



The Power of Human-Augmented Technology in DEI Measurement

Why DEI matters

Diversity, Equity, and Inclusion (DEI) has become an increasingly important facet of companies' reputations for good reason:

Workplace diversity appears to have a direct impact on companies' bottom lines.

In its latest report investigating the business case for diversity, McKinsey found that the more diverse the company's corporate leadership, the more likely it is to outperform less diverse peers on profitability.

Companies with actionable DEI are more successful in reaching young consumers.

In its survey of global consumers, Deloitte found that the majority of consumers are more loyal to brands committed to taking action to address social inequalities. Gen Z consumers, in particular, expect companies to take a stand on social issues, with 90% stating that they are more willing to buy from brands they view as beneficial to society.

DEI efforts must start with company action in terms of hiring, workplace culture, and meaningful investment in societal change. But for these efforts to have an impact on your brand, **your team must communicate your commitment to DEI** in a way that reaches and resonates with your audience.

So, how do you know if your DEI strategy is making an impact?



Communications leaders are tracking DEI

We surveyed 71 communications leaders from the world's top brands to better understand how they use measurement to evaluate their DEI messaging. We discovered that:



70% of communications leaders measure DEI message pull-through in their media coverage.



Of those who track DEI messages, **56% measure both their companies' and their competitors' coverage**, allowing them to benchmark their efforts and learn from competitors' strategies.



Of those that measure DEI messaging, **50% place more emphasis on workplace topics** over social and leadership issues as a part of their DEI strategy.



Media measurement is essential to understanding how your brand is represented in relation to key messages and fundamental reputational drivers. And many AI solutions can help you track straightforward themes. But when it comes to a nuanced topic like DEI, **a pure-technology approach to media analysis falls short in accurately capturing key concepts.**

That's where human analysis paired with leading technology comes in.

Why you need human-augmented technology to effectively measure DEI

DEI topics are highly nuanced and constantly evolving.

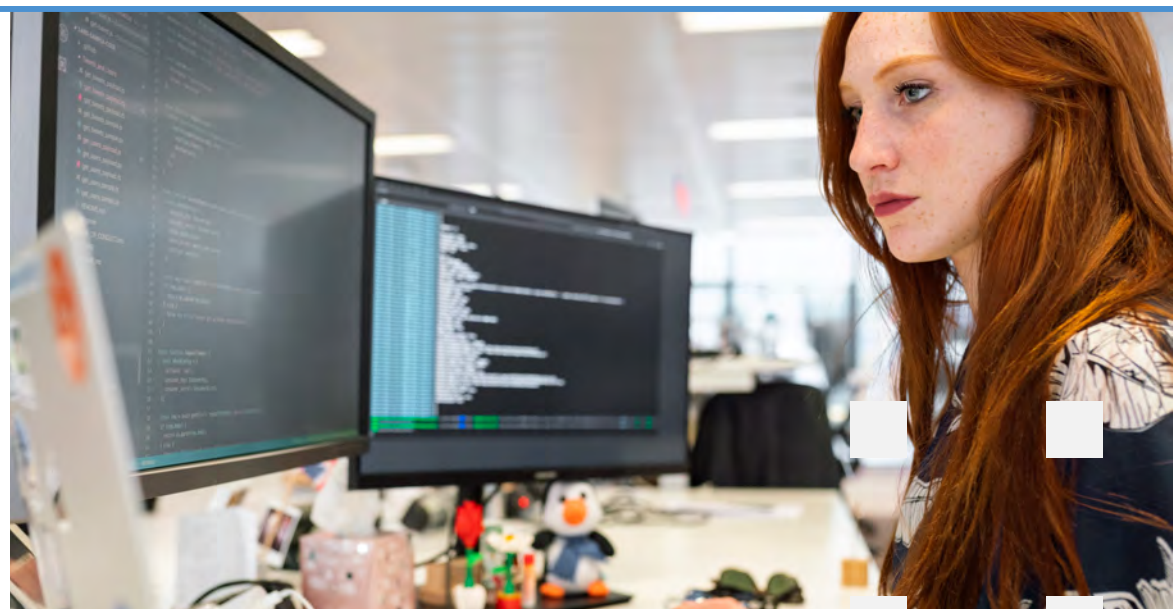
Between the #MeToo and Black Lives Matter movements alone, we've witnessed how quickly social values, norms, and meanings can change. But is technology prepared to keep up?

