

HRRAC Research Report

By: Max Black, Pei Chen, Zachary Chihuaque, and Safaa Youssef

Background:

The Salem Human Rights and Relations Advisory Commission (HRRAC) is a group who advises the City Council on human rights and relations. This group helps residents in Salem to promote harmony by hearing and resolving discrimination complaints. Also, to understand how well this community is doing, where it needs to improve, or what issues it faces. The HRRAC uses surveys and holds public meetings to provide information and/or resources to residents. Through HRRAC's activities they can understand what issues people are facing, and allow them to share their personal experience of discrimination. Discrimination that could involve ethnicity, religion, living situation and/or other protected classes. By accomplishing this, HRRAC can assist Salem with community harmony. HRRAC seeks to increase community awareness of its existence, mission and resources. HRRAC can't fulfill its mission if people don't know about it. HRRAC is preparing for an awareness campaign.

Research Objectives:

- To explore Salem's perception of the diversity and inclusiveness of our community.
- To establish a baseline awareness measure prior to HRRAC's awareness campaign.
- To identify which aspects of HRRAC's message should be highlighted in the awareness campaign.

Methodology:

- Informationals: We interviewed HRRAC commission members and Willamette equity, diversity and inclusion task force members as part of our exploratory research. The goal of these personal interviews was to discuss members' experiences and the challenges they face given their different positions.
- Dot-Survey: We conducted "Dot Surveys" to a convenience sample of participants that were present at the Salem Saturday Market (9/9/17) and Willamette University Fall Activities Resources Expo (9/7/17). We assessed the general Salem Population's awareness/perceived incidents of Human rights violations in Salem and the visibility of HRRAC within the Salem Community.
- Online Questionnaire: The online survey was administered through Qualtrics survey software. We used a snowball sample by sending a survey link to human rights organization leaders and asked them to forward the link. The link was also posted on various human rights, university, city of Salem Facebook pages. The survey measured respondents' perceptions of how well Salem is doing with diversity and inclusion, general awareness of HRRAC, and ideas that HRRAC could focus on in the future, there were 215 responses. This is a non-probability convenience sample. Due to the nature of our sampling design, the people likely to see and respond to this survey are also people likely to care about issues of diversity and inclusion and to be aware of HRRAC. We believe the data to be useful but caution that this cannot be generalized to the total Salem population.

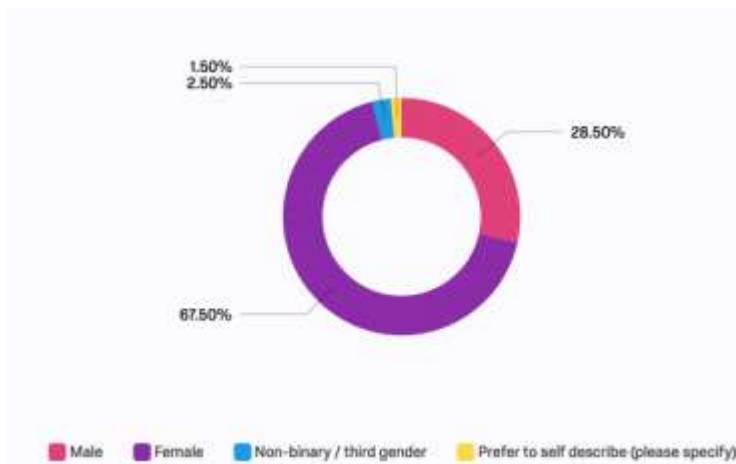
Conclusions:

- The city of Salem needs improvements in terms of increasing diversity and inclusiveness.
- The majority of Salem residents are not aware of the HRRAC and its services.

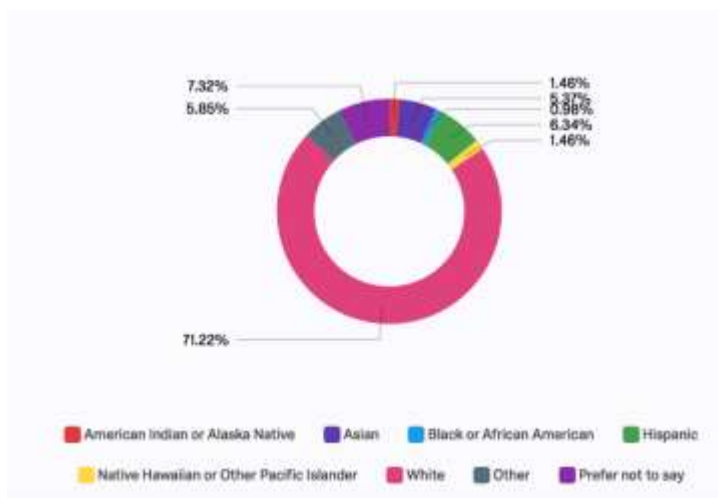
- For HRRAC's awareness campaign, they should focus on the messages of being a friend, being a community organization, and having face to face conversations for reporting discrimination.
- Based on our findings young people are less aware of HRRAC so we would suggest that HRRAC direct their awareness campaign efforts towards this segment and the best outlet to reach them is through social media.
- For future research, we recommend that HRRAC allocates efforts to reach minority groups and other protected classes. In classifying reasons for discrimination to also include the categories of disability, age, and weight.

