

# Implicit Bias & De-biasing Strategies in Action

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# Workshop Outcomes

## Outcomes

1. Introduction to Implicit Bias
2. Background and Examples of Implicit Bias
3. Findings from the Implicit Bias Test
4. Explore De-biasing Strategies
5. Create an Action Plan

# Group Rules

When doing group and pair activities, what group rules would make you feel encouraged to share your experience?

# Why implicit bias?

- We, as Extension professionals, have a shared goal of creating a society that is just and inclusive in which youth and their families have the opportunity to be successful.
- When we build our own self-awareness, we create more opportunities to celebrate diversity.





# Implicit Bias

Implicit bias is defined as attitudes or stereotypes that affect our understanding, actions, and decisions in an **unconscious** manner.

These biases are activated involuntarily and without an individual's awareness or intentional control.

Implicit biases are not accessible through introspection.

<http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/>



# Origins of Implicit Bias

- These associations are believed to be developed over the course of a lifetime.
- They originate from direct and indirect messages we receive starting from a young age.



- We are all exposed to direct and indirect messages every day through t.v., movies, books, family...etc...

# Interactive Recognition Activity

- Single Parent/2 Parent Household
- Jocks/Band
- Urban/Rural
- Christian/Muslim
- Gay/Straight
- English as a Second Language/English Speaking
- Blue Collar/White Collar
- Without a disability/With a disability

# How the Brain Works

## System 1 Unconscious Thinking – “IMPLICIT”

- Unconscious, operating automatically and doesn't require any conscious effort on our part

## System 2 Conscious Thinking – “EXPLICIT”

- Much slower and deliberative.
- It's an effortful and orderly process.

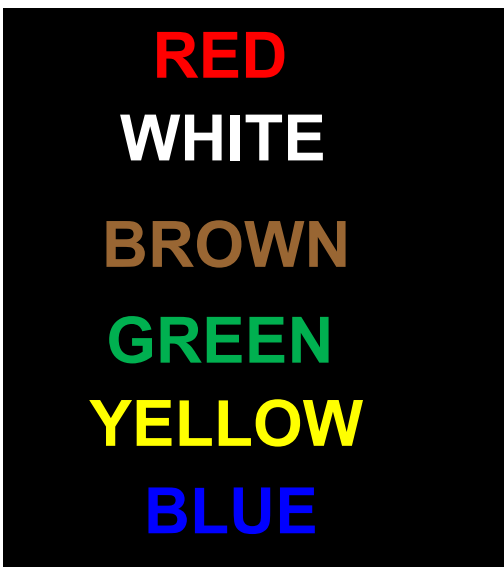
# Stopping at a Stop Sign vs. Doing Taxes

Which one do you have to think about?

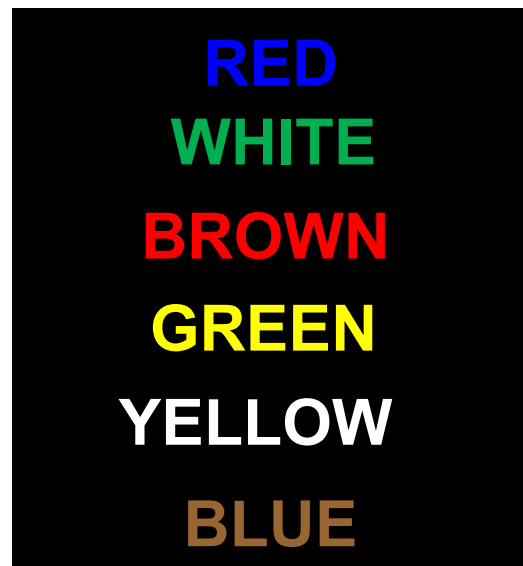


# “STROOP EFFECT” and The Color Naming Task

Compatible Trial



Incompatible/  
Interference Trial



Stroop, Journal of  
Experimental  
Psychology 1935



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# Implicit Bias Mind Game

I cdnoul blveiee that I cluod aulacty uesdnatnrd waht I was rdanieg.

