

Words to Live By: How Diversity Trumps Freedom on Academic Websites

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Few people outside of academic life are fully aware of the yawning gap that has opened between the cultural allegiances of American higher education and the country at large. Particularly arresting is the degree to which traditional conceptions of a unified American nationality, based on shared beliefs in liberty and individualism, have been replaced in our universities by a corporatist vision emphasizing a mosaic of distinct ethnic and gender groups, whose disparate values and folkways merit equal recognition and acceptance. The verbal emblem of this outlook is the word “diversity,” employed to celebrate “difference” and stigmatize the “privileging” of any particular cultural ideal or lifestyle above any other.

No one who has spent even a day on one of our campuses could doubt that diversity has become a major preoccupation of our institutions of higher learning, with universities fervently singing its praise in their mission statements, program descriptions, and sundry other pronouncements. Largely due to these academic rejoicings, the ideal of “diversity” is beginning to penetrate other spheres. Our universities appear to be the leading indicators – and efficient causes – of a process of ideological change gradually permeating opinion leadership and policy making more generally.

Given the significance of this trend, we thought the comparative levels of diversity preoccupation in our universities and other sectors was well worth investigating, and that a useful indicator of this preoccupation would be the comparative frequency with which the term appears on institutional websites. Since we are especially concerned with the extent to which diversity is displacing, or at least competing with, the principles of classic liberalism once at the heart of American life, we thought it would be particularly suggestive to compare its usage with that of more traditional American philosophic watchwords like “freedom,” “liberty,” and “democracy”. In addition, we included the word “equality”, because it is often employed, though in different senses, by both right and left – as for example in the opposition of equality of opportunity with equality of result.

Our method involved googling university websites to look for the frequency with which the terms “diversity,” “freedom,” “liberty,” “democracy,” and “equality” cropped up. We then compared those ratios with the results of similar searches of religious, media, political, and business websites so as to gauge the philosophic distance between academia

and other institutional sectors.¹ We realize, of course, that the frequency with which such terms are used is only a very summary index of complex patterns of underlying discourse. Nonetheless, we believe that, given the ideologically freighted quality of all these terms, the aggregate frequencies have real significance.

In our comparison, academia is represented by the Top 100 Schools from *US News*' "America's Best Colleges 2006" list.² The old, or mainstream, media is represented by a few representative outlets from print and television: *US News*, *Time Magazine*, the *Chicago Tribune*, the *Christian Science Monitor*, the *Los Angeles Times*, the *Wall Street Journal*, and the *Washington Post* from print media. For television media we used MSNBC, FOX News, CNN, ABC News, and CBS News. For the new media we simply used two comprehensive blog search engines, Google Blog Search and Technorati, which are representative of the entire blogosphere and produce similar results.³ For religion we used the websites of five Protestant, one Catholic, and two Jewish denominations: the Latter Day Saints, the Lutheran Missouri Synod, the Presbyterian Church USA, the Southern Baptist Convention, the United Church of Christ, the US Conference of Catholic Bishops, the Union for Reform Judaism, and the United Synagogue of Conservative Judaism.⁴ For business we searched the websites of the National Association of Manufacturers and the US Chamber of Commerce.⁵ For politics we looked at the websites of the Republican and Democratic National Committees.⁶ To represent trade unions we looked at the AFL-CIO, the Teamsters, the American Federation of State County and Municipal Employees, the United Auto Workers, the National Education Association and the American Federation of Teachers.⁷

Results

The number of diversity references on the websites of the top 100 universities exceeds references to each of the classical American watchwords – freedom, liberty, equality and democracy – in most cases by a wide margin. For no other opinion leadership sector was this true.

