



Zwischen Employer-Brand und Shitstorm: Diversity-Themen in der Kommunikation

Christian Hillemeyer – Director of Communications, Babbel

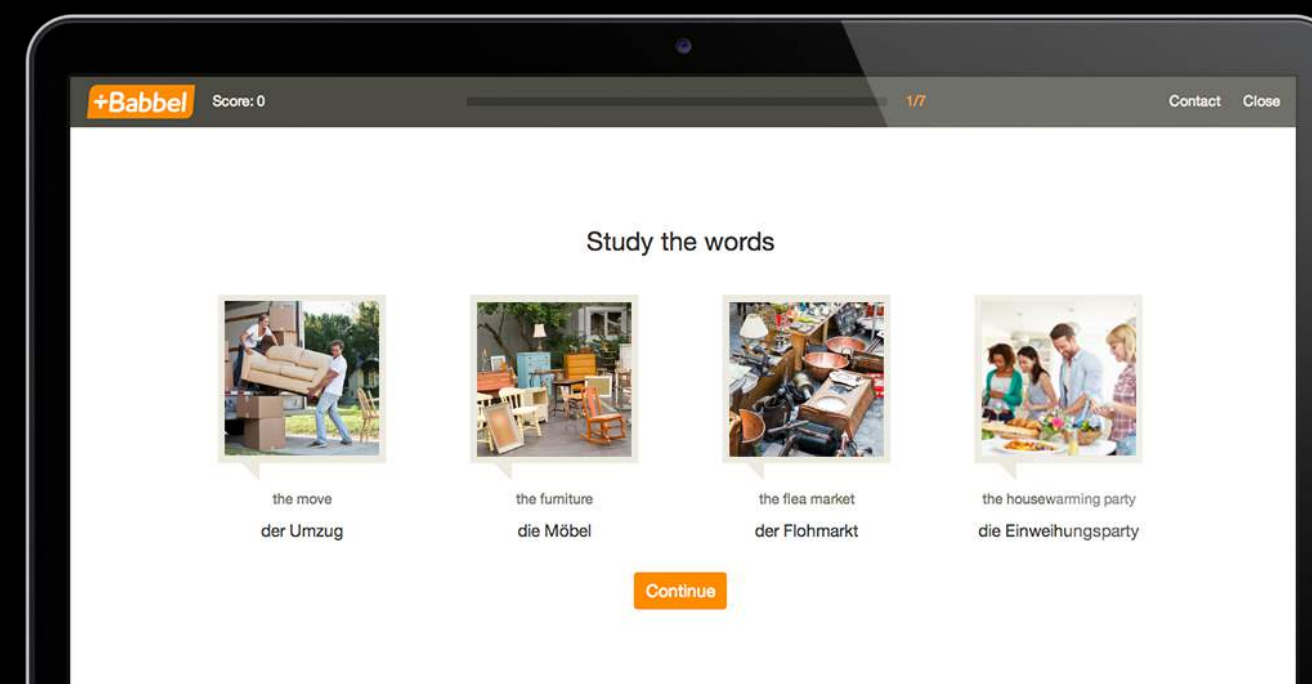
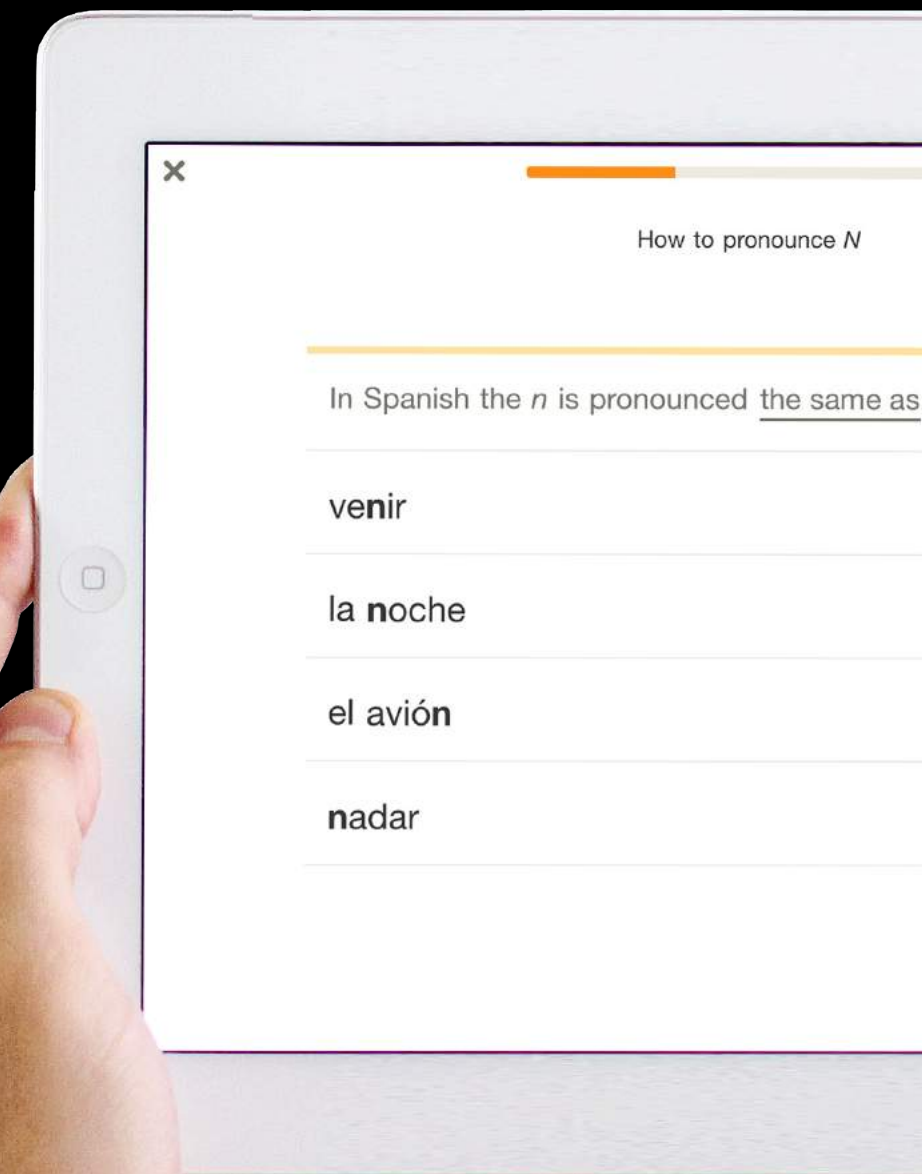
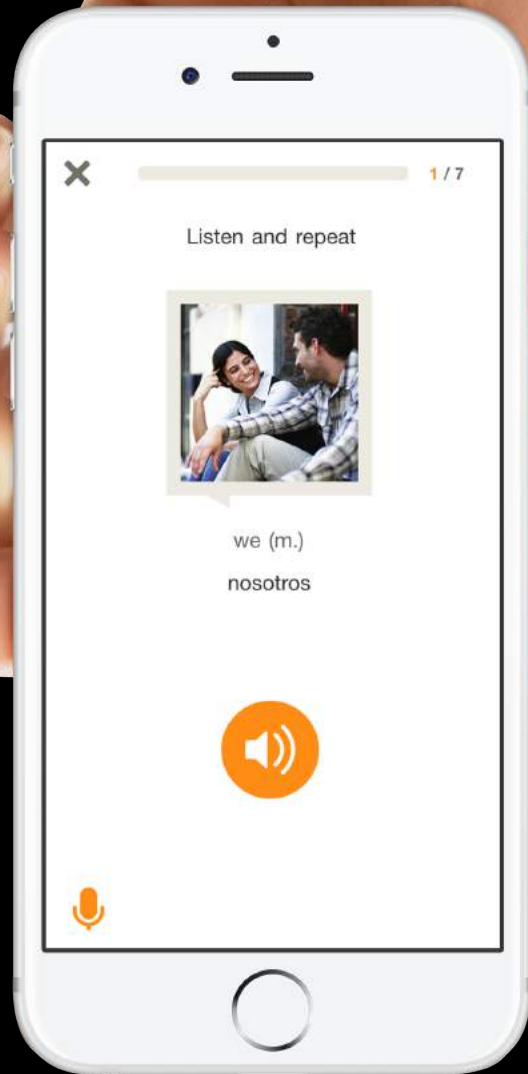
Selbstgespräche



