Let's Talk About Implicit Bias

Introduction

VIDEO

GOOGLE: Why Is It Hard To Talk About Bias? – Grovo

https://www.grovo.com/lessons/why-is-it-hard-to-talk-about-bias#:~:text=Bias%20is%20another%20word%20for,often%20makes%20people%20less%20approachable.

1. WHAT IS IMPLICIT BIAS?
2. TYPES OF BIASES
3. HOW IMPLICIT BIASES AFFECTS OUR ACTIONS, AND DECISIONS
4. IMPLICIT ASSOCIATION TEST (IAT)
5. ADDRESSING IMPLICIT BIAS

DEFINE: IMPLICIT

adjective

1. implied, rather than expressly stated

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DEFINE: BIAS

noun

1. Prejudice in favor of or against one thing, person or group when compared with another, sometimes in a way considered to be unfair.

By the sheer virtue of differences in human experience, we each harbor bias in some way because we're all bringing something a little different to the table.

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DEFINE: IMPLICIT BIAS

- Also known as implicit social cognition (implicit associations)
- Refers to attitudes/stereotypes
- Can be favorable or unfavorable assessments
- Activated involuntarily
- Resides deep in our subconscious

(Source: Kirwan Institute For The Study of Race And Ethnicity; Understanding Implicit Bias; State of the Science: IMPLICIT BIAS REVIEW 2015)