In all other sectors “freedom” was the most commonly cited term. But among higher education websites “diversity” references exceeded “freedom” references by a ratio of four to three overall. If we rank order the universities according to their diversity/freedom ratio, “diversity” references outnumber “freedom” references at 63 of the 99 schools we examined. This is the case even though freedom is still an iconic word for both liberals and conservatives outside the university, is part of the often-invoked formulation “academic freedom”, and has a number of non-ideological usages as well. (A very incomplete list of such usages would include "freedom of contract," "medal of freedom," "freedom of imagination," and "degrees of freedom".) The fact that "diversity" references exceed references to "freedom" on *any* of the university websites, let alone almost two-thirds, ought to give one pause.

As far the other watchwords were concerned, “diversity” references were three times more plentiful overall than “democracy” references, and five times more common than “liberty” references. (In fact, "diversity" references exceeded those to "liberty" for all but 2 of 99 schools!) “Diversity” even exceeded that old liberal/progressive workhorse concept “equality” by a ratio of four to one.

Table I: Top 100 Universities

Diversity ≈ 4/3	as often as Freedom
Diversity ≈ 3 times	as often as Democracy
Diversity ≈ 4 times	as often as Equality
Diversity ≈ 5 times	as often as Liberty

Only two other sectors approached the university in terms of their relative emphasis on diversity. One of them, surprisingly, was business. On the websites of the two major business organizations, “diversity” references were about two thirds as numerous as references to “freedom,” about equally as numerous as those to “democracy,” three times more numerous than those to “liberty,” and thirteen times more numerous than those to “equality” references. (Unsurprisingly, "equality" is rare on the business sites).

Table II: Business

Diversity ≈ 2/3	as often as Freedom
Diversity ≈	as often as Democracy
Diversity ≈ 3 times	as often as Liberty
Diversity ≈ 13 times	as often as Equality

The most important observation about individual churches is that not a single denomination referred to diversity more than it did freedom. In other words not even the most "liberal" churches seem as enthralled with the emergent concept of "diversity" as the typical university. The United Church of Christ was, in fact, the only denomination that came even close to parity between "diversity" and "freedom" hits, with a ratio slightly less than one. The US Conference of Catholic Bishops and the Presbyterian Church USA each had about two "diversity" references for every three references to "freedom," while all other denominations had ratios less one to two. The Southern Baptist Convention had the lowest relative proportion of "diversity" references overall, mentioning it only one third as often as "freedom", and one sixth as often as "liberty". Likewise, the Church of Latter Day Saints referenced "diversity" only about a third as often as either "freedom" or "liberty", even though hits "maxed out" at 500 for both terms. (The actual ratio, in other words, was even lower.)

Still, the religious sector also had relatively high “diversity” scores compared to the others. Although “diversity” cropped up only one third as much as “freedom,” it occurred twice as often as “democracy,” and three times as frequently as “equality”. References to “diversity” exceeded those to liberty by a ratio of four to three for the sector as a whole.

The ratio of "diversity" to "equality" was driven as much by the low numbers of "equality" hits as by the high numbers of "diversity" hits. Conservative denominations

like the Southern Baptist Convention had about the same ratio as liberal denominations like the Presbyterian Church USA: about three to one. The ratio of "diversity" to "democracy" varied from two-to-one to three-to-one for all denominations except the United Synagogue of Conservative Judaism, which mentioned "diversity" only once for every two times it mentioned "democracy".

Table III: Religions

Diversity \approx **1/3** as often as Freedom
 Diversity \approx **4/3** as often as Liberty
 Diversity \approx **2 times** as often as Democracy
 Diversity \approx **3 times** as often as Equality

The sector with the weakest “diversity” preference is that closest to the people: the major political parties. Among these competitors for voter favor all four of the traditional American ideals outranked “diversity”. Taken together the party websites mention “democracy” ten times as often as “diversity”, “freedom” eight times as often, “liberty” twice as often, and “equality” five times for every three times “diversity” is mentioned. Both parties seem to have about equal preference for "freedom" and "democracy," but differ slightly on “liberty” and “equality”. Although the Republicans reference "diversity" almost as much as “equality”, this is driven not by the high frequency of “diversity” references, but by the low frequency of “equality” references. Almost the same can be said of Democrats with respect to their preference for the word "liberty". So far it doesn't appear that either political party feels "diversity" is a vote-getter.