Demographics:

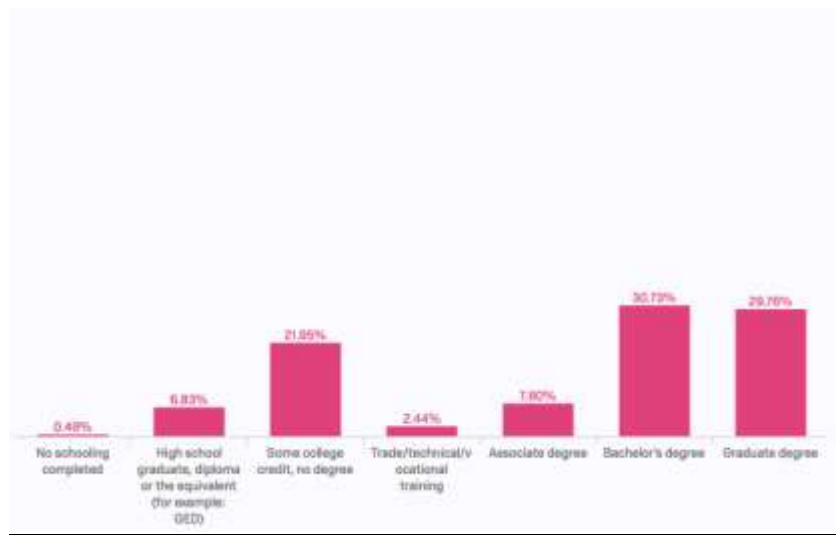
1. The majority of the sample are females 68% while males are only 29%



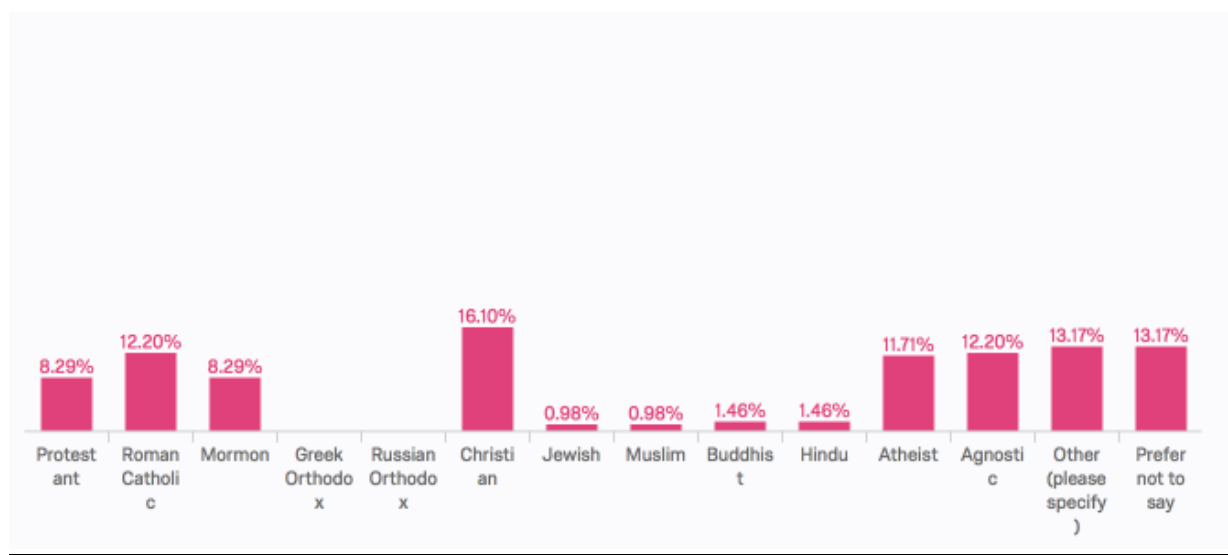
2. The sample shows little diversity in terms of ethnicity as 71% of the respondents are white.



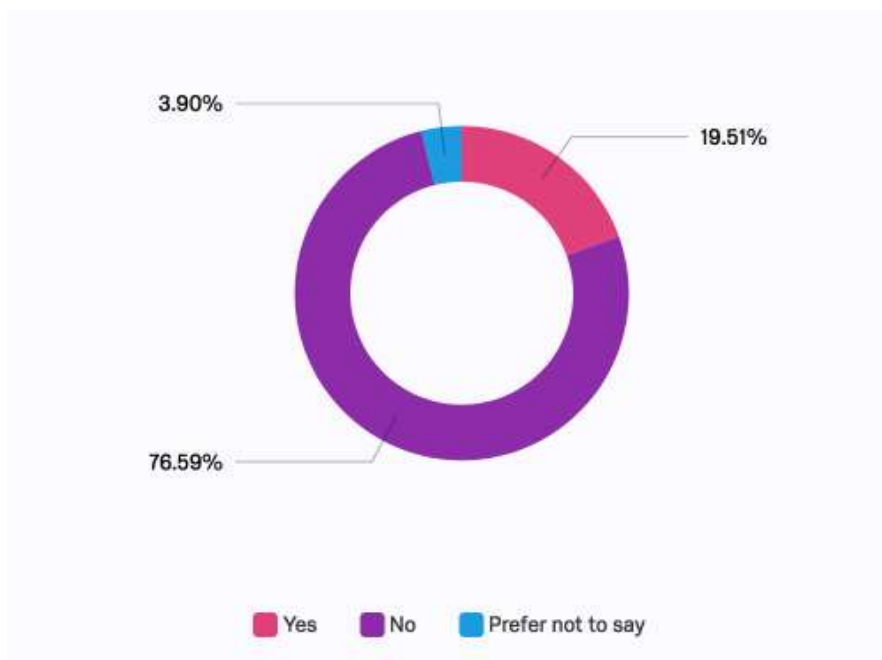
3. 83% of the sample are educated; 31% hold a bachelor degree, 30% hold a graduate degree and 22% had at least some college credit.



4. The sample shows high diversity in terms of religion but it could be noticed that Jews, Muslims, Buddhists and Hindus are minorities.