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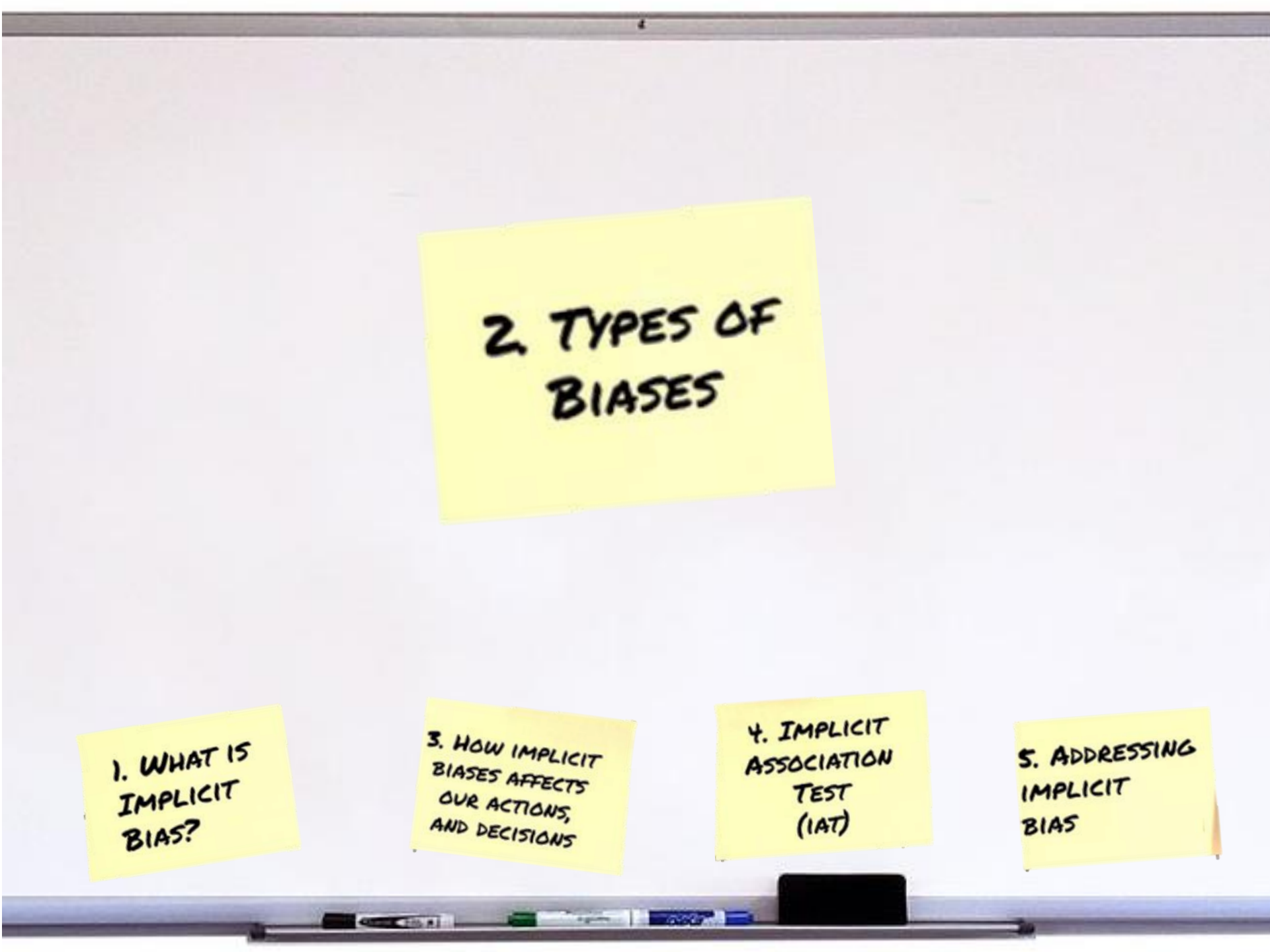
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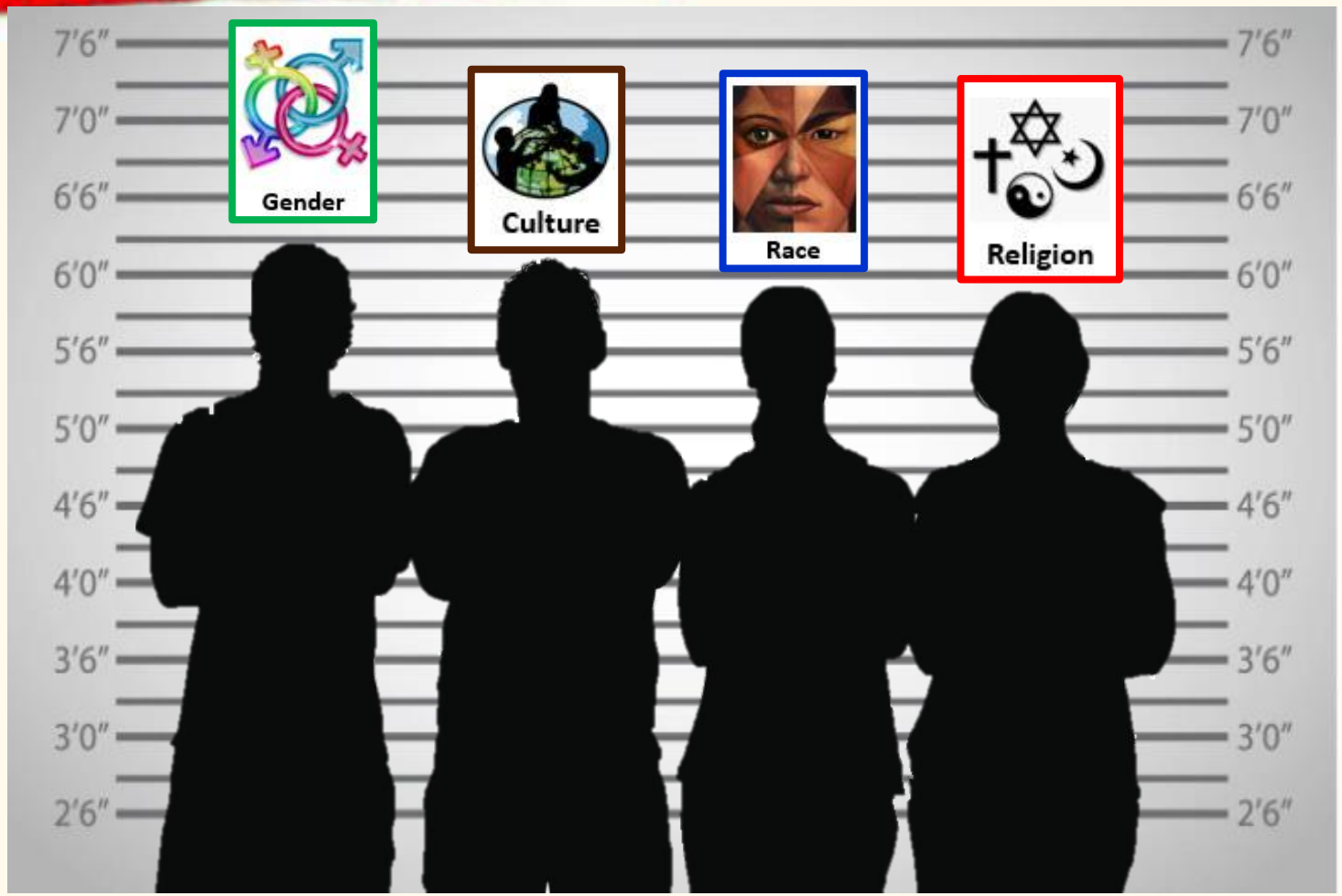
THE USUAL BIAS SUSPECTS