Table IV: Parties

Diversity \approx **1/10** as often as Democracy
 Diversity \approx **1/8** as often as Freedom
 Diversity \approx **1/2** as often as Liberty
 Diversity \approx **3/5** as often as Equality

Among the major mainstream media sites only “equality” had fewer hits than “diversity,” which was mentioned three times as often for the print media, and only a little more often than "equality" for television news. Regarding the other three terms, print media had a slightly stronger preference for "diversity" than did television news, but the difference was not great. For instance, for both print and television, “diversity” occurred just two thirds as much as “liberty”. It occurred just a fifth as much as both “democracy” and "freedom" for television, while print had a fourth as many references to "diversity" as it did to “freedom,” and mentioned it two times for every five times it referred to "democracy". Presumably "diversity" doesn't yet sell ads for newspapers or TV.

Table V: Mainstream Print Media

Diversity \approx **1/4** as often as Freedom
 Diversity \approx **2/5** as often as Democracy
 Diversity \approx **2/3** as often as Liberty
 Diversity \approx **3 times** as often as Equality

Table VI: Mainstream TV Media

Diversity	≈ 1/5	as often as Freedom
Diversity	≈ 1/5	as often as Democracy
Diversity	≈ 2/3	as often as Liberty
Diversity	≈ 4/3	as often as Equality

With the blogosphere, perhaps a step or two closer to "the people," the results are similar to those of mainstream media, but somewhat more pronounced. "Diversity" again occurs less than two times as much as "equality" (actual ratio is closer to 3/2), but "liberty" and "democracy" show up twice as often as "diversity," and "freedom" seven times as often.

Table VII: Blogosphere

Diversity	≈ 1/7	as often as Freedom
Diversity	≈ 1/2	as often as Liberty
Diversity	≈ 1/2	as often as Democracy
Diversity	≈ 2 times	as often as Equality

Trade unions present a final, middling case between political parties and old/new media, on the one hand, and business and religion on the other. (Again, no sectors are even close to the pattern for the universities.) Unions cite "diversity" two times more often than "liberty," and "equality," but they mention both "democracy" and "freedom" almost twice as often as "diversity".

Table VIII: Trade Unions

Diversity	≈ 1/2	as often as Freedom
Diversity	≈ 3/5	as often as Democracy
Diversity	≈ 2 times	as often as Equality
Diversity	≈ 2 times	as often as Liberty

It is interesting, in addition to looking at sector aggregates, to look at a few individual cases.⁸ With respect to universities, perhaps the most interesting comparison is that pitting "diversity," now iconic for the academic left, with "liberty," the most austere individualistic of the terms we're employing. If there's one aggregate datum truly indicative of a university's institutional position on the ideological spectrum it is probably its diversity/liberty ratio.

The median diversity/liberty ratio for blogs (0.49) is only about half that of the university with the lowest ratio, Brigham Young (0.91). Texas Christian was the only other university with fewer references to "diversity" than "liberty". But even this rather conservative school can't resist the siren call of "diversity". It has a "Chancellor's Council on Diversity" launching in its own subdomain. The central graphic on the web page devoted to the council boasts the TCU logo surrounded by the words "Identity Presence Intentionality," and overwritten two times (as if once weren't enough) by the word "Voices". The page links to a pop-up with further references to a number of national organizations and movements dedicated to the theme of multiculturalism. This list includes, among others, the National Association of Gender Diversity Training, which offers a "professional gender certificate program" as well as seminars in "bridging gender

differences". The page also links to the Center for the Study of Diversity in Teaching and Learning in Higher Education, which "seeks to promote dialogue and research on alternative instructional delivery systems in higher education". At the other end of the spectrum are schools like the University of Miami and the University of Colorado at Boulder. The internet sites at both of these universities have at least 100 times more references to "diversity" than "liberty," and both have roughly half as many references to "diversity" as to the term "education." One might suspect that at Colorado the former may be in the process of being equated with the latter. The University of Miami's President is former Director of Health and Human Services under Bill Clinton, Donna Shalala. It has a Diversity and Community website that advertises several programs offering direct advocacy services to the community. The university has a number of highly-regarded academic programs including the Rosenstiel School of Marine and Atmospheric Science, but it also boasts a Program in Women's and Gender Studies (the word "gender" rather ironically replaces one of the genders) that offers courses in "Feminist Inquiries," "Queer Studies," and "Gender, Race and Class".