**Every single word is misspelled. Everyone of us read it without effort. We did not consciously decode the message.**

Aoccdrnig to rscheearch at Cmabrigde Uinervtsy, it deosn't mttar waht order the ltteers in a wrod are, the olny iprmoatnt thing is that the frist and lsat be in the rghit pclae. The rset can be a taotl mses and you can still raed it wouthit a porbelm. This is bcuseae the human mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.

**Your unconscious mind is able to decode this.**



# Pause for the Cause

- What else do you know?
- What questions do you have?
- Could you summarize?



# How do we assess implicit bias?

The most popular: **The Implicit Association Test**

Pioneered by Dr. Anthony Greenwald & colleagues in late 1990s

Computer-based test that helps measure the relative strength of association between different pairs of concepts.

It's a computer matching game.



# Take the test!

- <http://implicit.harvard.edu>





**Skin-tone IAT**

**Skin-tone** ('Light Skin - Dark Skin' IAT). This IAT requires the ability to recognize light and dark-skinned faces. It often reveals an automatic preference for light-skin relative to dark-skin.

**Gender-Career IAT**

**Gender - Career**. This IAT often reveals a relative link between family and females and between career and males.

**Sexuality IAT**

**Sexuality** ('Gay - Straight' IAT). This IAT requires the ability to distinguish words and symbols representing gay and straight people. It often reveals an automatic preference for straight relative to gay people.

**Weapons IAT**

**Weapons** ('Weapons - Harmless Objects' IAT). This IAT requires the ability to recognize White and Black faces, and images of weapons or harmless objects.

**Gender-Science IAT**

**Gender - Science**. This IAT often reveals a relative link between liberal arts and females and between science and males.

**Weight IAT**

**Weight** ('Fat - Thin' IAT). This IAT requires the ability to distinguish faces of people who are obese and people who are thin. It often reveals an automatic preference for thin people relative to fat people.

**Arab-Muslim IAT**

**Arab-Muslim** ('Arab Muslim - Other People' IAT). This IAT requires the ability to distinguish names that are likely to belong to Arab-Muslims versus people of other nationalities or religions.

**Presidents IAT**

**Presidents** ('Presidential Popularity' IAT). This IAT requires the ability to recognize photos of Barack Obama and one or more previous presidents.

**Native IAT**

**Native American** ('Native - White American' IAT). This IAT requires the ability to recognize White and Native American faces in either classic or modern dress, and the names of places that are either American or Foreign in origin.

**Asian IAT**

**Asian American** ('Asian - European American' IAT). This IAT requires the ability to recognize White and Asian-American faces, and images of places that are either American or Foreign in origin.

**Race IAT**

**Race** ('Black - White' IAT). This IAT requires the ability to distinguish faces of European and African origin. It indicates that most Americans have an automatic preference for white over black.

**Disability IAT**

**Disability** ('Disabled - Able' IAT). This IAT requires the ability to recognize symbols representing abled and disabled individuals.

**Age IAT**

**Age** ('Young - Old' IAT). This IAT requires the ability to distinguish old from young faces. This test often indicates that Americans have automatic preference for young over



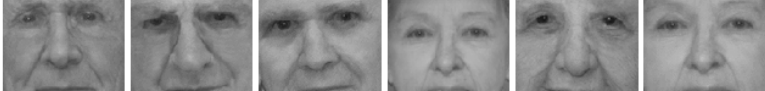

# Implicit Bias and Age

- Age literature is quite consistent.
- Americans tend to have quite strong automatic preferences for young people as opposed to older individuals



## Implicit Association Test

Next, you will use the 'E' and 'I' computer keys to categorize items into groups as fast as you can. These are the four groups and the items that belong to each:

Category	Items
Good	Cheer, Enjoy, Magnificent, Delight, Happy, Terrific, Joyful, Joyous
Bad	Annoy, Hatred, Selfish, Hate, Awful, Disgust, Failure, Yucky
Old people	
Young people	

There are seven parts. The instructions change for each part. Pay attention!

Continue

· Project Implicit ·

Press "E" for

Young people

Press "I" for

Old people



If you make a mistake, a red **X** will appear. Press the other key to continue.