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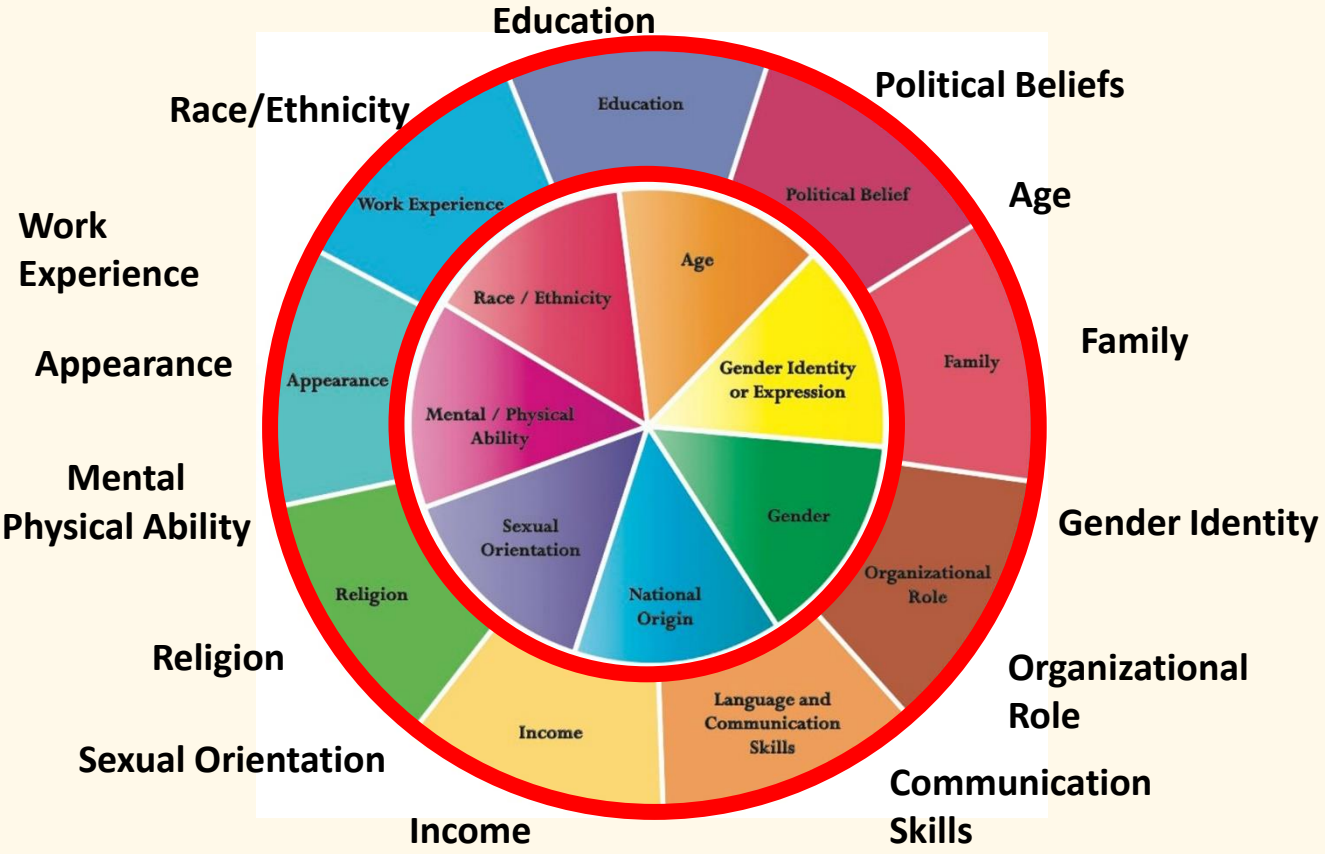
Diversity Wheel



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Beauty Bias: Thinking the most handsome or tall individuals will be the most successful. There is evidence that it exists and that it leads to discrimination against less attractive people in a variety of areas, including hiring (i.e. Hooters).

Gender Bias: A tendency of unfair treatment of all genders because of their sex. If we look at just women and men, both have experienced **and** perpetrated gender bias. In employment, it can result in lower pay, loss of benefits or promotion.