In short, no. Even the most **advanced artificial intelligence can't keep pace with social contexts and meanings that can change overnight.**

Human analysts, on the other hand, can identify abstract ideas and concepts – aspects of language that cannot be reliably detected by AI – and ensure highly accurate sentiment analysis by applying a human understanding of context, linguistic devices, and nuance.

When tracking your DEI coverage, human understanding is crucial.

We've compiled a few examples of how tracking media coverage of DEI topics requires human-augmented technology:



Diversity

Rapidly Changing Meanings

Former “The Mandalorian” star, Gina Carano, attracted significant negative media attention after sharing a racist Instagram post late on February 9th, 2021. The next morning, media mentions of Carano (and there were many) were almost exclusively about the incident.

In this instance, consider how it could play out for Disney+ in terms of media measurement.

“The Mandalorian” is a Disney+ series, and any media mentions of the show or its cast, including Carano, is categorized as Disney+ “products and services” or “talent” coverage. That is, until February 10th, when Carano became associated with racism and media coverage of the actress became a DEI issue for the streaming service.



But how quickly would a fully automated media measurement solution recognize the change in meaning associated with the actress?

Not quickly enough.

An AI tool on its own may miscategorize hundreds of articles mentioning Carano in relation to her racist comment, failing to catch the Diversity connotation. Meanwhile, **a human analyst would be aware of the context and shifting association immediately**, allowing for highly accurate media analysis of a complex topic that is critical to companies' reputations.

Equity

Context Matters

“Equity” is a term with multiple meanings. In the context of DEI, it relates to fairness. It’s also a commonly used term in the finance industry, whereby equity refers to asset ownership.

More recently, gender equity (the fairness kind) in the financial industry has become a topic of focus. For financial services companies, measuring media coverage of gender equity as a part of a DEI strategy can become tricky without the ability to accurately discern context.

Let’s say a fintech app that focuses on female consumers is receiving media coverage of its latest equity finance investment. References to “equity” in this context could be mistakenly categorized as a DEI mention:

“Ellevest, a stock trading app focused on helping women start investing, has received its largest equity finance investment yet.”

This statement contains all the keywords hinting towards gender equity in finance, but **context** tells us otherwise. Media measurement software on its own can’t reliably decipher all the context clues necessary to tracking a topic like Equity in an industry where it has multiple uses and meanings.

Inclusion

Concepts Vs. Keywords

Inclusion is a complex concept that is often described in terms of equality, openness, and belonging.

When it comes to tracking concepts, like inclusion, using keywords alone may fail to capture coverage that describes the concept **without using any keywords**, like “inclusion,” “inclusive,” “inclusivity,” etc.

This is particularly true when it comes to social media listening.

While journalists producing media content may use industry-recognized terms when discussing DEI topics, conversations happening on social media among the general population are more likely to describe inclusion without naming it.

For example, in 2019, Nike’s flagship London store introduced a plus-sized mannequin to display women’s sportswear as a part of its move towards inclusivity in its product offerings.

Consider the following social media post:

“Nike is finally making **sportswear** that fits more women.”

How well would media measurement software detect the concept of “inclusivity” from this text? A pure-technology solution would likely categorize the post as a “product quality” mention. Only an analyst with **a human understanding of inclusion** could accurately interpret social media content like this as a DEI mention.

You know that your DEI messages are essential to your brand. But measuring your impact on a concept that is changeable, nuanced, and dependent on context presents a challenge to even the best AI media measurement tools.

That’s why **communications leaders are turning to human-augmented technology** to confidently refine their DEI strategy and quantify their impact.

Get in touch with a member of our team to learn how
**you can use human-augmented technology
to measure DEI with precision today!**

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