Gegründet 2007 in Berlin

Umsatzstärkste Sprachlern-App

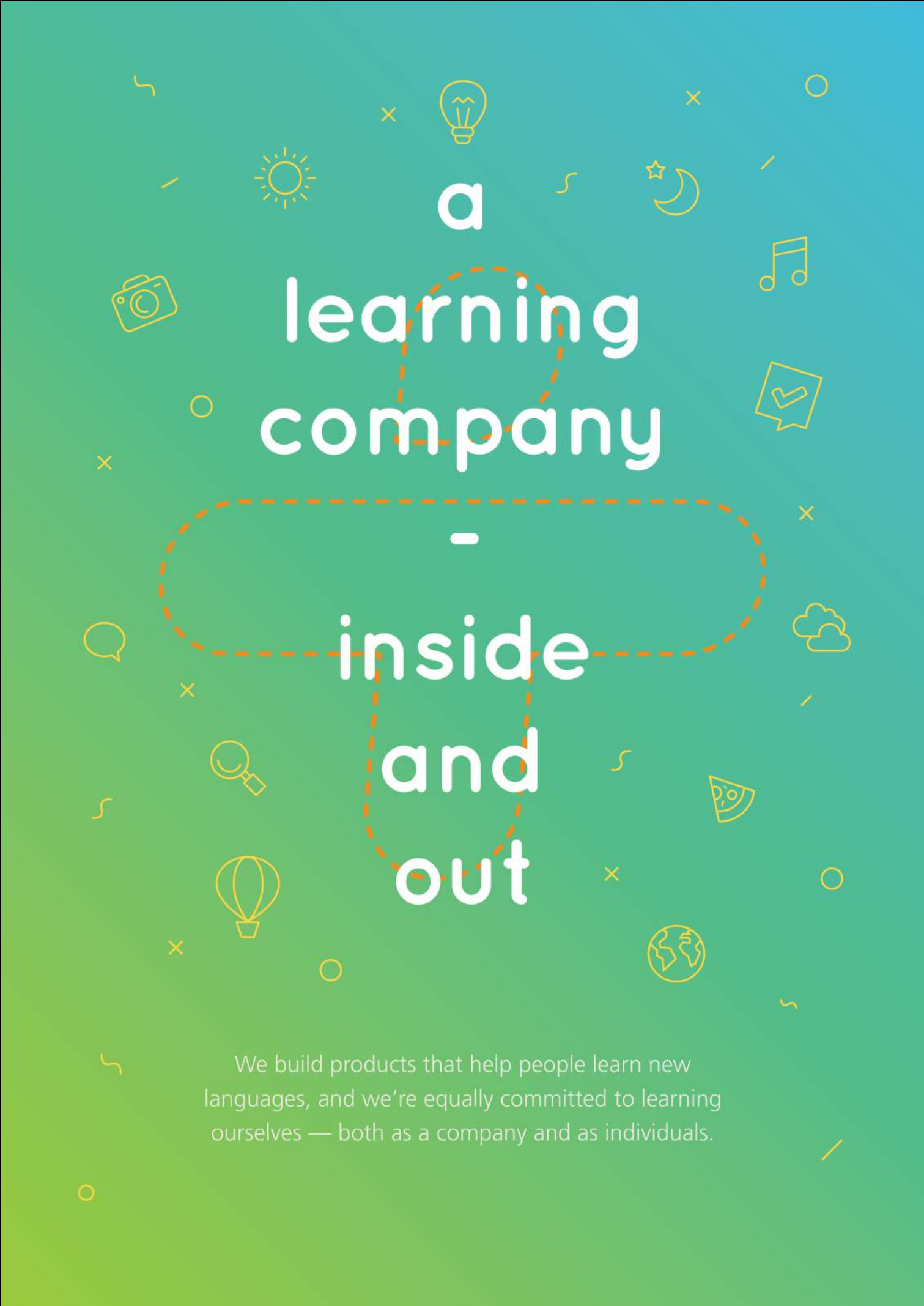
750 Mitarbeiter/ –innen
in Berlin & New York



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A vintage brass compass with a detailed face and a magnifying glass are resting on an old, weathered map. The compass is in the lower-left foreground, showing cardinal and intercardinal directions. The magnifying glass is in the upper-right, its lens reflecting light. The map features various geographical labels and a grid of latitude and longitude lines. The overall lighting is warm and dramatic, with strong highlights and deep shadows.