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Press "E" for

Young people

Press "I" for

Old people



If you make a mistake, a red **X** will appear. Press the other key to continue.



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Press "E" for

Cheer

Press "I" for

Selfish



If you make a mistake, a red **X** will appear. Press the other key to continue.

Press "E" for

Cheer

Press "I" for

Selfish



If you make a mistake, a red **X** will appear. Press the other key to continue.



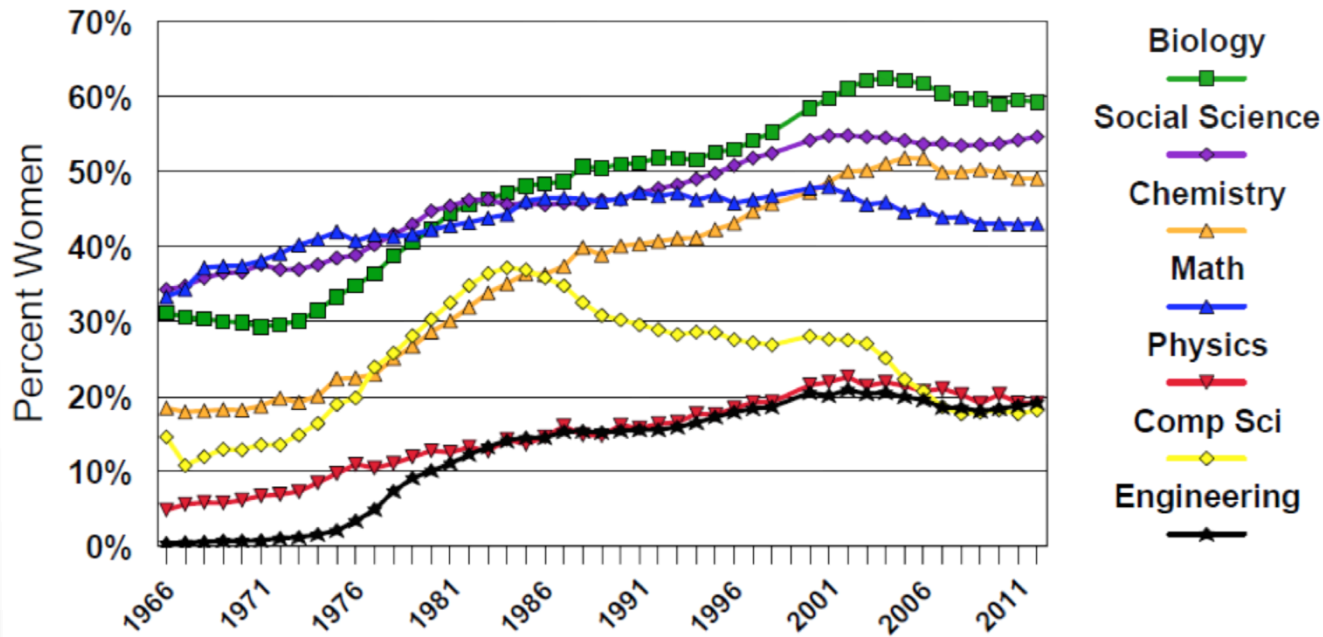
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# Implicit Association Test Results Related to Gender & Science vs. Liberal Arts

- 628,000 participants took this test.
- How quickly did respondents implicitly associate men and women with science-based words (biology, chemistry) versus liberal arts and humanities based terminology?



