

MORAL ELEVATION AND PROSOCIAL BENEFITS



IN WORKPLACE DISABILITY INCLUSION INTERVENTIONS

ROBERT FRANKLIN, Ph.D.*
Anderson University

JEFFREY R. MOORE, Ph.D.
Anderson University

JESSICA JOLLY HALFACRE,
Sephora

Background

Growing initiatives involving the inclusion of Individuals with Disabilities (IWD)

Business impact of inclusion: higher productivity & quality, increased retention, decreased absenteeism, and improved coworker attitudes.

IWD struggle with negative stereotypes and discrimination both inside and outside of the workplace.



VISUAL



AUDITORY



COGNITIVE



MOBILITY

Research Objectives



Research Objective #1

Does the inclusion initiatives increase the moral elevation and prosocial behavior of managers and coworkers alike due to their exposure and participation in acts of uncommon goodness within their inclusive teams



Research Objective #2

How does an IWD inclusion initiative influence the attitudes of employees?



Research Objective #3

We predicted that increased workplace contact with IWD would lead to more favorable attitudes toward IWD.



PERSON WITH DISABILITY

Methodology

- Effects of an inclusion initiative on the attitudes of coworkers at four Sephora distribution centers
- Some of the departments had up to 25% IWD in their teams.
- 967 employees took the survey out of about 1,200 employees
- From this sample 638 (367 female, 234 male, 37 other or did not disclose gender) reported that **they work with IWD on their team**
- Demographics:
 - 236 African American, 21 Asian, 142 Caucasian, 172 Hispanic, 7 Native Am. & 60 other
 - Ages ranged from 18 to 71 (M = 34.59, SD = 12.51).
 - 521 were full-time employees, 110 were seasonal and 7 were temporary.

Findings

Table 1
Moral elevation items and factor analysis

<u>Item</u>	One factor	Factor 1 <u>Non- judgmentalness</u>	Factor 2 <u>Self- improvement</u>	Factor 3 <u>Ownership</u>
Their success is important to me	0.653			0.927
Brings out the “better person” in me at work	0.775		0.669	
I’ve learned not to prejudge people as to what they can or cannot do	0.716	0.579		
Helped me be a better team member	0.826			
Taught me not to be so quick to give up on people	0.814	0.819		
Made me a better person in other aspects of my life	0.848		0.668	
SS loadings	3.61	1.71	1.54	1.22
Proportion of Variance	0.61	0.29	0.26	0.21



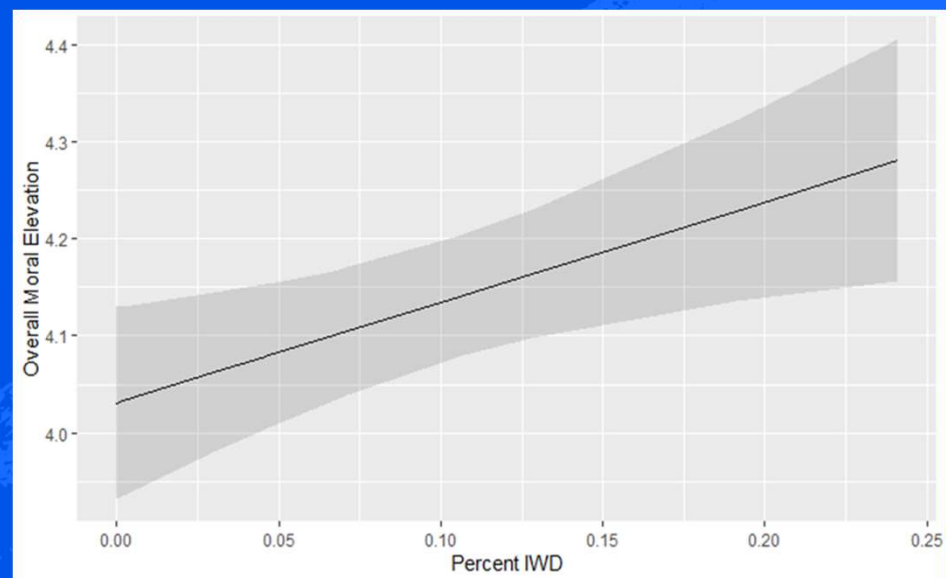
Findings

	<u>Overall Moral Elevation</u>	<u>Non- judgmentalness</u>	<u>Self- improvement</u>	<u>Ownership</u>
Estimate	1.04	1.17	1.01	0.86
Std Error	0.39	0.44	0.42	0.43
p-value	0.008	0.008	0.018	0.045



Findings

	Work Contact			Breaks/Lunch Contact		
	<u>N</u>	<u>Mean</u>	<u>SD</u>	<u>N</u>	<u>Mean</u>	<u>SD</u>
Daily	452	4.16	0.7	299	4.19	0.71
Weekly or Monthly	83	3.97	0.68	86	4.18	0.65
Rarely or Never	104	3.78	0.73	244	3.9	0.72



Conclusions

- Strong evidence that attitudes improved when self-reported contact with IWD increased in the workplace and on breaks.
- Furthermore, correlated to the percent of IWD on one's team, where a higher % of IWD in one's team had a higher attitude improvement.
- Findings are consistent with the **contact hypothesis** and provide direct empirical support that increased contact has an important role in improving attitudes toward IWD in inclusion initiatives.
- Well-implemented IWD inclusion initiatives have cascading positive effects.
- We are confident that this intervention is positively increasing attitudes toward IWD and we are very confident that this intervention does not have an adverse effect on coworkers' attitudes toward IWD.