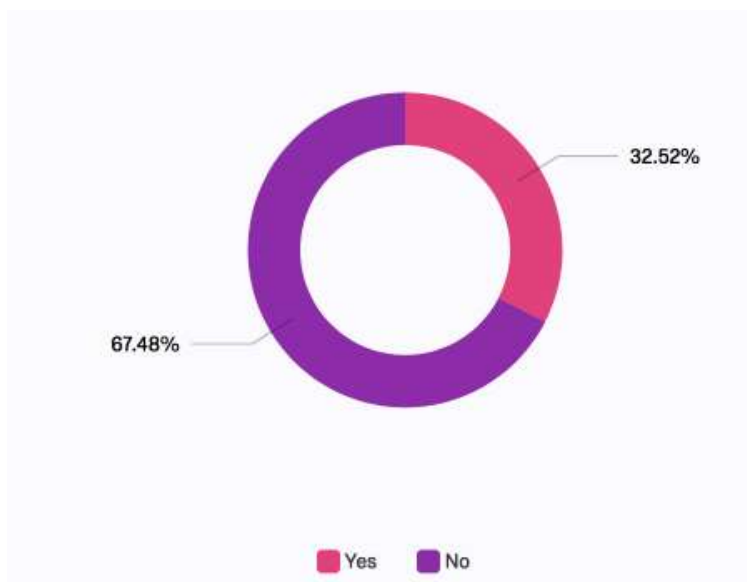


5. 20% of the respondents consider themselves members of the LGBTQ community.



Key findings:

1. 67% of the respondents are not aware of HRRAC, with 33% being aware of HRRAC.

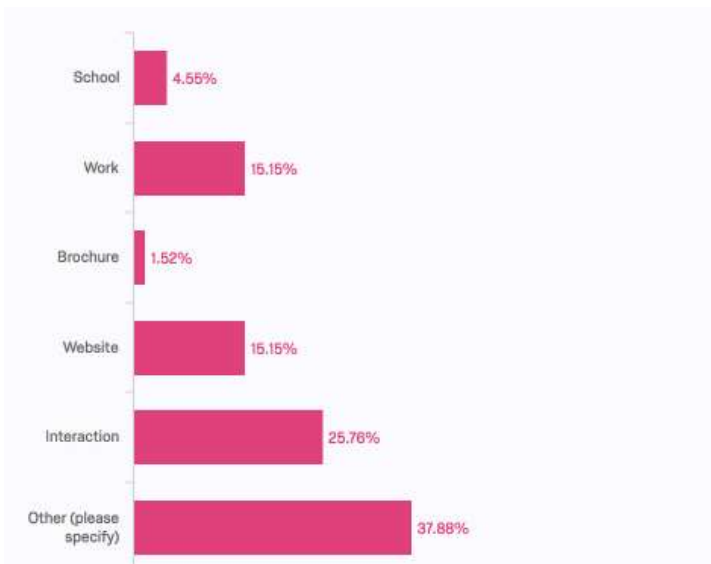


By breaking down the awareness level by age, it would be noticed that HRRAC has got the highest awareness among the 45+ age group with 47% awareness. On the other hand, HRRAC has got the lowest awareness among the age group of 44 and below with only 21%.

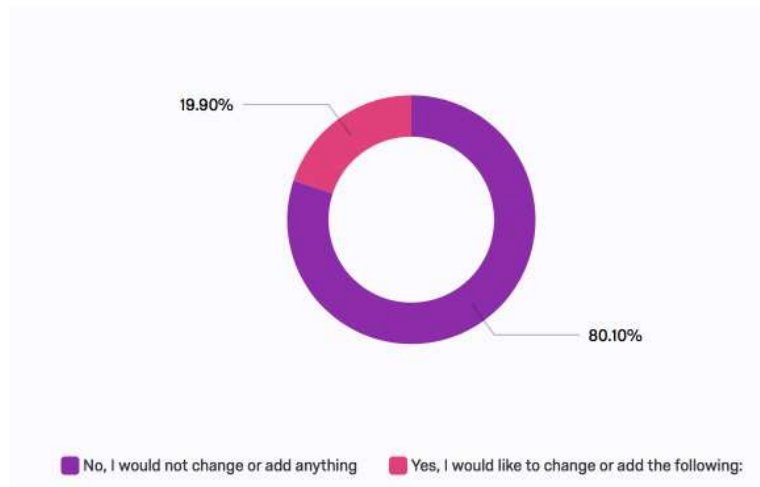
What is your age?				
	Less than 18 years	18 – 24 years, 25 – 44 years	45 to 64 years, 65 years and over	Total
Yes	0 0.00%	24 21.05%	43 46.74%	67 32.52%
No	0 0.00%	90 78.95%	49 53.26%	139 67.48%
Total	0 100.00%	114 100.00%	92 100.00%	206 100.00%

Additionally, by asking those who said they heard of HRRAC about what they know, 37% answered that they know nothing or very little about HRRAC and that they are not sure of what HRRAC mission is.

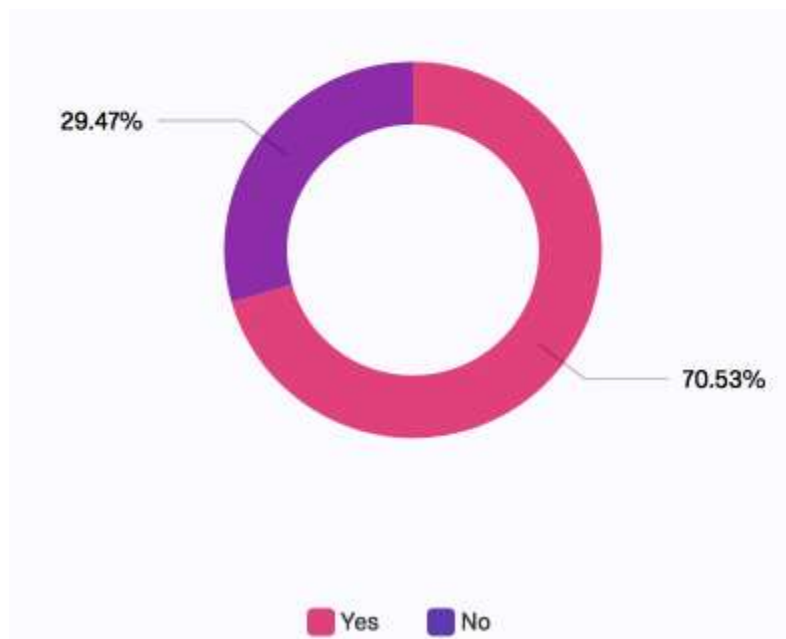
2. HRRAC’s awareness is high through word of mouth communication, however HRRAC’s direct to resident outreach is low. This is shown through 26% of respondents learning from interaction with HRRAC, and a common theme found in the “other” responses of being friends and family.