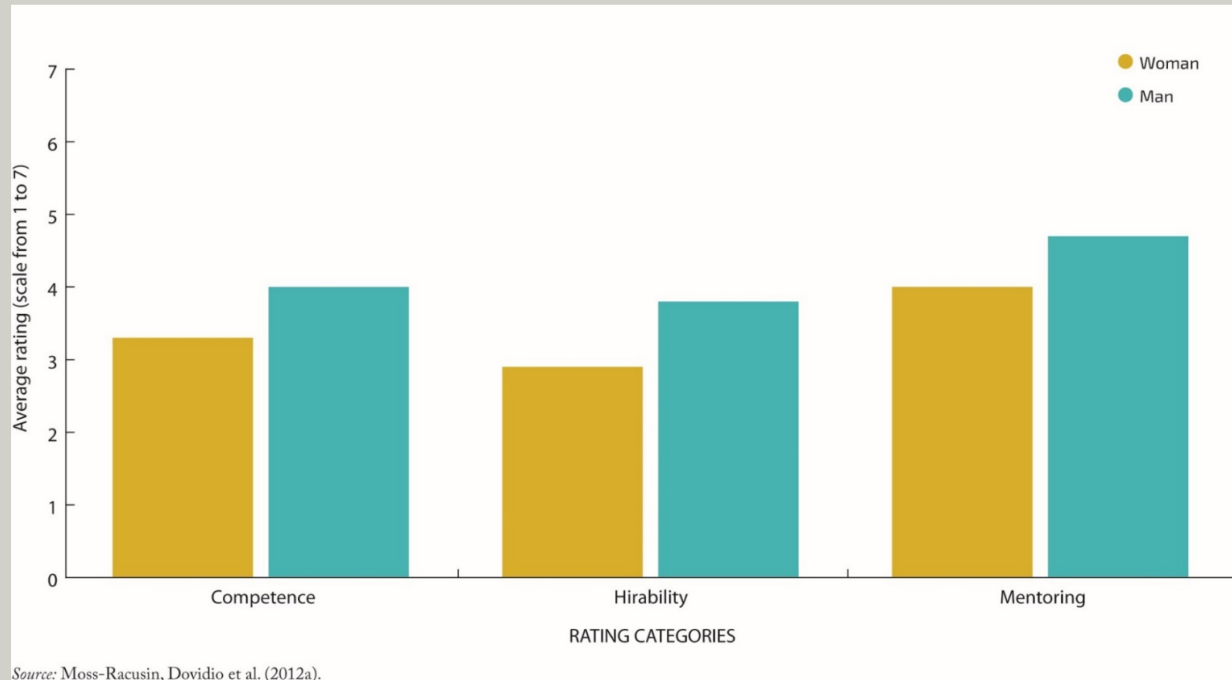
# Percent Women Bachelor's Degrees, Selected Fields 1966 - 2012



Source: National Science Foundation S&E Degrees



# Faculty Ratings of Lab Manager Applicants



Source: Corbett, C. & Hill, C. Solving the Equation: The Variables for Women's Success in Engineering and Computing

# Preference for African American or European American IAT

- 733,000 people took this test.
- **RESULTS:** It quite simply takes people a lot longer to connect Whites with bad/negative terms and to connect African Americans with good/positive terms



# Interpersonal Interactions

## Verbal and Non-Verbal Communication

- **Higher levels of implicit bias against a group have been associated with:**
- Less positive interactions
- Less speaking time
- Less smiling
- Fewer extemporaneous social comments
- Less visual contact
- More speech errors
- More speech hesitation
- More blinking

McConnell & Leibold (2001) “Relations among the Implicit Association Test, Discriminator Behavior, and Explicit Measures of Racial Attitudes.”

# Know When You Are Most Susceptible

## Conditions that can lead to reliance on implicit bias

- Ambiguous or incomplete information
- Time constraints
- Compromised cognitive control
  - Fatigue
  - High cognitive load



# So What's the Good News?

- These associations that we carry with us are malleable.
- They tend to be deeply ingrained but they can be changed through processes that involve **time and effort**.
- If we devote enough time and practice to new associations, eventually we could build a new association.



# Before Fieldtrip to a Lab

*I think of a scientist as very dedicated to his work. He is kind of crazy, talking always quickly. He constantly is getting new ideas. He is always asking questions and can be annoying. He listens to others' ideas and questions them.*

*-Amy, 7<sup>th</sup> grader*



# After Fieldtrip to a Lab

*I know scientists are just normal people with a not so normal job. . . Scientists lead a normal life outside of being a scientist. They are interested in dancing, pottery, jogging and even racquetball. Being a scientist is just another job which can be much more exciting.*

*-Amy, 7th grader*



# The Steps towards Guarding Against Implicit Bias: De-biasing Strategies



# Take Action to De-bias

- Reprogram your brain to create new associations
- New associations become available through repetition
- Be intentional
- “I want to build a new association, and this is the association that I want.”