Wofür stehen wir?



a
learning
company

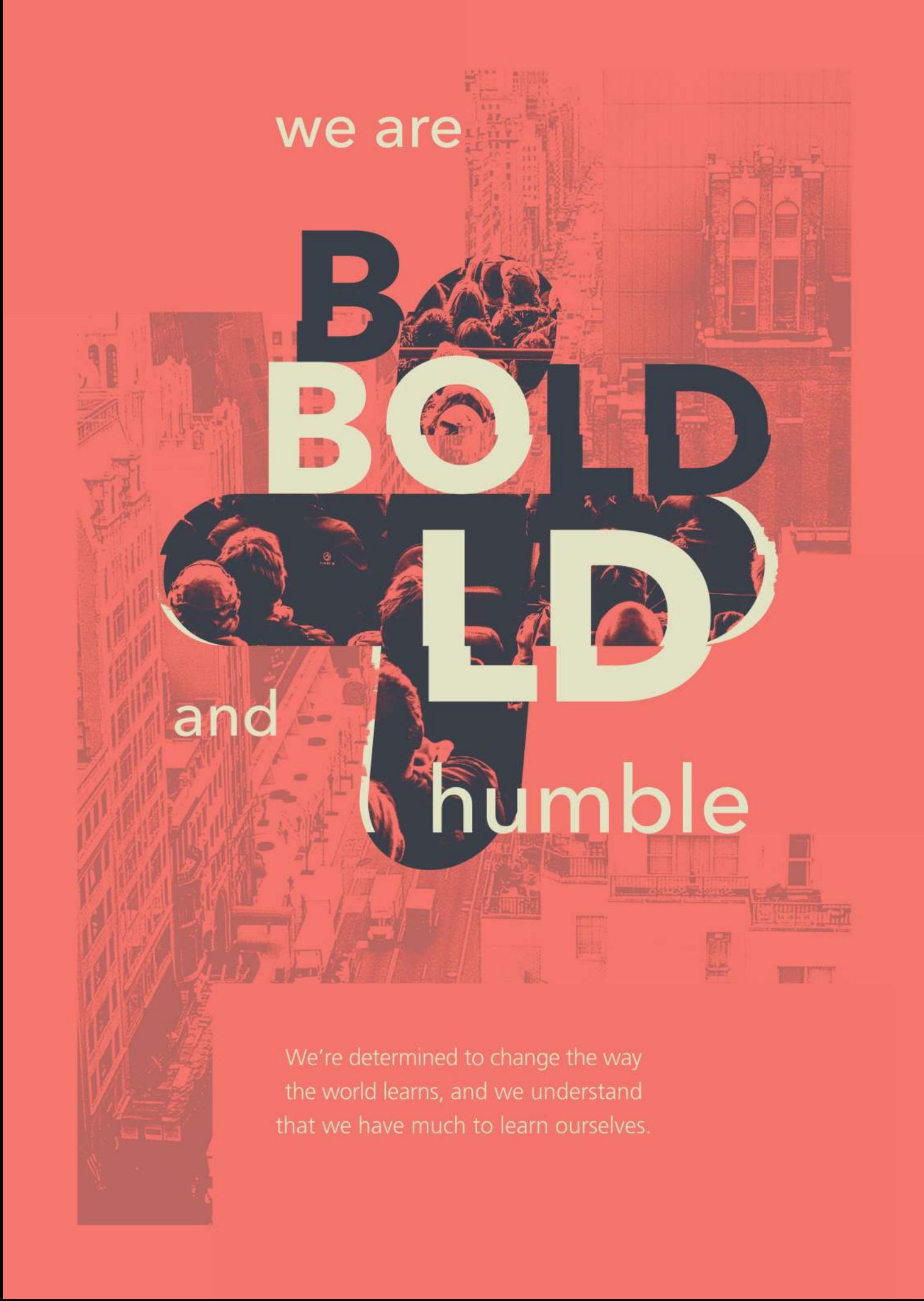
inside
and
out

We build products that help people learn new languages, and we're equally committed to learning ourselves — both as a company and as individuals.



WHAT
MATTERS
TO LEARNERS,
MATTERS
TO US.

Learners are at the heart of our work - we are with them every step of their journey.



we are

BOLD
and
humble

We're determined to change the way the world learns, and we understand that we have much to learn ourselves.

+Babbel

WE MAKE THE
COMPLICATED
SIMPLE

fig.1

fig.2

Business, technology and learning are all complicated enough. That's why we prefer smart, simple solutions with a bias for action.

DIVERSITY
MAKES
US
STRONGER

Diversity isn't just part of the Babbel mindset — it's a strategic advantage.

WE
Love
WHAT
WE
DO

We're changing the way people learn languages. And we're having fun doing it.

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Die Mission

Learning

Everyone

Languages

+Babbel

Alle sind **alle**

Learning

Everyone

Languages

÷Babbel



What could possibly go wrong?

Flüchtlingskrise 2015

TNW

LATEST HARD FORK PLUGGED FUNDAMENTALS WORK 2030

Say hi to TNW at Hard Fork Summit on October 15-17 in Amsterdam →

Babbel adds €1m of language courses to refugee effort, admits the internet isn't enough