The three most prestigious universities in the country are Harvard, Princeton and Yale. None of these schools has a diversity/liberty ratio of less than 1, but Yale and Princeton refer to "diversity" about twice as often as liberty, while Harvard "diversity" references are almost six times as frequent as "liberty". Yet, even for these schools, the "liberty" references aren't always what they seem. For instance, a fairly large proportion of references at Princeton arise from the Liberty Research Group, which has more to do with computer architecture than ideology. The group even has its own subdomain within the Princeton system. It's difficult to estimate how much this contributes to the overall reference count, but it could be substantial. Of the first forty Google hits for "liberty" at Princeton more than half were references to computer research.

However, even assuming half the hits at Princeton have nothing to do with ideology, the institution is probably still less diversity-enthralled than its brother Ivy League institution in Massachusetts. The liberal professoriate and friends of academe were shocked recently by the student endorsement given a modified version of David Horowitz' "Academic Bill of Rights" at Princeton. Meanwhile Harvard continues to resist change after forcing Larry Summers to walk the plank merely for questioning a few politically correct orthodoxies about gender difference. (See Harvard's Crisis.) Next semester Cornel West, who fled Harvard after a confrontation with Summers, will co-teach a class with conservative academic and founder of the James Madison Program in American Ideals and Institutions, Robert P. George.

At Yale the ITS billing system is called the "Liberty System," which contributes some of the hits. The Yale Law School also contributes quite a few hits through an historical-documents program called The Avalon Project. (American historical documents invariably include a lot of references to "liberty" because of the place that concept holds in our values hierarchy.) These are ideological uses of the term unlike the Liberty Research Project at Princeton, but their large impact shows how one major institutional project can expand the reference count. All this advises that some caution is warranted in making comparisons between individual universities.⁹

Conclusion

Our Universities are substantially more preoccupied with “diversity” than is any other sector of American opinion leadership, but with churches and the major business lobbies also scoring relatively high—in the former case, especially among the most “mainline” denominations.

By contrast, those sectors that need to talk daily to the average American citizen continue to employ a language more resonant with the traditional American ideals of freedom, liberty, democracy, and even equality. This is particularly pronounced in the case of our major political parties.

If, however, our institutions of education are to be regarded as leading indicators, this is most likely on the way to changing. (Indeed, since diversity was practically unknown as an ideological term of art outside the academy prior to the late 1980s, the change has assuredly been already quite considerable).

Equality appears to be the least used term among the five we canvassed. Perhaps this reflects the historically individualistic nature of American society. On the other hand, the fact that “diversity” appears about as often as “equality” even on labor union websites suggests that it may be in the process of replacement by "diversity" as the chief ideological term of the American left. If so, this might in turn suggest that a new and less individualistic usage of even the concept “equality” is being established, the earlier formulation referring to the aim of equality among persons, the new “diversity” formulation transforming this into the goal of equality among groups.

The onward march of diversity as an ideal, revealed in these data, may portend a profound transformation in America’s conception of itself. Since its inception, America has seen itself as largely a community of individuals who, having put aside prior group loyalties, live together in equality under the law. If any nation has embodied a liberal, universalistic conception, it has surely been the United States. If we are currently moving toward a new vision, in which America becomes a congeries of groups, a collectivity of collectivities, a domain of many peoples and cultures, the consequences not only for what has been America, but for the entire world, will be vast.