# De-biasing Strategy #1: Stereotype Replacement

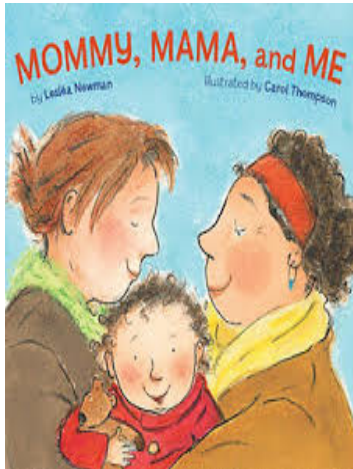
- Recognize your stereotypic thoughts. Recognize stereotypical portrayals in society.
- Label the characterization as stereotypical.
- Identify precipitating factors.
- Challenge the fairness of the the portrayal and replace it with a non-stereotypic response.

*\*WISELI and the Board of Regents of the University of Wisconsin System.*

# Stereotype Replacement



# Individual De-biasing Strategy #2: Counterstereotypical Exemplars



# Individual De-biasing Strategy #3: Stereotype Negation Training

Criminal

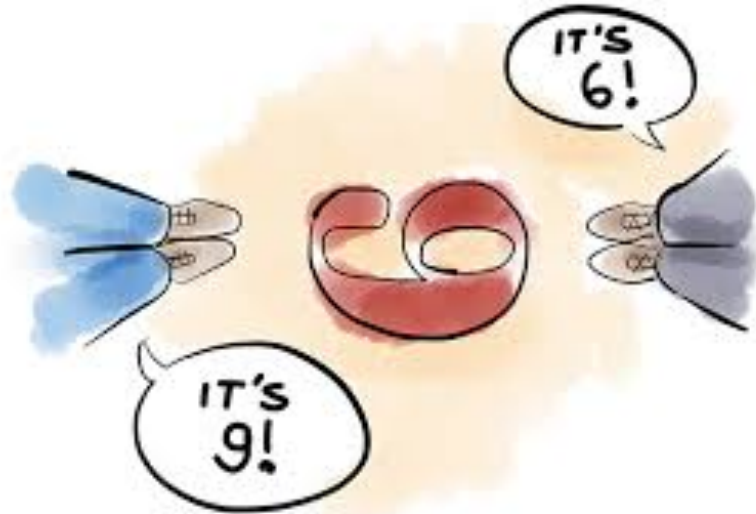


Scholar



# Individual De-biasing Strategy #4: Perspective Taking

Consider contrasting viewpoints and recognize multiple perspectives.  
Adopt the perspective (in the first person) of a member of a stigmatized group



# Individual De-biasing Strategy #5: Increasing Opportunities for Contact



# Individual De-biasing Strategy #6: Individuating vs. Generalizing

- Avoid making a snap decision based on a stereotype.
- Obtain more information on specific qualifications, past experiences, etc. before making a decision.
- Practice making situational attributions rather than dispositional attributions.

\*WISELI and the Board of Regents of the University of Wisconsin System.

# Strategies that DO NOT work

- **Stereotype Suppression**

Ex: Race blindness (e.g. Galinsky & Moskowitz, 2000) results in rebound effects.

- **Belief in Personal Objectivity**

Ex: Implicit bias overrides our explicit beliefs

DOES NOT  
COMPUTE



# Gender Conversation Cards

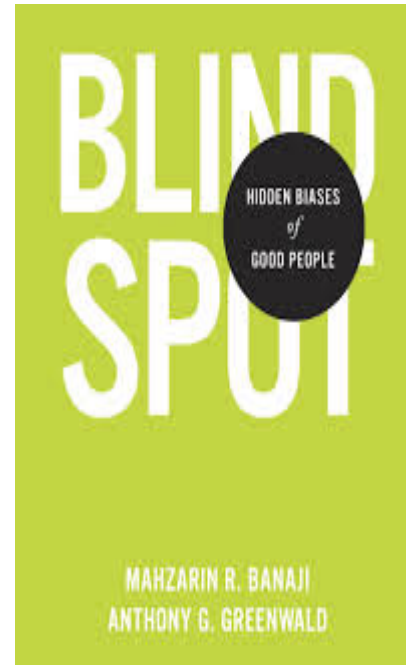
- What data surprises you?
- What did you already know?
- How does this connect to today's discussion?
- What would you add?

