



DEI Virally Decoded

June 17, 2024

Is “Didn’t Earn It” — the latest scam-decoding translation of officialdom’s acronymic jargon for race-conscious and gender-conscious affirmative-action policies, DEI — really catching on?

If so, maybe we’ll get back all the sooner to sanity.

That is, in universities, workplaces, and other hunting grounds of the DEI dictators who have inherited the mantle of reverse discrimination first inflicted on Americans via the affirmative-action quota policies of the 1970s.

John Tierney [suggests](#) that the popularizers of the apt “Didn’t Earn It” meme may well help rid us of “today’s most egregiously indefensible phrase: ‘Diversity, Equity and Inclusion.’”

These woozy words are supposed to divert our attention from what DEI policies really mean: systematic discrimination against academic, professional, and other merit in favor of typically irrelevant physical characteristics like skin color and gender.

DEI discrimination is being imposed on ever more of our institutions, even at the cost of risking our lives. If unqualified applicants are [being admitted](#) into UCLA Medical School in order to appease the arbiters of DEI, then failing basic tests of medical knowledge after they get in — what happens if and when they start treating patients?

A single telling phrase (Tierney credits journalist Ian Cheong and cartoonist Scott Adams) can’t shoulder the whole burden of stopping DEI. True enough.

Fortunately, it’s got help.

In Congress, Republicans have [introduced](#) legislation to shut down DEI offices and forbid federal contractors from imposing the ugly indoctrination of DEI training and DEI statements.

We can all pitch in.

This is Common Sense. I’m Paul Jacob.