Institutional Diversity Ratios

The following ratios were determined by dividing diversity by the respective political watchwords, from left to right: Freedom, Liberty, Equality and Democracy. This list is sorted by the Diversity/Liberty ratio (within sector) since "Liberty" is the most ideologically correlated term.

Universities	Diversity/ Liberty	Diversity/ Freedom	Diversity/ Equality	Diversity/ Democracy
University of Miami (FL)	201.13	7.63	0.97	11.36
University of Colorado @ Boulder	149.36	2.81	6.75	5.32
Univ. of California @ Santa Cruz	82.89	2.00	4.12	2.98
Auburn University (AL)	66.79	2.36	79.37	50.29
University of Connecticut	63.82	2.32	49.00	42.74
Univ. of California @ Riverside	60.89	1.74	34.40	2.11
Georgia Institute of Technology	54.98	0.82	1.93	53.24
Worcester Polytechnic Inst. (MA)	50.69	13.98	23.50	54.19
Tufts University (MA)	49.22	1.54	40.00	1.72
Dartmouth College (NH)	45.71	1.36	29.72	3.03
California Institute of Technology	43.88	0.35	0.91	26.32
St. Louis University	43.73	17.53	57.55	39.74
Brandeis University (MA)	42.26	1.61	26.53	21.30
Clemson University (SC)	42.21	1.55	52.57	56.39
Lehigh University (PA)	40.49	1.58	32.68	29.12
Case Western Reserve Univ. (OH)	40.41	1.10	41.11	2.13
Rice University (TX)	39.59	1.04	2.17	2.42
Southern Methodist University (TX)	33.49	1.29	28.51	24.74
Rensselaer Polytechnic Inst. (NY)	27.15	1.30	24.42	48.30
University of Denver	26.40	0.94	22.28	1.72
SUNY College of Environmental Science and Forestry	22.72	4.54	17.34	6.16
Pennsylvania State U. @ University Park	19.41	3.61	3.92	19.78
University of Michigan @ Ann Arbor	18.23	7.89	17.27	13.60
Baylor University (TX)	15.99	0.71	28.00	15.43
Ohio State University @ Columbus	11.02	6.16	171.07	12.18
University of Washington	9.08	2.18	5.28	3.67
University of California @ Davis	8.41	2.08	7.55	7.87
Northwestern University (IL)	8.41	1.88	4.35	4.43
Univ. of Nebraska @ Lincoln	7.75	2.80	6.90	5.73
Purdue Univ. @ West Lafayette (IN)	7.62	2.36	6.43	6.67
Univ. of Wisconsin @ Madison	7.49	2.16	4.39	4.22
University of California @ Berkeley	7.37	1.55	3.31	3.10
University of California @ Irvine	7.31	1.68	4.48	2.91
SUNY @ Stony Brook	7.30	0.13	9.10	6.02
Univ. of Maryland @ College Park	7.22	1.86	3.65	3.41
Michigan State University	7.08	1.97	6.26	3.56
Univ. of California @ San Diego	6.78	1.43	3.14	2.48
Univ. of California @ Los Angeles	6.71	0.73	3.23	1.25
U. of Illinois @ Urbana - Champaign	6.64	1.28	3.20	3.35
University of Delaware	6.52	2.47	6.52	5.08
Indiana University @ Bloomington	6.44	0.01	8.84	3.31
Iowa State University	6.29	3.71	7.38	13.06
Boston College	5.96	1.19	5.45	5.21
University of Vermont	5.90	2.63	6.19	4.23