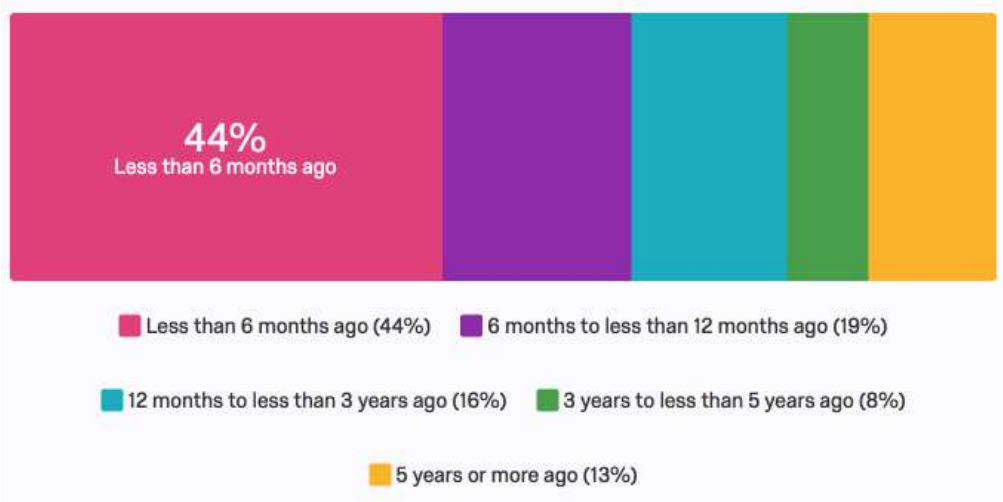
3. By asking people whether they agree or disagree with our definition of discrimination as “the unjust or prejudicial treatment of different categories of people.”, 80% of the respondents agreed on this definition. In reading the various comments there were no major themes, the comments have been made available in the “HRRAC QRE With Data” excel document.



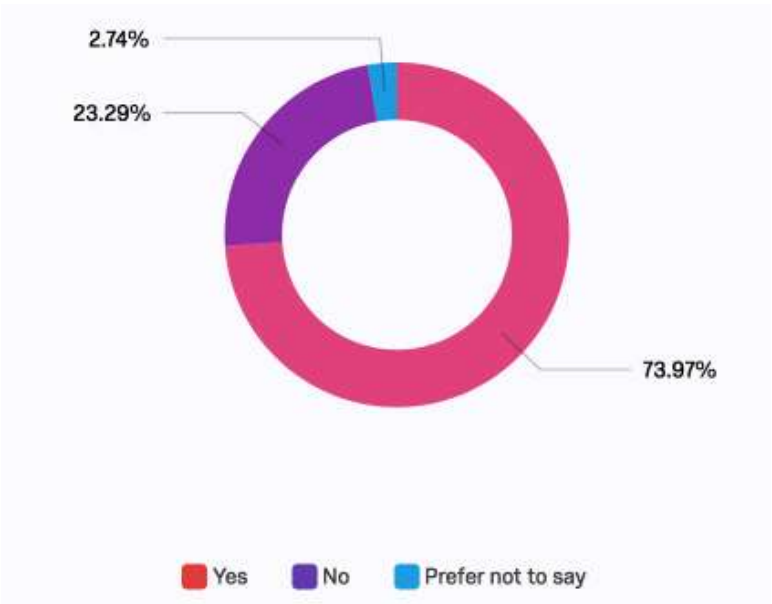
4. 71% of the respondents have personally experienced discrimination. Most of these are recent and local.



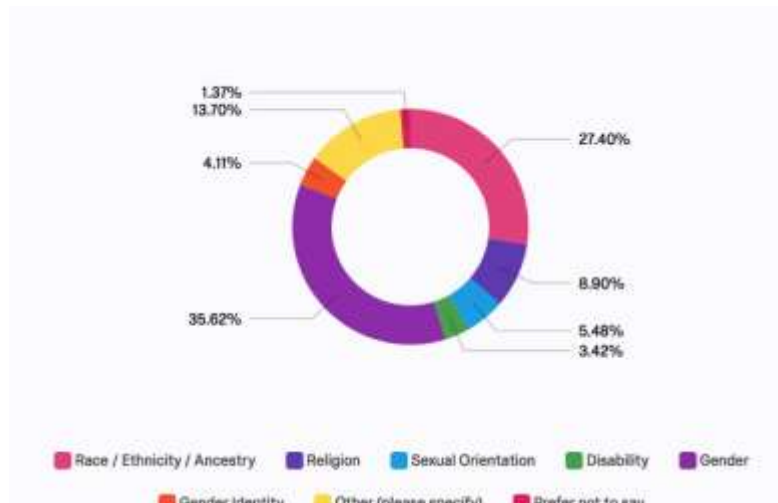
Most of these discrimination incidents are recent where 44% of the respondents experienced discrimination in less than six months and 19% of the respondents experienced discrimination in less than a year.