by KIRSTY STYLES — Dec 1, 2015 in EUROPE



TE

The growing band of startups donating their platforms to refugees

Mike Butcher

@mikebutcher / 3:51 pm CEST • August

7, 2017



Comment



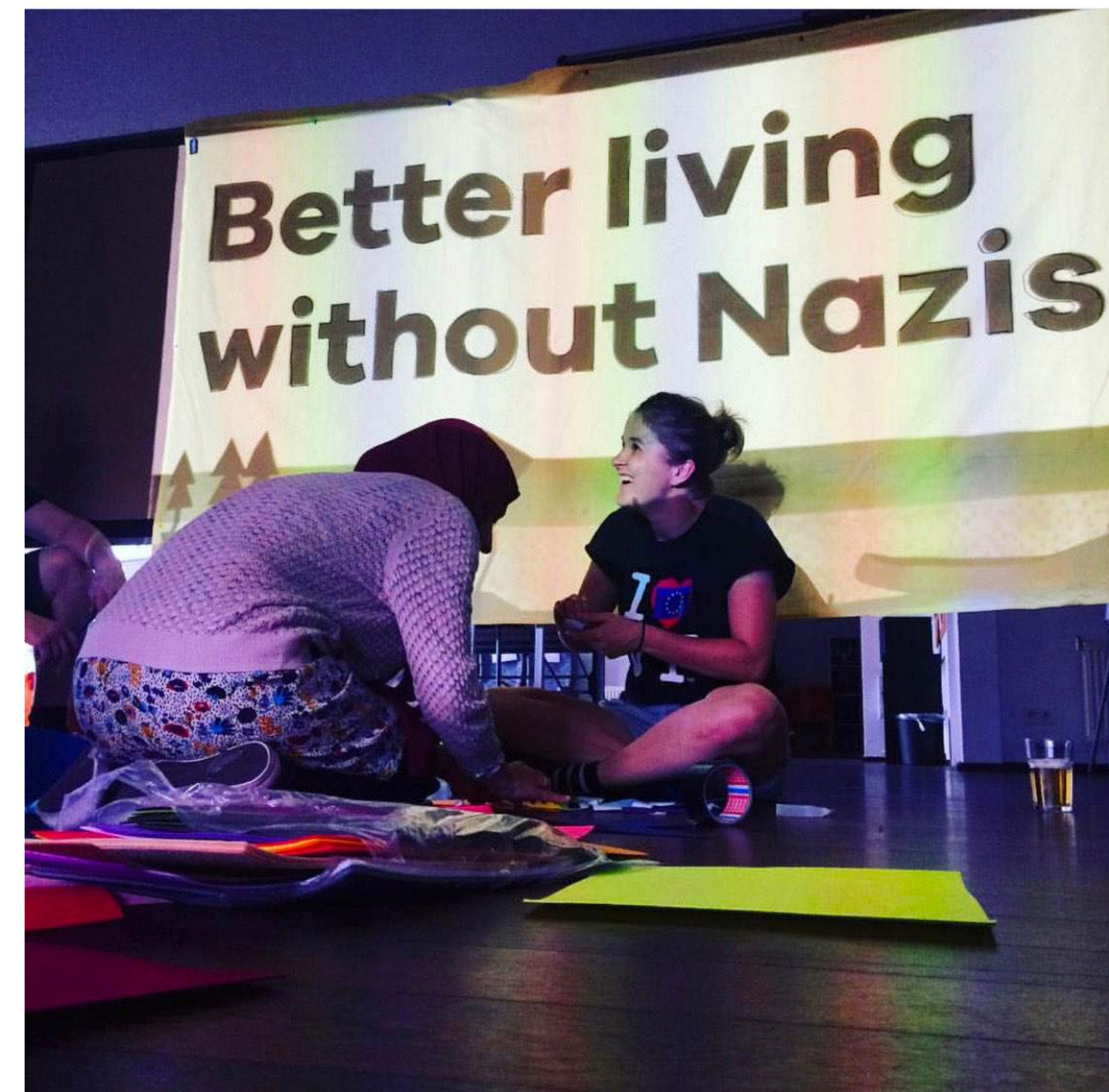
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Babbel gegen Nazis



joshua_stephens
Babbel



Liked by svencaihoun and 54 others

joshua_stephens Workplace #antifa banner-making session.

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Hörst du mich lachen?

WIEDEN + KENNEDY

Babbel zeigt, wie man(n) eine Latina scharf macht

von Katharina Brecht
Montag, 15. Mai 2017



+Babbel



Smells Like Team Spirit

+Babbel

A man with dark hair, wearing a brown coat over a striped shirt, stands on a paved waterfront promenade. He is covering his face with both hands, suggesting a moment of emotional distress or embarrassment. He is wearing a watch on his left wrist and a ring on his right hand. In the background, there is a body of water, a railing, and a lone tree on a grassy area under a cloudy sky.

Moment bitte...