Universities	Diversity/ Liberty	Diversity/ Freedom	Diversity/ Equality	Diversity/ Democracy
Harvard University (MA)	5.62	1.00	3.63	1.08
University of Iowa	5.45	2.75	6.40	5.83
University of Georgia	5.38	2.81	7.00	5.78
Univ. of Minnesota @ Twin Cities	5.34	1.53	3.33	2.83
Univ. of Southern California	5.31	1.93	3.91	4.74
Texas A&M Univ. @ College Station	4.93	2.37	8.13	8.29
Marquette University (WI)	4.88	1.37	5.22	2.69
Howard University (DC)	4.68	1.20	2.61	3.37
Univ. of California @ Santa Barbara	4.59	1.21	3.68	2.19
Washington University in St. Louis	4.58	1.13	2.60	2.38
University of Tennessee	4.46	1.67	7.49	3.32
Stanford University (CA)	4.38	0.86	2.21	1.09
Miami University @ Oxford (OH)	4.34	1.72	9.42	6.77
Duke University (NC)	4.25	1.28	3.27	2.32
University of Florida	4.25	1.51	5.76	4.46
University of Pennsylvania	3.96	1.23	3.56	2.29
University of Pittsburgh	3.92	0.86	3.66	1.57
Syracuse University (NY)	3.62	1.31	3.51	2.27
Rutgers @ New Brunswick (NJ)	3.38	1.29	2.42	2.68
North Carolina State U. @ Raleigh	3.29	2.89	8.08	7.47
Cornell University (NY)	3.24	1.69	3.04	4.05
Univ. of Missouri @ Columbia	3.20	0.96	5.57	4.03
Johns Hopkins University (MD)	3.13	0.39	2.30	0.96
U. of North Carolina @ Chapel Hill	3.11	1.32	3.54	2.98
Virginia Tech	3.06	1.19	4.06	3.43
Illinois Institute of Technology	2.98	0.72	2.52	3.56
University of Notre Dame (IN)	2.89	0.97	3.16	1.77
Stevens Institute of Technology (NJ)	2.88	1.48	2.75	6.02
Brown University (RI)	2.80	1.10	2.06	2.15
Columbia University (NY)	2.79	0.90	2.34	1.28
George Washington University (DC)	2.78	0.77	2.96	0.65
Tulane University (LA)	2.54	1.29	2.66	1.82
Boston University	2.51	0.74	1.72	1.56
Massachusetts Inst. of Technology	2.49	0.47	1.64	1.79
Yeshiva University (NY)	2.48	0.83	3.70	1.64
University of Rochester (NY)	2.33	1.02	2.65	2.50
Emory University (GA)	2.17	1.04	3.03	2.18
American University (DC)	2.14	1.10	2.66	1.30
Vanderbilt University (TN)	2.10	0.52	2.10	1.20
University of Virginia	2.09	0.84	3.21	1.53
New York University	1.98	0.66	1.51	0.91
Princeton University (NJ)	1.90	0.65	1.72	0.35
Yale University (CT)	1.86	0.86	2.12	1.13
Georgetown University (DC)	1.75	0.83	2.56	0.83
University of Chicago	1.71	0.62	1.52	1.51
University of Texas @ Austin	1.67	0.80	2.23	1.64
SUNY @ Binghamton	1.64	0.09	2.70	1.40
Carnegie Mellon University (PA)	1.62	0.60	1.11	4.19
College of William and Mary (VA)	1.62	0.77	18.15	0.22
Wake Forest University (NC)	1.57	0.95	1.73	1.55