As a personal experience 74% stated that the incidents occurred in Salem.

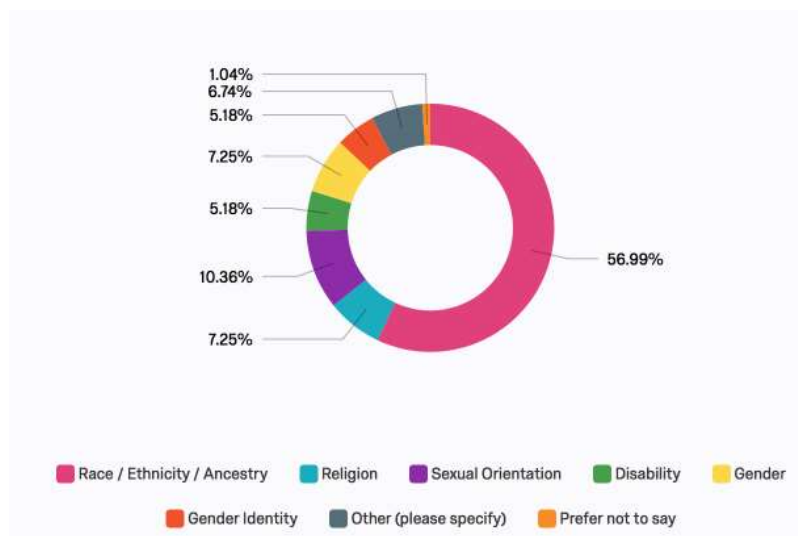


5. By asking the respondents about the basis of that specific discrimination incident, we found out that the major reasons are gender and ethnicity.



Where 36% of the participants believe that they were discriminated against because of their gender and 27% believe that they were discriminated against because of their race.

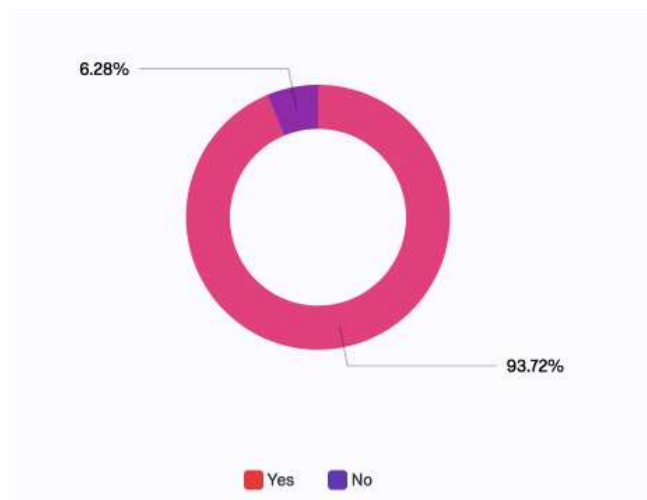
Furthermore, the major causes for these witnessed incidents was race as stated by 57 % of the respondents and sexual orientation as stated by 11% of the respondents. This shows that in comparison from those who personally experience to those who witness, these incidents focus on race and ethnicity.



In examining personal experience of discrimination with ethnicity, and LGBTQ identity we found that those who define themselves as LGBTQ, American Indian, Asian, Hispanic, and White experience more discrimination.

		Based on the above definition, have you ever experienced discrimination?		
		Yes	No	Total
Ethnicity origin (or Race): Please specify your ethnicity.	American Indian or Alaska Native	2 66.67%	1 33.33%	3 100.00%
	Asian	10 90.91%	1 9.09%	11 100.00%
	Black or African American	1 50.00%	1 50.00%	2 100.00%
	Hispanic	10 76.92%	3 23.08%	13 100.00%
	Native Hawaiian or Other Pacific Islander	3 100.00%	0 0.00%	3 100.00%
	White	99 67.81%	47 32.19%	146 100.00%
	Other	11 91.67%	1 8.33%	12 100.00%
	Prefer not to say	10 66.67%	5 33.33%	15 100.00%
Total		146 71.22%	59 28.78%	205 100.00%
Would you define yourself as a member of the LGBTQ community?	Yes	35 87.50%	5 12.50%	40 100.00%
	No	106 67.52%	51 32.48%	157 100.00%
	Prefer not to say	5 62.50%	3 37.50%	8 100.00%
Total		146 71.22%	59 28.78%	205 100.00%

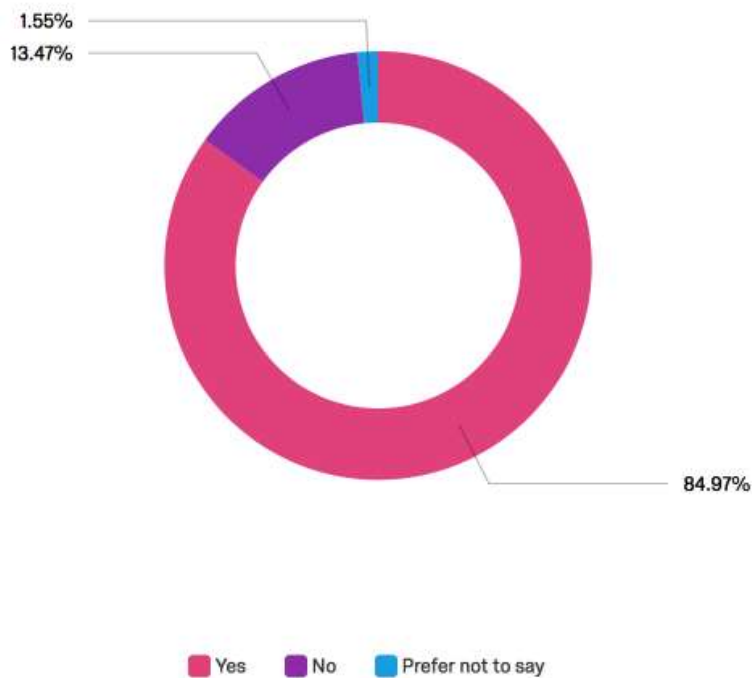
6. Not only high percentage of the respondents experienced discrimination personally but even a higher percentage equal to 94% of the respondents witnessed or heard of someone else who has experienced discrimination.