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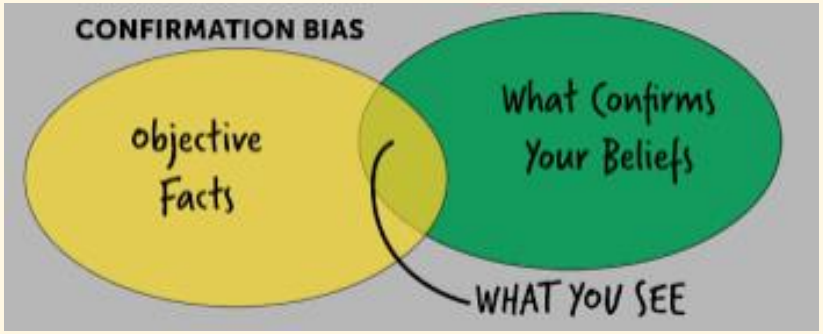
Confirmation Bias: favors information which confirms previously existing beliefs or biases. An individual might even seek "proof" that further backs up their belief while discounting examples that do not support the idea.



Linguistic Bias: Linguistic bias is a type of language Bias towards speakers of other languages or dialects, or towards bilingual speakers.

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Examples of other types of biases:

- **Conformity Bias**: relates to bias caused by group peer pressure.
- **Affinity (Like me) Bias**: A tendency to warm up to *and trust* people like ourselves.
- **Halo/Horns Effect**: we see one good/bad thing that colors our judgement.
- **Zip Code Bias**: a set of beliefs that an area is better or worse than another and therefore may suffer/benefit accordingly.
- **Age Bias**: Unfair treatment in recruitment or granting promotions/privileges on the basis of age.

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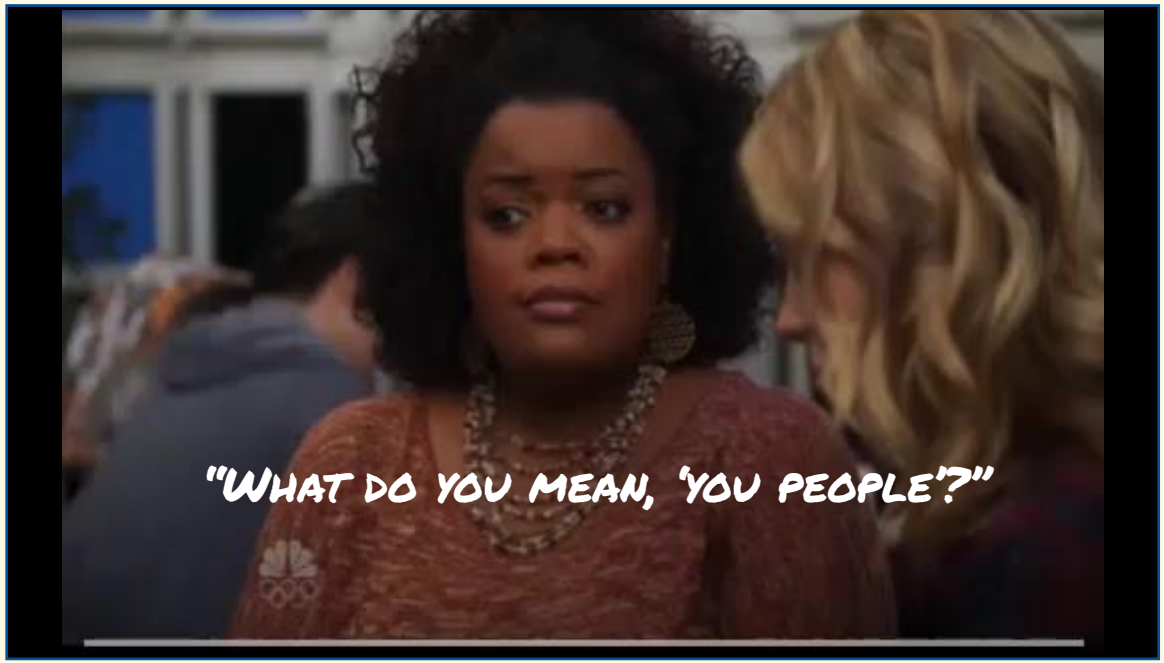
Biased Language:

- Biased language is made up of words or phrases that might make certain people or groups feel excluded or underrepresented.
- Biased language includes **expressions that demean or exclude people because of age, sex, race, ethnicity, social class**, physical or mental traits.