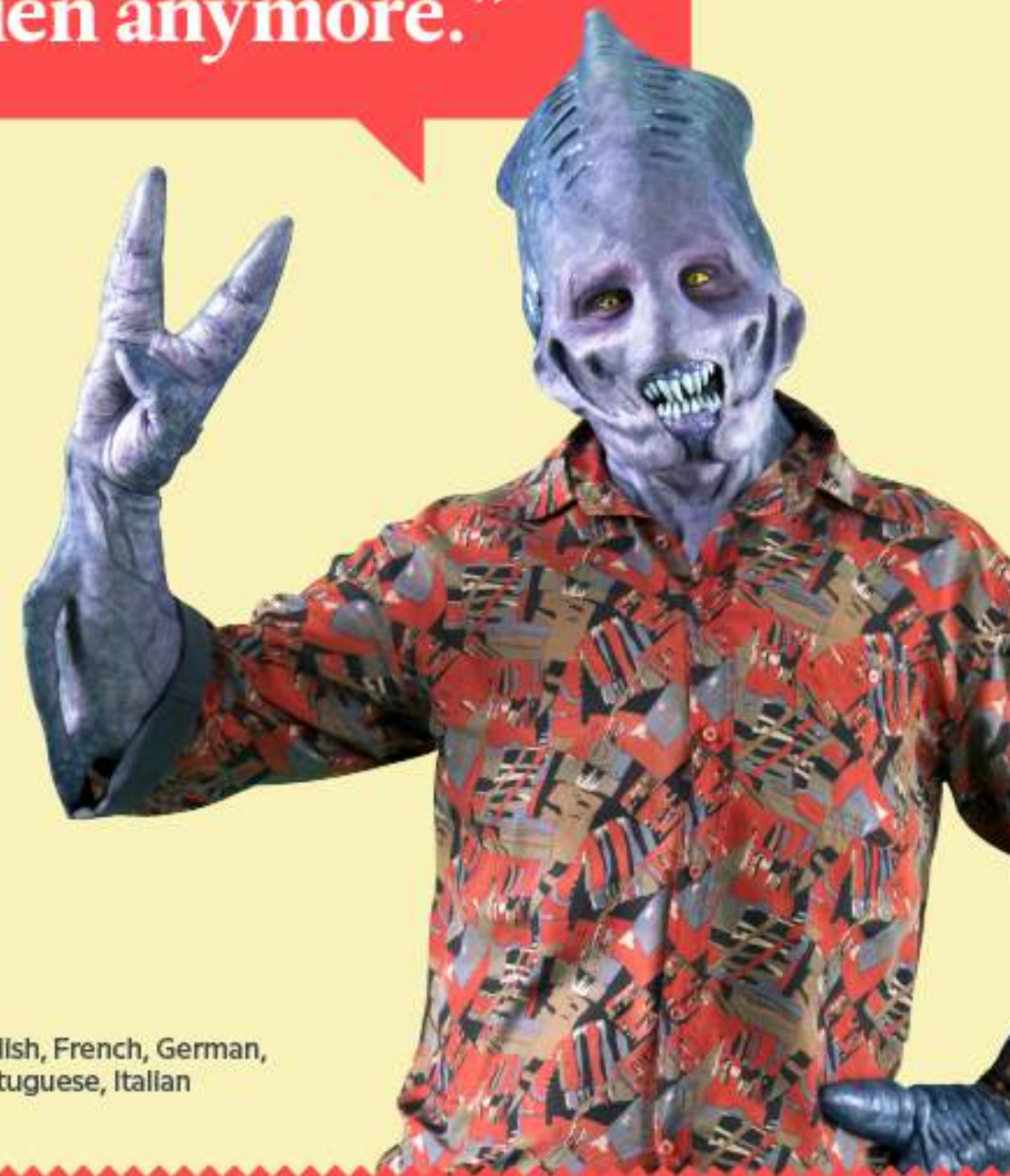


STRANGERS

EVERYBODY HAS A STORY



“Ever since I learned a language with Babbel, I don’t feel like an alien anymore.”



Alexi (342)
learning English, French, German,
Spanish, Portuguese, Italian

+Babbel

+Babbel

Ait

life
style

Società & Diritti



Società & Diritti

IL VOCABOLARIO DEL PRIDE, LE PAROLE FONDAMENTALI PER PARLARE CONSAPEVOLE

Da Lgbtqi a queer



Diversity makes
great PR!

+Babbel & CEA(R)

+B

prnoticias

Babbel y CEAR se unen para concienciar sobre la importancia del aprendizaje del idioma para la convivencia

Junio 20, 2019

Aprender el idioma es un recurso eficaz para la inclusión. Un video muestra las barreras idiomáticas a las que se enfrentan las personas refugiadas mientras desarrollan sus habilidades

Attualità Una ricerca di Babel dimostra che la parità uomo-donna è ancora lontana

Quanto sessismo si nasconde nelle parole

Isterica e zitella sono due tra le più utilizzate per denigrare le signore, che si troverebbero in questa condizione perché fanno poco sesso! I maschi soli, invece, si definiscono scapoli, con l'accezione positiva di "impenitenti"

Irene Claudia Riccardi
Milano - Giugno

Ci sono molti modi per dimostrare che, nel 2019, c'è ancora da fare in fatto di parità tra maschi e femmine. Basta guardare gli stipendi: in tutto il mondo (o quasi) sempre inferiori se la busta paga è rosa. Senza contare il cosiddetto *gender gap* nel tasso di occupazione, che in Italia scende di 29 punti percentuali quando si tratta di donne (dati Rapporto Almalaurea). Ma poiché non si vive solo di vil denaro, analizziamo anche l'ambito del linguaggio. Alcuni, forse, possono far finta di non sapere, o di non credere, che le parole sono fondamentali. Anzi, come scriveva Primo Levi - uno che di pregiudizi ne sapeva visto che, in quanto

io, fu deportato ad Auschwitz nel 1943 - "Le parole sono pietre". Ecco perché l'app specializzata nel insegnamento delle lingue online, nell'era del social media ha mappato le parole sessiste ancora presenti in Rete, e le loro implicazioni, presentando

tando una carrellata di termini, italiani e stranieri, compilata da un team di linguisti.

Una mentalità ferma al V secolo a.C.

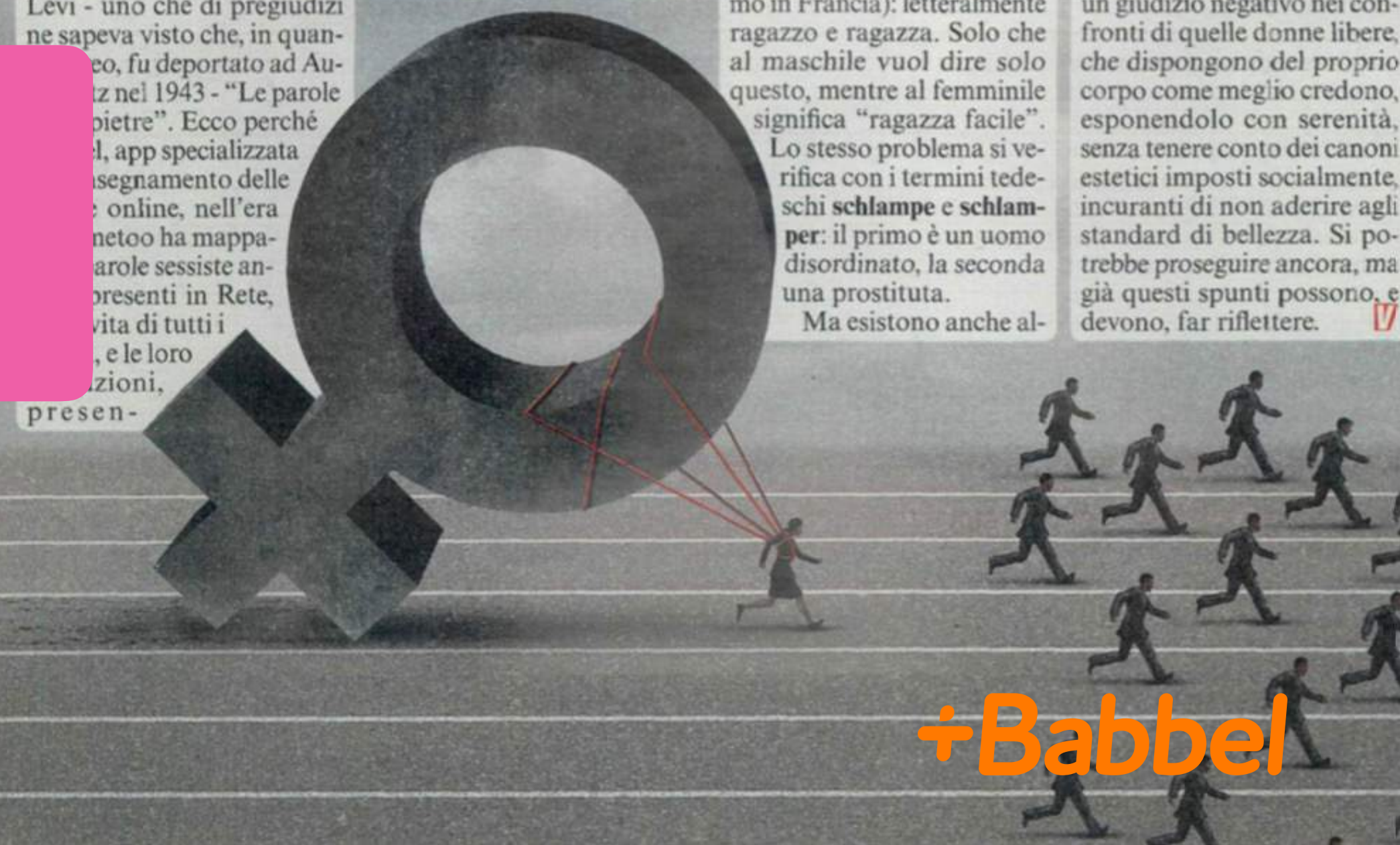
Si comincia con l'italianissimo *isterica*, che esiste e viene usato anche in molte altre lingue. Deriva dal termine greco *hystéra*, cioè utero, che secondo Ippocrate, il medico del "giuramento", quando è frustrato "vaga per il corpo causando scompensi, ansietà, palpitazioni". Come rimedio lui consigliava il matrimonio! Sconforta constatare che ancora oggi questo termine viene usato per definire una donna con poca vita sessuale o con il ciclo, utilizzando lo