# Commitment to Action Plan

- What is one action you can take in your personal life as well as in your professional life to de-bias?
- Write it down!
- Share your Commitment to Action with a partner.

# Final Points

- BLIND SPOT, The Hidden Biases of Good People
- Banaji and Greenwald



# Final thoughts.....

- Our cognitive functioning relies on implicit associations.
- Recognizing our biases gives us the opportunity to override them.
- Having implicit biases is part of being human.
- Avoid first impressions or “gut instincts” when making decisions that impact others.
- Think about how you would deliberately incorporate practice of these strategies into your daily life.

# Final Thoughts

“The first step to defeating our hidden biases is to be honest with ourselves about the blind spots we have. Having a bias is only human. The only shame is in making no effort to improve.”

-Dr. Mahzarin Banaji

# Thank You!

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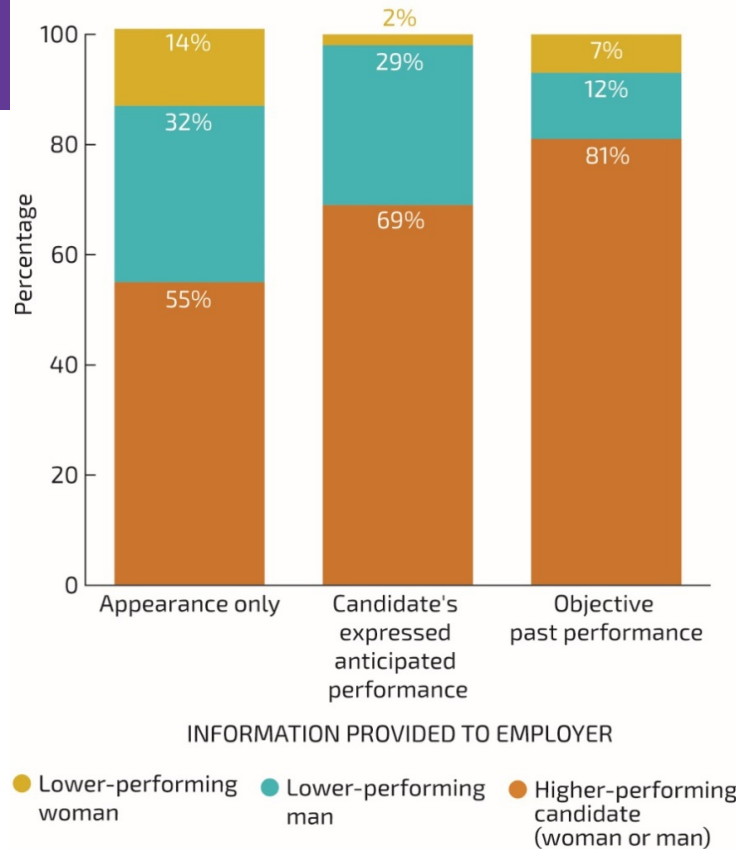
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# Organizational Level Ideas

- Physical Structure and Design of Workplace
- Company Image and Material
- Hiring
  - Target Audience/Applicants
  - Interview and Qualification Ratings
- Evaluation methods
- Process Evaluative Criteria Deliberately
- Accountability & Monitoring
- Continual Discussion and Review

**FIGURE 15. PROBABILITY OF SELECTING THE BEST CANDIDATE FOR A MATHEMATICAL TASK**



Source: Corbett, C. & Hill, C. Solving the Equation: The Variables for Women's Success in Engineering and Computing



# Replace with title