VIDEO

Community – "What do you mean, 'you people'?" NBC S1 E14

https://www.youtube.com/watch?v=EAZiNAdPc4w

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Blind Spots: Challenge Assumptions

www.pwc.com/us/blindspots

- Our mind uses shortcuts
- Our choices have consequences
- We all have blind spots
- Check your blind spots and focus on what's possible

VIDEO

https://www.youtube.com/watch?v=BFcjfqmVah8

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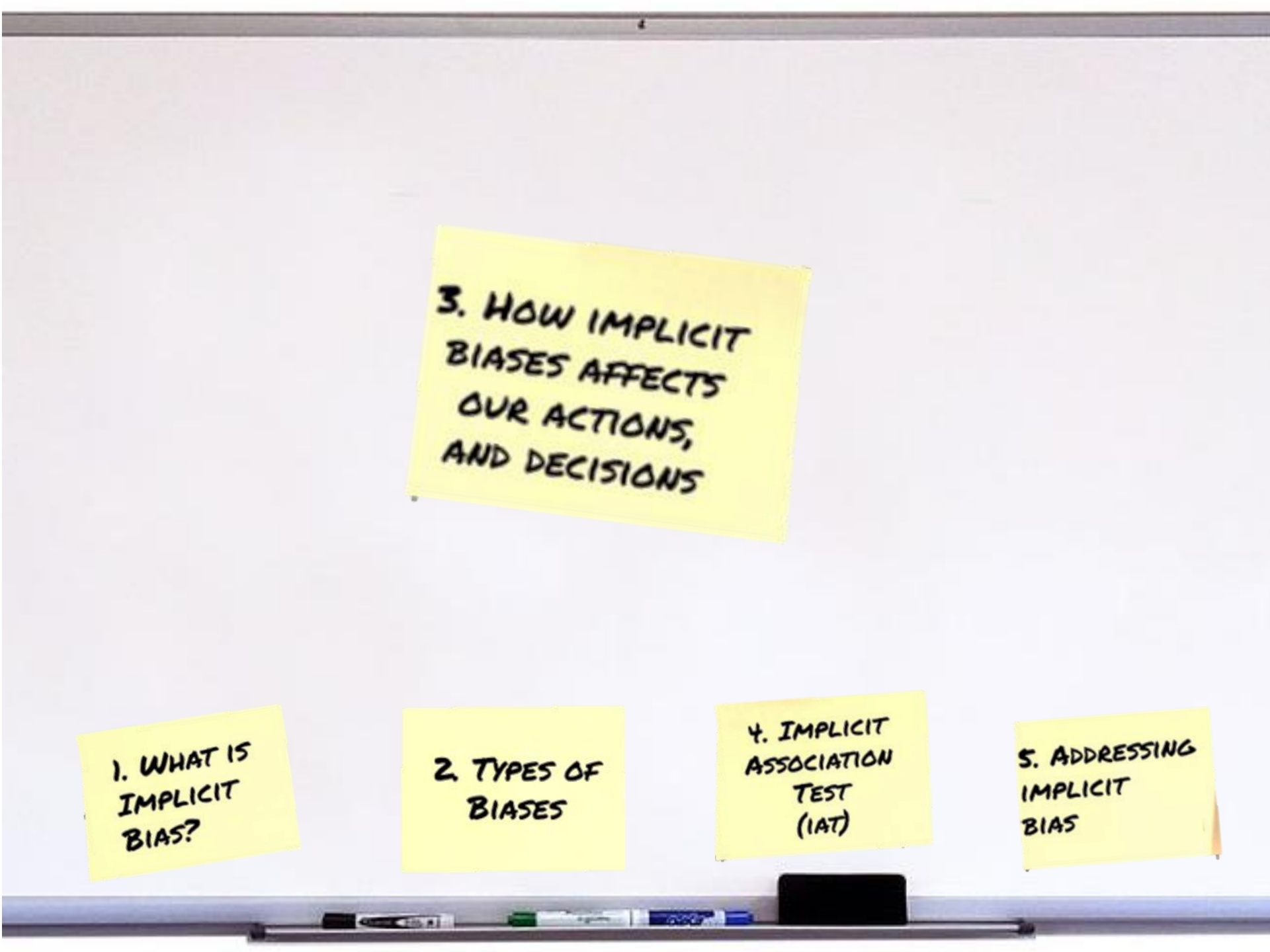
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Where do you get your news?