	Diversity/ Liberty	Diversity/ Freedom	Diversity/ Equality	Diversity/ Democracy
Universities				
Pepperdine University (CA)	1.33	0.87	2.42	1.47
University of Tulsa (OK)	1.13	0.85	1.92	1.81
Fordham University (NY)	1.11	0.06	1.64	1.43
Texas Christian University	0.99	0.68	34.29	24.91
Brigham Young Univ. @ Provo (UT)	0.91	0.64	1.34	2.23
University of Kansas				
University of Arizona				
Clark University (MA)				
Mainstream Print Media				
<i>US News</i>	1.33	0.71	3.40	0.44
<i>CS Monitor</i>	1.27	0.24	1.64	0.27
<i>Chicago Tribune</i>	1.02	0.59	4.38	0.84
<i>LA Times</i>	0.73	0.42	3.95	0.73
<i>New York Times</i>	0.68	0.27	2.19	0.39
<i>Washington Post</i>	0.49	0.30	2.59	3.56
<i>Wall Street Journal</i>	0.34	0.18	5.63	0.23
<i>Time Magazine</i>	0.24	0.08	0.45	0.09
Mainstream TV Media				
FOX News	1.12	1.21	1.45	1.57
ABC News	0.92	1.00	1.25	1.28
MSNBC	0.63	0.16	1.36	0.21
CBS News	0.52	0.14	1.46	0.18
CNN	0.25	0.11	1.28	0.12
Blogosphere				
Technorati	0.51	0.14	1.38	0.38
Google Blog Search	0.46	0.15	1.79	0.54
Religious Denominations				
United Church of Christ	2.93	0.94	2.39	1.94
Presbyterian Church USA	2.31	0.64	3.19	2.74
US Conference of Catholic Bishops	1.38	0.64	2.90	2.75
Union for Reform Judaism	1.35	0.41	1.11	1.40
United Synagogue of Conservative Judaism	1.22	0.31	1.70	0.52
Lutheran Missouri Synod	1.20	0.31	2.92	2.67
Latter Day Saints	0.34	0.34	1.47	1.73
Southern Baptist Convention	0.17	0.36	3.35	1.60
Business Associations				
US Chamber of Commerce	5.69	0.37	18.50	1.06
National Association of Manufacturers	1.19	0.86	7.88	1.21
Political Party National Committees				
Democratic National Committee	0.75	0.14	0.28	0.10
Republican National Committee	0.18	0.09	0.92	0.12
Trade Unions				
NEA	4.41	1.16	4.23	2.42
Teamsters (Intl Brotherhood of)	2.69	0.74	2.53	1.34
AFSCME	1.93	0.38	0.56	0.54
AFT	1.83	0.40	1.88	0.66
UAW	1.76	0.55	1.61	0.52
AFLCIO	1.70	0.19	1.14	0.53

Sector Median Diversity Ratios

The following table lists the median diversity ratios for each opinion-leading sector. (See note *i* in Methodological Appendix.)

Sector	Diversity/ Freedom	Diversity/ Liberty	Diversity/ Equality	Diversity/ Democracy
Top 100 Universities	1.28	4.93	3.68	3.10
Business Associations	0.62	3.44	13.19	1.13
Trade Unions	0.47	1.88	1.75	0.60
Religious Denominations	0.38	1.29	2.64	1.83
Mainstream Print Media	0.29	0.70	3.00	0.42
Mainstream TV Media	0.16	0.63	1.36	0.21
New Media (Blogs)	0.15	0.49	1.58	0.46
Party Committees	0.12	0.47	0.60	0.11

Methodological Appendix

1. For a number of reasons we chose not to use the unweighted average, or mean, of institutions canvassed within a sector in order to determine the typical sector ratio. The problem is that the mean diversity/freedom ratio is not equal to the inverse of the mean or average freedom/diversity ratio. In other words the two "typicality" measures based on the mean are not symmetric. On the other hand using the median, or 50th percentile, not only provides a symmetric typicality measure but is more "robust" in that it is less influenced by atypically large or small outliers. Use of the median is not as familiar as the mean, but the interpretation is fairly straightforward. It simply means that half of the remaining values are above the median and half are below.

The method we're using is designed to provide some purchase on the ideological drift of our university system, but it's not intended to be a fully rigorous study. There may well be non-ideological factors determining the frequency with which certain charged words are used. For instance, at Princeton the term "liberty" is often associated with the Liberty Research Group, which is a computer project having no relationship to ideology. But although those kinds of anomalies suggest caution concerning inferences about individual institutions, they're rare, relatively easy to spot, and probably aren't a problem for comparisons between institutional sectors.

2. All but a few universities can be searched using Google's University Search. Three schools on the list, Clark University, University of Arizona, and the University of Kansas do not have searchable websites as far as we could tell. Therefore our list has 99 schools rather than the 102 that are ranked as the "Top 100" due to ties for the 97th rank.