stesso ragionamento di un uomo, seppur illustre, del quinto secolo avanti Cristo. Un altro esempio, ricorda Babel, è *zitella*, che al maschile si declina in *scapolo*. Anche in questo caso nella parola è contenuto un giudizio sulla vita sessuale delle donne. Scapolo, infatti, significa "uomo non sposato" e ha un'accezione positiva (scapolo d'oro, impenitente), mentre zitella significa donna sola, non più giovane, che non è riuscita a trovare neanche uno straccio d'uomo. A questo punto, meglio il più moderno *single*!

Questo problema di linguaggio non è solo italiano. Prendiamo ad esempio *gars* e il suo femminile *garce* (siamo in Francia): letteralmente ragazzo e ragazza. Solo che al maschile vuol dire solo questo, mentre al femminile significa "ragazza facile". Lo stesso problema si verifica con i termini tedeschi *schlampe* e *schlamper*: il primo è un uomo disordinato, la seconda una prostituta.

Ma esistono anche al-

tre parole, recenti, fresche di conio, che descrivono bene gli atteggiamenti maschilisti. A cominciare da *mansplaining* (*man* = uomo più *explaining*, cioè spiegare). Questo neologismo inglese, inventato da Rebecca Solnit, autrice del volume *Gli uomini mi spiegano le cose*, si riferisce all'atteggiamento paternalista di alcuni maschi che ritengono di dover sempre chiarire alle donne anche gli argomenti più ovvi, dando per scontato che non possano capire. Ancora più recente è *bodyshaming* (*body* = corpo e *shaming* = esporre al pubblico ludibrio, far vergognare), che sui social è diventato perfino un hashtag: la parola contiene un giudizio negativo nei confronti di quelle donne libere, che dispongono del proprio corpo come meglio credono, esponendolo con serenità, senza tenere conto dei canoni estetici imposti socialmente, incuranti di non aderire agli standard di bellezza. Si potrebbe proseguire ancora, ma già questi spunti possono, e devono, far riflettere.



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LYDIA ORTIZ

Sexual Health + Identity

How to Use Gender-Neutral Words

And why they're important.



MISSED JAX DEVOPS 2019?: We have all the key takeaways right here!

Profile: María Robledo, Director of Engineering at Babbel

“Each of us is responsible for breaking stereotypes & pursuing an education rooted in equality”

🕒 January 29, 2019 👤 Gabriela Motroc

#careers #women in tech



7 Gender-Neutral Terms We Should All Be Using

By [SUZANNAH WEISS](#) | July 6 2018 |



L'Algorithme Qui A Rendu Google Translate Sexiste



Forbes

DLD



Home Page » Kate McCurdy

Kate McCurdy

Company: **Babbel**
Title: **Computational Linguistics Engineer**
Location: **Berlin, Germany**
Fields of operation: **Digital, Technology, Education**

Linguist Kate McCurdy On How To Make Computers Less Sexist



The Berlin School Of Creative Leadership Former Contributor ©
Leadership Strategy



Babbel Talks Vol. 1: "Language & Gender"

24. Januar 2018



+Babbel

Wie Lars ein neues Wort erfand

Текст — это два и более предложений, связанных по

Ты называемся авторитетами,
тебе уважают. Тебе есть

Фразеологизмы — это устойчивые сочетания слов.

Лексическое значение имеет весь фразеологизм в целом.

“Я жената”

“I’m married to a woman”



#BabbelForAll

Sprache ist der Schlüssel zum Verständnis

von [Christian Knuth](#)
29. Juni 2018

Eine Binsenweisheit, die aber mehr Interpretationstiefe bietet, als sie vermuten lässt. Nicht erst seit „Genderwahn mit Sternchen“ wird gerne über Diversität in der Sprache gestritten. Die Mitarbeitenden der Sprachen-App Babbel zeigen Haltung.