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Human brain
11 mill
(bits of
information/sec)

Conscious mind
50
(bits of information/sec)

10,999,950
remaining bits
of information

Pragya Agarwal, Behavioral & Data Scientist
Book - Sway

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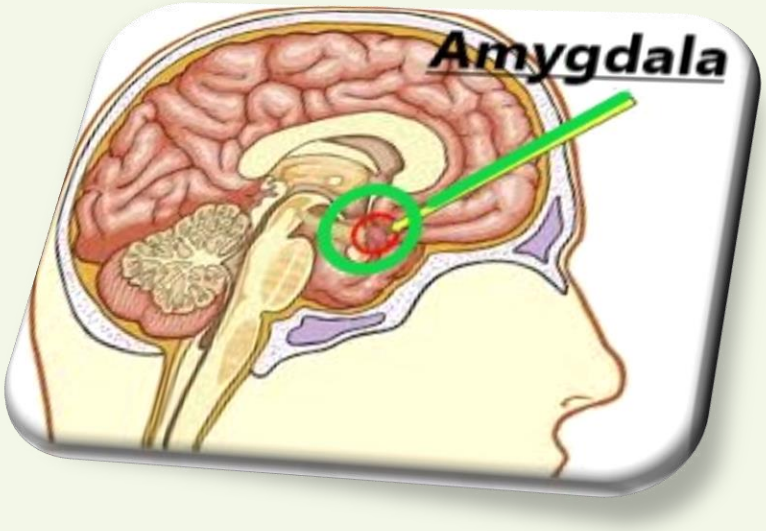
Understanding our brains are built for bias...



- The amygdala responds to fear & threat
- Quick, strong reactions (fear/anxiety)
- Gut instinct

System 1
"Fast"

DEFINING CHARACTERISTICS
Unconscious
Effortless
Automatic

WITHOUT Self-Awareness or Control

"What You See Is All There Is"

ROLE
Assess the Situation
Deliver Updates

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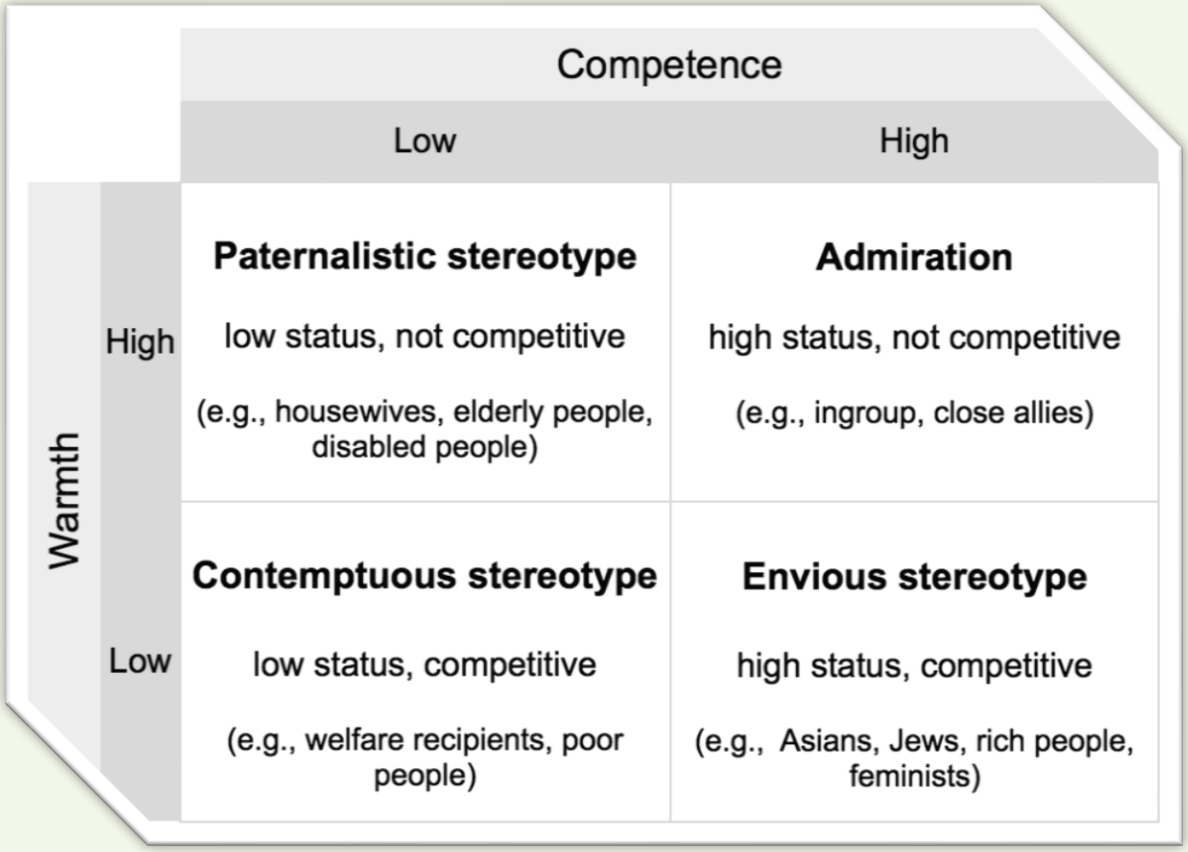
How many biases can you identify?