3. For media sites, we tried to limit the search to articles and stories posted within the past year, but if that option wasn't available we simply used the default time period.

4. For religions, although we sought a representative sample, the primary limitation was whether the site had a usable search engine. The Church of Latter Day Saints (Mormons) limited the hit count of their search engine to 500. We decided to keep the LDS results since their frequencies were valid for any word with less than 500 hits. This means, however, that because LDS results topped out at 500 for liberty but reported only around 160 hits for diversity, the ratio of diversity/liberty that we're reporting is actually larger than the true ratio by some unknown (but probably not enormous) amount.

5. It turns out that very few business association websites are searchable, but fortunately the two largest were.

6. The two main political party sites have search engines but none of the campaign committees we looked at, either at the national or state level, have them.

7. Nearly all of the trade union sites have usable search engines. Although the AFL-CIO is an umbrella to which some or most of the other trade unions belong, it might not be the case that the umbrella organization's website is representative of the members. This being the case we chose to canvass a few individual union sites representing a broader spectrum of labor.

8. (See List of Canvassed Institutions.)

9. It might also be argued that the term "diversity" has other usages that could cast doubt on some of our conclusions. For instance, at U. of Miami, which not only had the largest number of references to "diversity" but also the highest diversity/liberty ratio, nearly half of the first 40 references (18) were to some form of bio-diversity arising from the school's marine science research. It's worth pointing out, however, not only that the other half (22) were explicitly ideological, but that even if we assumed half the total references were of this non-ideological type the result would merely move U. of Miami from the number one position to number three, behind U. of CO at Boulder and U. of CA at Santa Cruz. And most importantly, the U. of Miami pattern is not typical.

We obviously do not have the capacity to look for non-ideological usages at all of the schools on our list, but we did look at the first 40 google references to both "diversity" and "freedom" at the universities that had the ten highest diversity/liberty ratios. Some of the "diversity" references we found were oblique, and at first looked non-ideological. For instance, at Tufts a course reference to Workstyle Diversity 101 looked innocent. One might be tempted to think this a course survey of working styles relevant to a corporate strategy for enhancing productivity by cultivating a variety of ways to approach work. In other words, some people are methodical while others are intuitive. But the term is actually a misnomer. As used in the course the term "workstyle" is basically a euphemism for gender or ethnic diversity. Not only does this usage abuse language, but it gives the impression that one's "work style" is all-but-determined by ethnicity or gender. In other words, it's the standard theme of ideological diversity couched to look like something else. Likewise, another Tufts reference is to "dental diversity", which one might think had something to do with the variety of teeth in a patient's mouth. In fact, "dental diversity" is yet another euphemism for ethnic and gender diversity within the dental healthcare profession. "Dental" in this euphemism doesn't have much bite.

However, we did find some genuine non-ideological usages similar to those at U. of Miami. In most cases non-ideological references were to some version of bio-diversity, but there were also a few references to computational systems analysis or robotics. Among the ten schools, approximately 8% (33) of the 400 "diversity" references were to something other than an ideological usage.

But freedom also has alternative usages. Among the same 10 schools 16% (65) of the 400 references to "freedom" were non-ideological, even in the broadest sense. Most of these were references to mathematical "degrees-of-freedom," but there were also a few to street, place, or event names that had little to do with ideology. Moreover, of the 400 "freedom" references nearly a quarter (85) were to either "academic freedom" or "intellectual freedom." While this is clearly an ideological usage of the term, and one would expect to see a high frequency within academia, what's noteworthy is that this amounts to only a small fraction of the ideological usages for "diversity," a term that doesn't seem to have any obvious analogous relationship to higher education.

We also looked at a few schools near the median and at the low extreme for the diversity/liberty ratio. For these schools, the frequency of non-ideological usage was even lower than for the "top 10." Of 160 references only 6% (10) were non-ideological.