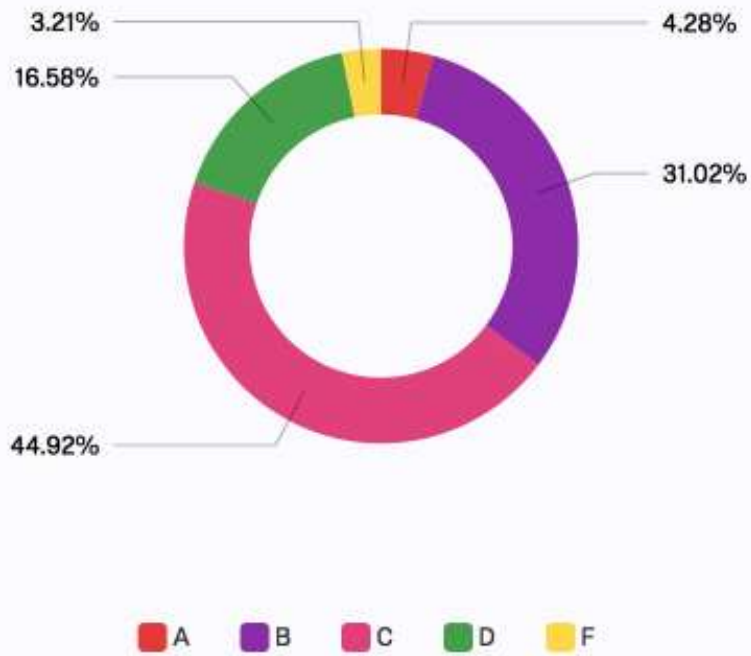
These incidents are also recent; 69% occurred in less than 6 months and 20% in less than a year.



Whereas for witnessing/hearing about discrimination, 85% stated that the incidents occurred in Salem.



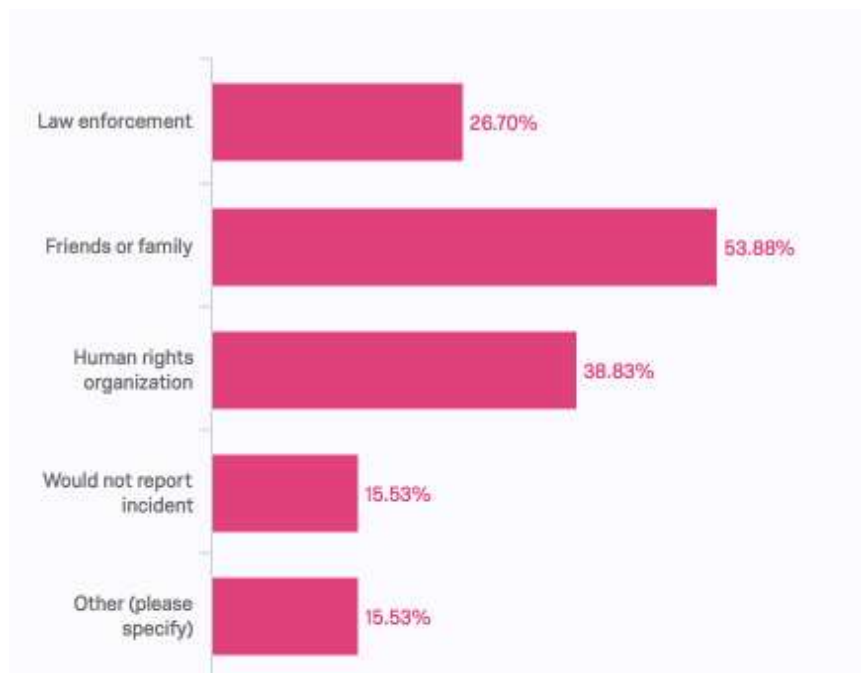
7. Based on the data, Salem is not perceived as a city free of discrimination. By asking the respondents to give a certain grade for Salem in terms of being a place without discrimination, the majority gave it a C grade. 31% graded it as B, 45% graded it as C and 20% gave it a D or lower.



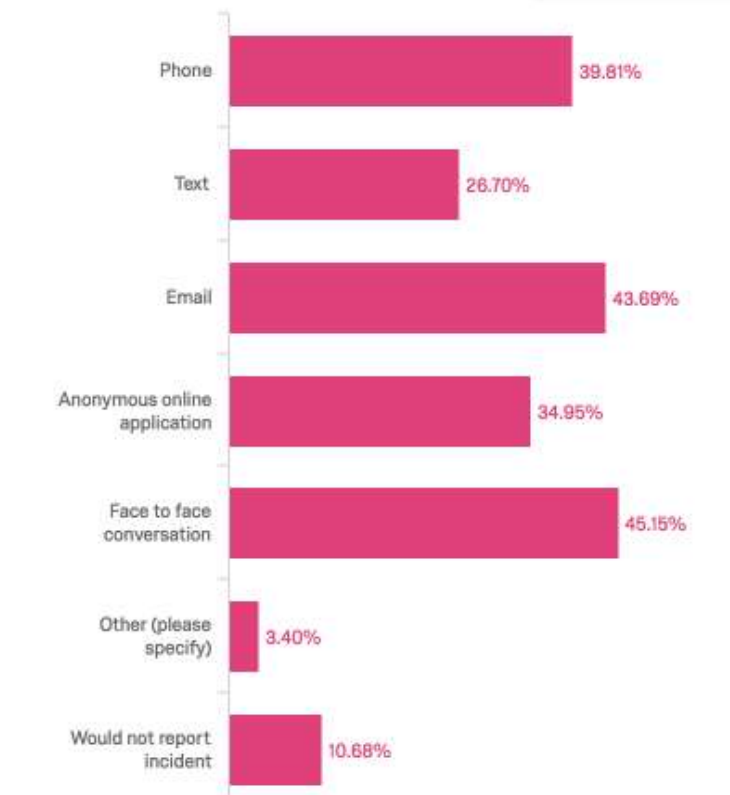
In examining age, gender, race/ethnicity, and LGBTQ identity in how they graded Salem in how well they are doing with discrimination, we found that those who are in the 45+ age group grade Salem C or below. The Majority of Females, American Indians, Asians, Hispanics, Pacific Islanders, Whites, and LGBTQ members grade Salem below C as well.

