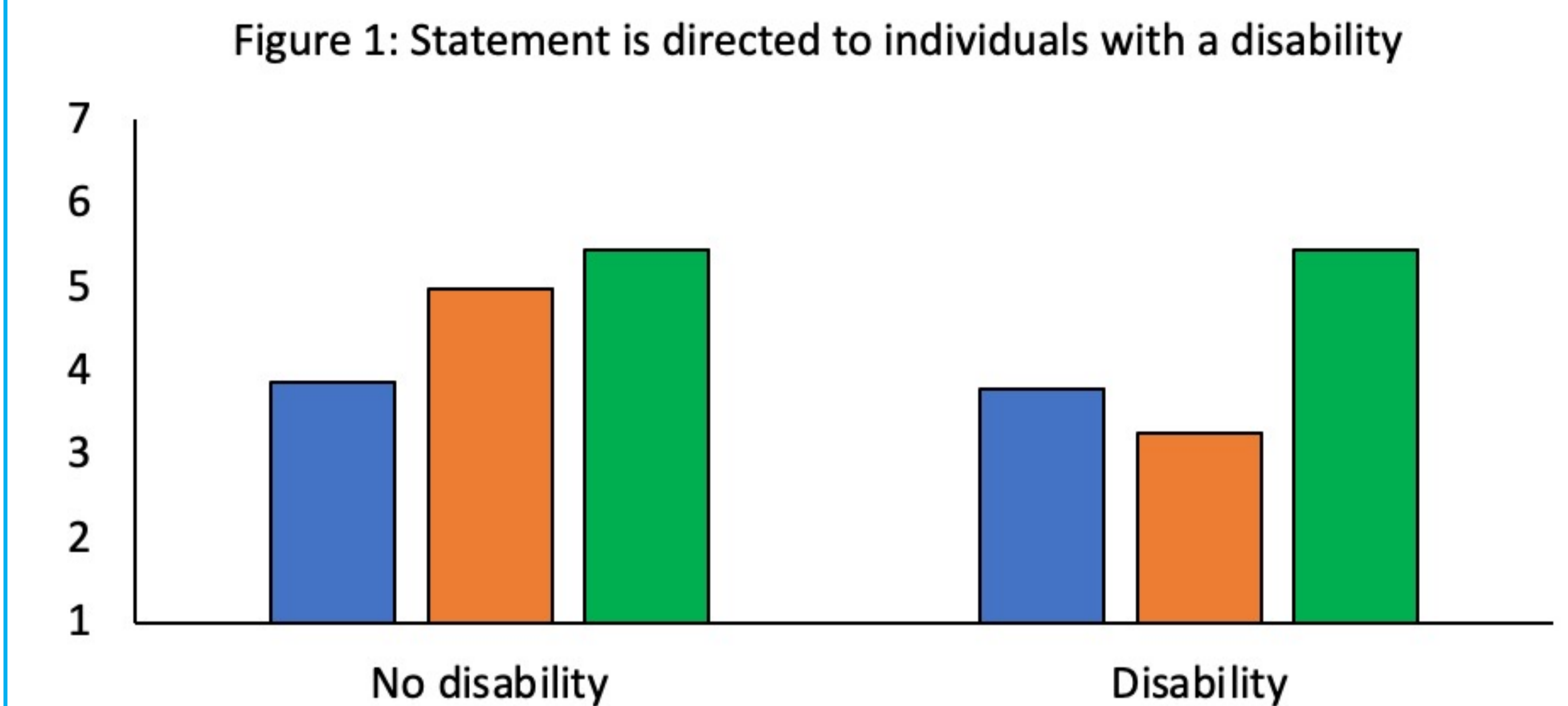
While other consulting firms mistakenly try to shape their staff into a single mold, we believe that embracing our diversity enriches our culture. Diversity fosters a more unified, exciting, and collaborative work environment. Such an inclusive and accepting environment helps not only us but also our clients...

- **Basic:** ...At CCG, all individuals have unlimited access to success. As soon as you enter through our doors, you'll appreciate the strength that we derive from our diversity.
- **EEOC:** ...At CCG, all individuals have unlimited access to success without regard to race, color, religion, sex, national origin, age, disability, or genetic information. As soon as you enter through our doors, you'll appreciate the strength that we derive from our diversity.
- **Disability-focused:** ...At CCG, all individuals have unlimited access to success without regard to race, color, religion, sex, national origin, age, disability (physical or mental), or genetic information. We encourage our clients, partners, and vendors to join us in achieving a workforce that is diverse in all its forms. One of our goals is to increase the representation of persons with disabilities to 20% of our employees by 2030. As soon as you enter through our doors, you'll appreciate the strength that we derive from our diversity.

RESULTS

- **Manipulation check** (i.e., CCG's diversity statement was directed at individuals with a disability)
 - Main effect of Disability Status: $F(1, 286) = 4.40, p = .04$
 - Main effect of Diversity Statement: $F(2, 286) = 12.50, p < .001$
 - Disability Status x Diversity Statement interaction: $F(2, 286) = 3.82, p = .02$
- Participants with a disability perceived the disability-focused statement as more directed towards people with a disability than the other two statements. The basic and EEOC statement were not different from each other.
- Participants without a disability perceived the statements to be more directed towards people with a disability as detail and salience increased (see Figure 1).
- **Organizational attractiveness**
 - Main effect of Disability Status: $F(1, 286) = 4.20, p = .04$.
 - No other effects were significant.
- Participants with a disability were more attracted to the organizations overall compared to participants without a disability (see Figure 2).
- **No other effects were significant**

FIGURES



IMPLICATIONS FOR POLICY AND PRACTICE

- Having a diversity statement seems to be more effective at attracting candidates who have a disability (vs. without).
- If an organization is interesting in recruiting and retaining people with disabilities, the current study shows that candidates will notice the target of the diversity statement.
- Because the current study had few participants with disabilities, it is still unclear if a basic/EEOC statement would be as effective as a statement with more detail and salience.

LIMITATIONS/FUTURE DIRECTIONS

- Future replications of the current study should prioritize recruiting participants with one or more diagnosed disabilities.
- This will allow for a more powerful test of the differences between people with and without disabilities as well as between people with mental versus physical disabilities.
- Future research could also replicate the current study by varying the detail and salience of other minority group identities.