VIDEO

Kim's Convenience S1E7: Skinny Asian Gay Guy

https://www.youtube.com/watch?v=NNycIWDnAAY&feature=youtu.be

Warmth + Competence



2 human traits govern social judgements and shape our emotions and behaviors towards individuals and groups

- **Warmth:** What are your intentions towards me?
  - **Friend or a foe?**
- **Competence:** What is the ability to carry out intentions?
  - **Strong or weak**

Source: Fiske et al. (2002). "A Model of (Often Mixed) Stereotype Content: Competence and Warmth Respectively Follow From Perceived Status and Competition." Journal of Personality and Social Psychology 82

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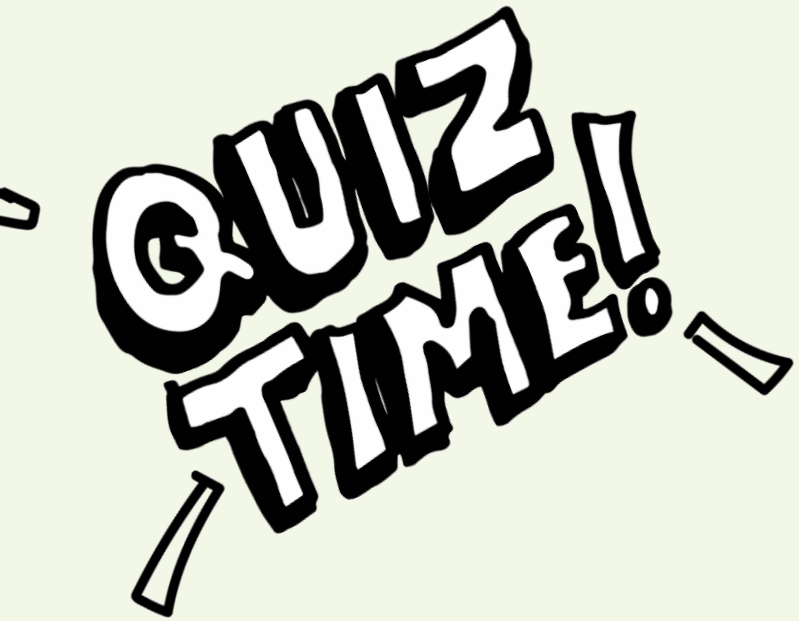

Look at each slide of the following pictures and note:

- High or Low **Warmth**
- High or Low **Competence**

As you look at each slide, note the observations, judgments and reactions that emerge.

	W	C
1	High or Low	High or Low
2		
3		

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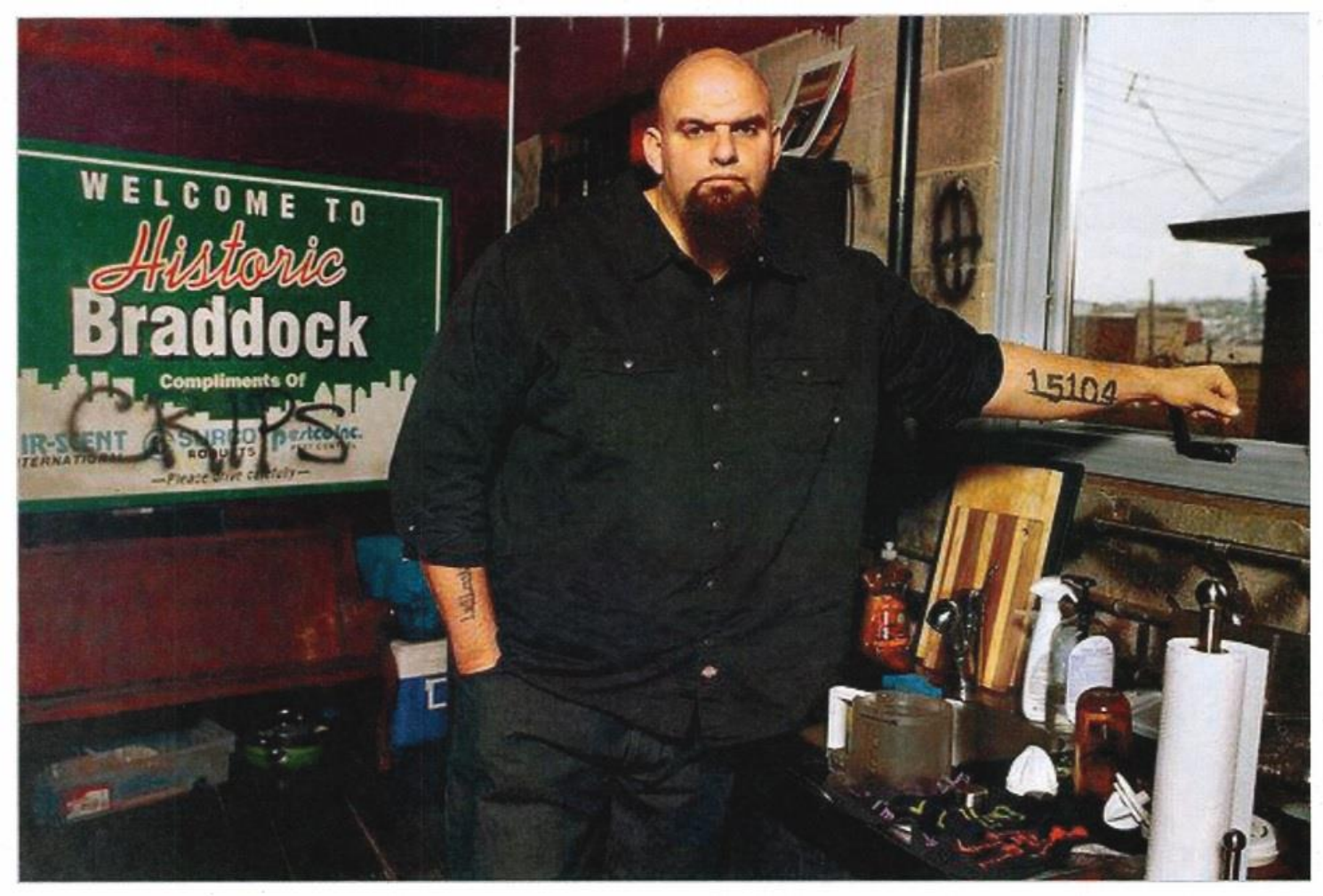