		What grade would you give Salem on being a place without discrimination?			Total
		A	B	C, D, F	
What is your age?	Less than 18 years	0 0.00%	0 0.00%	0 0.00%	0 100.00%
	18 – 24 years, 25 – 44 years	8 7.41%	37 34.26%	63 58.33%	108 100.00%
	45 to 64 years, 65 years and over	0 0.00%	21 26.58%	58 73.42%	79 100.00%
	Total	8 4.28%	58 31.02%	121 64.71%	187 100.00%
What is your gender?	Male	3 5.77%	21 40.38%	28 53.85%	52 100.00%
	Female	4 3.23%	34 27.42%	86 69.35%	124 100.00%
	Non-binary / third gender	0 0.00%	1 25.00%	3 75.00%	4 100.00%
	Prefer to self describe (please specify)	0 0.00%	1 33.33%	2 66.67%	3 100.00%
	Prefer not to say	1 33.33%	1 33.33%	1 33.33%	3 100.00%
	Total	8 4.30%	58 31.18%	120 64.52%	186 100.00%
Ethnicity origin (or Race): Please specify your ethnicity.	American Indian or Alaska Native	0 0.00%	0 0.00%	1 100.00%	1 100.00%
	Asian	0 0.00%	5 45.45%	6 54.55%	11 100.00%
	Black or African American	1 50.00%	1 50.00%	0 0.00%	2 100.00%
	Hispanic	0 0.00%	3 25.00%	9 75.00%	12 100.00%
	Native Hawaiian or Other Pacific Islander	0 0.00%	1 33.33%	2 66.67%	3 100.00%
	White	4 2.99%	43 32.09%	87 64.93%	134 100.00%
	Other	1 10.00%	1 10.00%	8 80.00%	10 100.00%
	Prefer not to say	2 15.38%	4 30.77%	7 53.85%	13 100.00%
	Total	8 4.30%	58 31.18%	120 64.52%	186 100.00%
Would you define yourself as a member of the LGBTQ community?	Yes	1 2.63%	10 26.32%	27 71.05%	38 100.00%
	No	6 4.23%	47 33.10%	89 62.68%	142 100.00%
	Prefer not to say	1 16.67%	1 16.67%	4 66.67%	6 100.00%
	Total	8 4.30%	58 31.18%	120 64.52%	186 100.00%

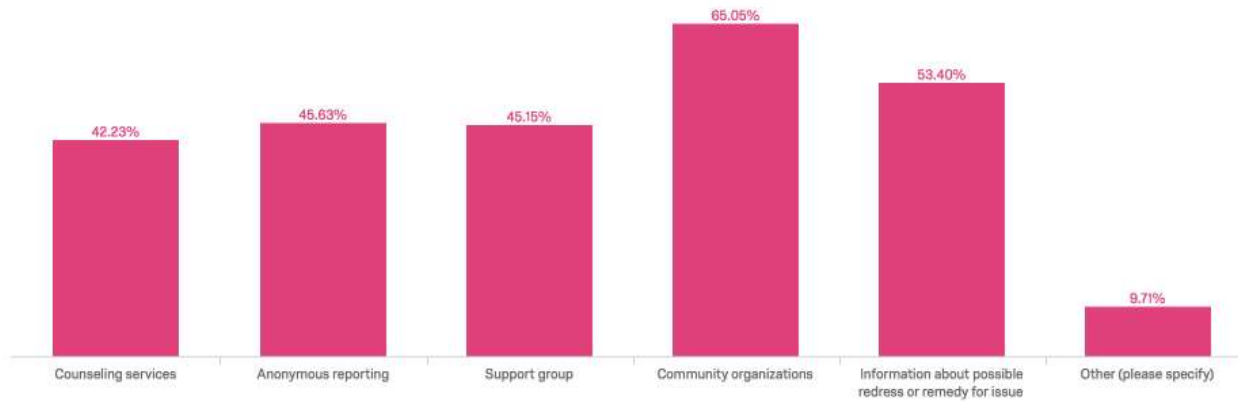
8. In case of facing discrimination, more than half of the respondents are most likely to not report the incident and just talk about it to their friends or family. However, organizations like HRRAC have a relatively high percentage of people willing to report such incidents to them. Almost 39% of the respondents in case of discrimination would report the incident to human rights organizations. While 27% would report such incidents to the police.