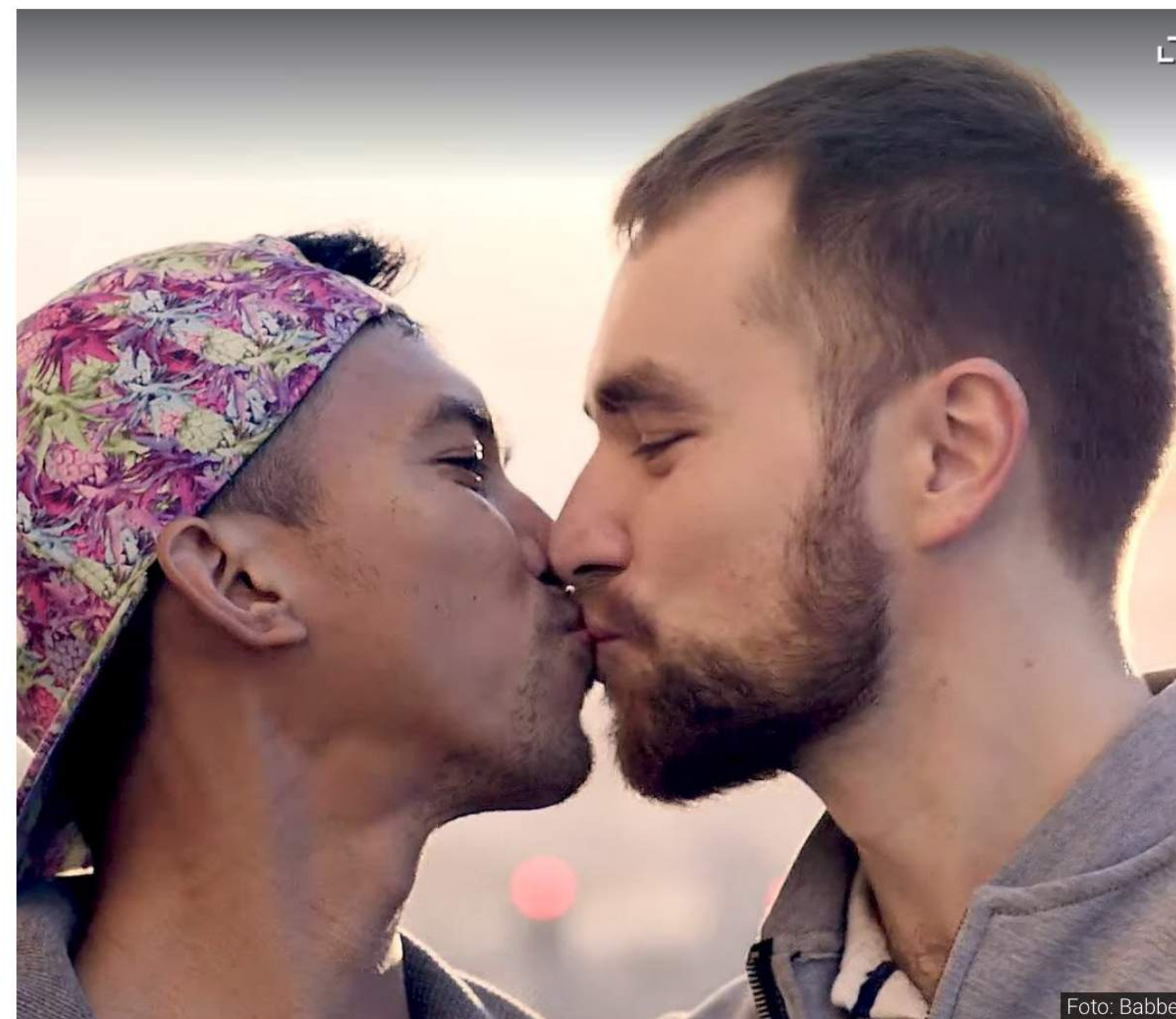


Foto: Babbel

“Я замужем”

“I’m married to a man”



#BabbelForAll

Diversität im Produkt

How Babbel's Values Of Inclusivity And Representation Shape Your Learning Experience

One of Babbel's core values is that diversity makes us stronger. But what does an inclusive mindset look like in a language learning app?

The new personal pronoun *hen*

You already know the word *hon* for *she* and *han* for *he*. In everyday speech and in the media, you'll often hear the word hen.

Hen är trevlig.

He/She is nice.

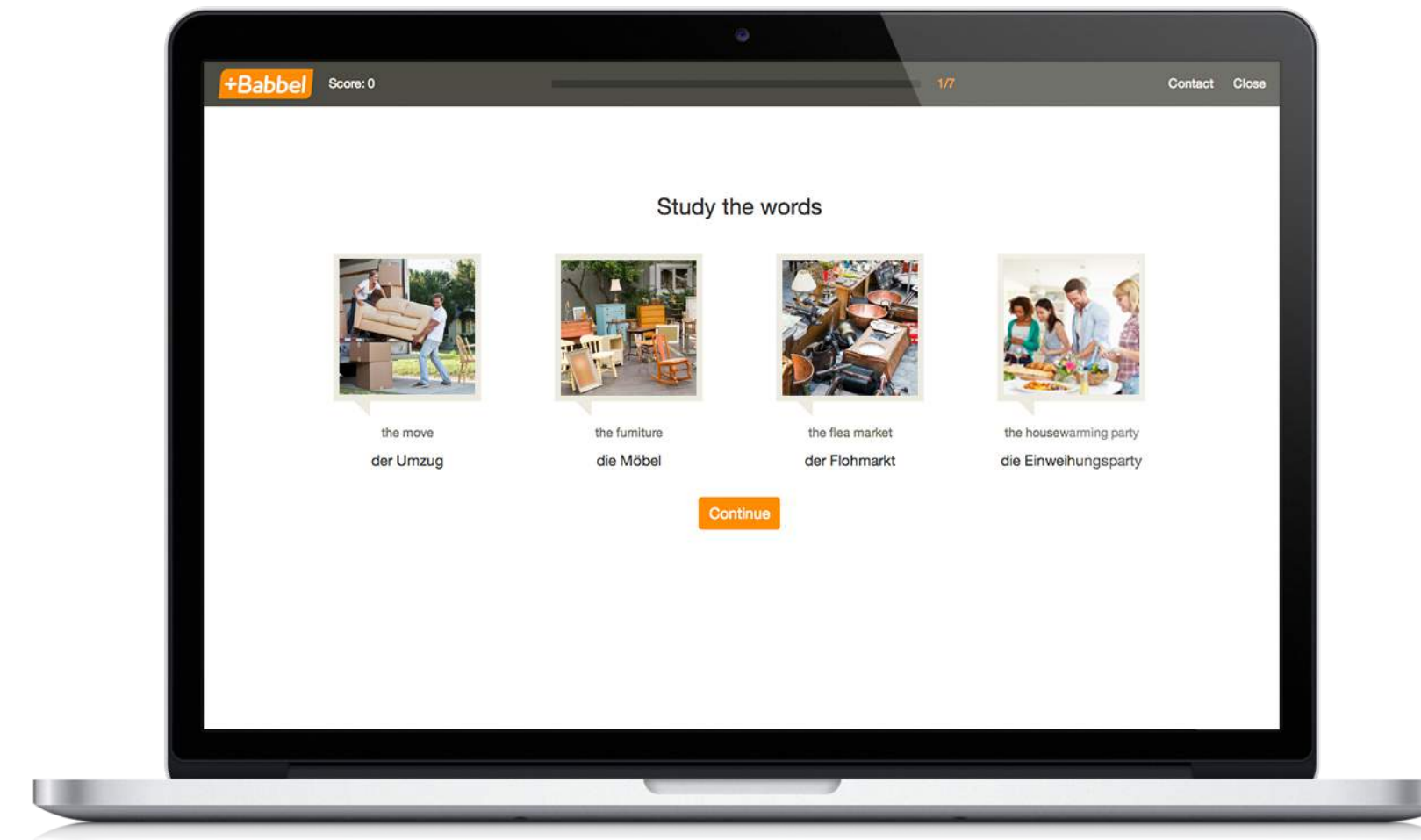
Hen is gender-neutral. You can use it when someone's gender is **unknown**, or if you don't want to label someone as male or female. *They* is used in a similar way in English:

Ser du barnet där? **Hen** är gullig.

Do you see that child there? They're cute.

unimportant

important



Listen and complete the dialogue

Hugo calls his partner, Carlos, to tell him that the final decision has been made...



Carlos, la jefa me ha confirmado que la empresa se traslada a Valencia.

Carlos, the boss has confirmed that the company will relocate to Valencia.

¡Pensaba que cambiaría de opinión!

I thought that she would change her mind!



¡Pues no! Cuando me dio la noticia, le dije que no _____ con su decisión.

Well no! When she gave me the news, I told her that I didn't agree with her decision.

Say **Olá** to your new career



Solving real-life problems

Our work helps overcome everyday challenges, connects people, and changes lives. That's why our mission is everyone learning languages.



Learning inside and out

Like our users, we're learning every day. We believe there's always more to do, to try, and to achieve.

Diversity is our strength

We're 750 friendly Babbelonians from over 50 nations. We use our differences and experiences to create an app for everyone.

+Babbel



A man in a dark suit, white shirt, and striped tie is seated, covering his face with his right hand. He appears to be in a state of distress or frustration. The background is a dark blue wall with some faint, out-of-focus text. A large black rectangular box with white text is superimposed over the upper part of the image.

**Immigrants make our
country poorer and dirtier!**



Sleeping Giants 
@slpng_giants

.@BabbelUSA, as a company that is dedicated to teaching people new languages from around the world, it's surprising to see your ad on Tucker Carlson, who has said immigrants make our country "poorer and dirtier." This has to be an error.

Please reconsider your ad placement.

2:48 AM · 4/30/19 · [Twitter for iPhone](#)

611 Retweets 1,940 Likes



Sleeping Giants ✓
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.@BabbelUSA, as a company that is dedicated to teaching people new languages from around the world, it's surprising to see your ad on Tucker Carlson, who has said immigrants make our country "poorer and dirtier." This has to be an error. Please reconsider your ad placement.

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611 Retweets 1,940 Likes



Babbel USA ✓
@BabbelUSA

If you saw our ad on Tucker Carlson's show, you're right to be upset. We are too. While we did place our ad with Fox, we did not know it would air on a show so repugnant and at odds with our mission and values. We are blacklisting the show going forward. We are deeply sorry.

7:40 PM · 4/30/19 · [Twitter Web Client](#)

7,262 Retweets 36.9K Likes

+Babbel



Soledad O'Brien ✓
@soledadobrien

This is the way to be clear about your corporate values:

[Tweet übersetzen](#)

Babbel USA ✓ @BabbelUSA · 30. Apr.

If you saw our ad on Tucker Carlson's show, you're right to be upset. We are too. While we did place our ad with Fox, we did not know it would air on a show so repugnant and at odds with our mission and values. We are blacklisting the show going forward. We are deeply sorry.

[Diesen Thread anzeigen](#)



Tim Pool ✓
@Timcast

Babbel is scared, needed to make sure they tagged the activists to let them know they bent the knee and pulled ads from Tucker Carlson

[Tweet übersetzen](#)



David Wohl ✓
@DavidWohl

Antwort an @BabbelUSA

OMG! You placed your ad on a great show where honesty, not political correctness wins the day! How awful!

[Tweet übersetzen](#)

6:52 vorm. · 1. Mai 2019 · [Twitter for Android](#)



We will not allow voices like Tucker Carlson's to be censored. [...] Our audience is not only deeply loyal to the brand, but to our top tier partners as well, of which Babbel is not one."

+Babbel



Babbel apologizes for ad aired on 'repugnant' Tucker Carlson show, Fox pushes back

BY CHRIS MILLS RODRIGO - 04/30/19 05:25 PM EDT



The Washington Times

Classic version

HOME POLITICS CULTURE NEWS OPINION WORLD SECURITY SPORTS INVESTIGATIONS SPECIAL

Language app Babbel says it's 'deeply sorry' its ad ran on 'repugnant' Tucker Carlson program



HUFFPOST

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MEDIA 05/01/2019 05:41 am ET | Updated May 01, 2019

Babbel Pulls Ad From Tucker Carlson's Fox News Show Because It's 'So Repugnant'

The online language learning platform is the latest in a long line of businesses to cut ties with the primetime host.



INDEPENDENT



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News > World > Americas

Company pulls advert from Fox because of 'repugnant' Tucker Carlson: 'We are deeply sorry'

Fox responded that it would 'not allow voices like Tucker Carlson's to be censored'

+Babbel

Haben
wir
gewonnen?







Vielen Dank.