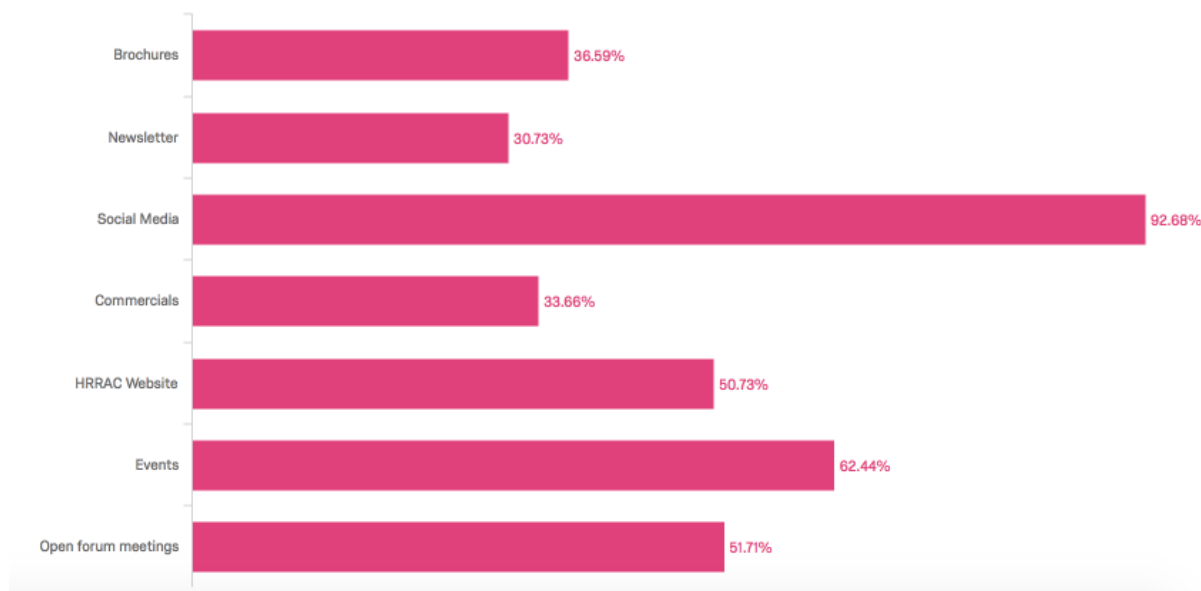
Furthermore, people are more likely to report discrimination incidents either in person (45%), by E-mail (44%) or phone (40%). They may also prefer anonymous online application (35%) or text (27%).



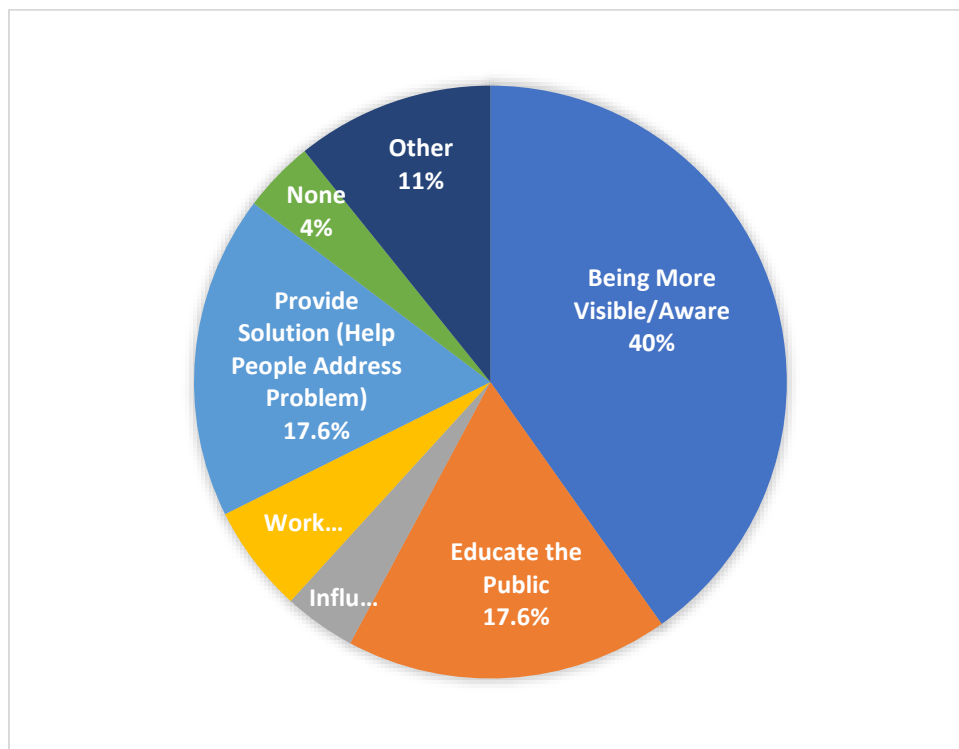
9. People showed more interest in community organizations (65% of the respondents) and availability of information about possible remedy for the issue (53% of the respondents). While almost equal percentages of the respondents showed interest in support groups, anonymous reporting and counseling services. This would indicate that respondents are interested in any form of assistance that HRRAC could offer.



10. Social media presence seems to be the best way for HRRAC to communicate its message since 93% of the respondents consider it the best medium. Also, events, open meetings and HRRAC website received a relatively high interest.



11. People believe that HRRAC needs to be more visible and work on increasing Salem people’s awareness of the discrimination issue. Based on asking people what they think HRRAC should do to support human rights, 40% stated that HRRAC should be visible first and maintain its presence in the community. Also 18% stated that HRRAC should educate the public and spread the awareness of discrimination issues and the size of the problem in Salem.



12. Four other major categories to add for reasons of discrimination include, disability, weight, age, and socio-economic status.

Personal Experience of Discrimination

#	Answer	%	Count
1	Age	35%	7
2	Disability	5%	1
3	Weight	20%	4
4	Social-Economic Status	10%	2
5	Other	30%	6
6	Total	100%	20

Witness/Heard of Discrimination Incident

#	Answer	%	Count
1	Age	10%	1
2	Disability	0%	0
3	Weight	10%	1
4	Social-Economic Status	30%	3
5	Other	50%	5
6	Total	100%	10

For future research HRRAC should incorporate these four categories in order to differentiate causes of discrimination.