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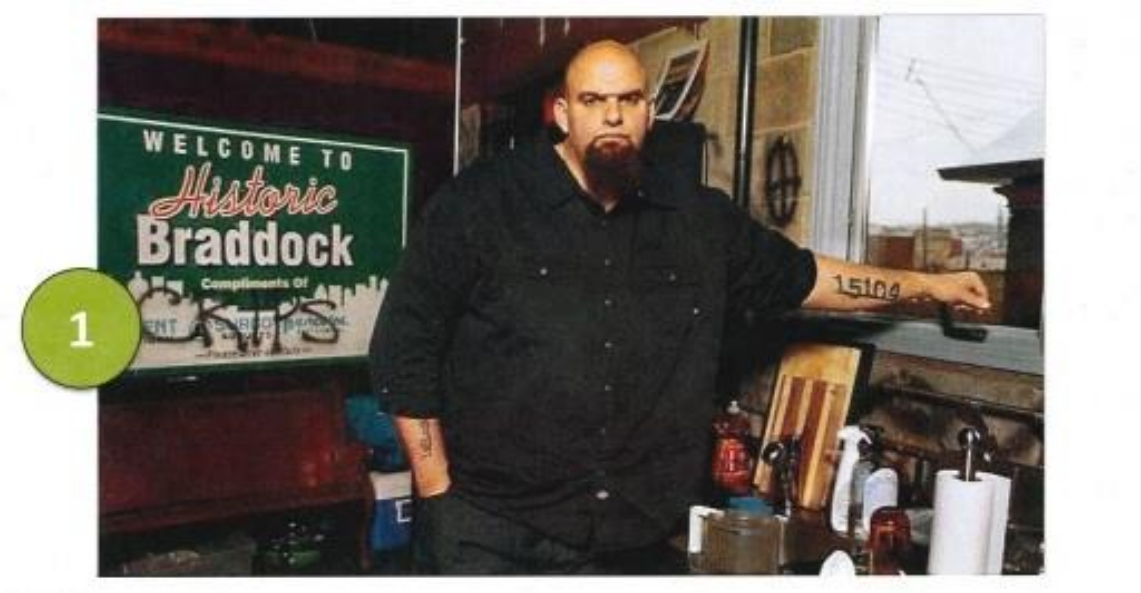

John Fetterman

- Has a Master's degree in Public Policy from Harvard
- Served in AmeriCorps
- Received international media attention for the economic revitalization programming he started in his community
- Currently Lieutenant Governor of Pennsylvania (2020)

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Ted Bundy

- American serial killer and rapist
- Confessed to killing 30 women

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3

Mae Jemison

- Physician
- Professor
- U.S. Astronaut

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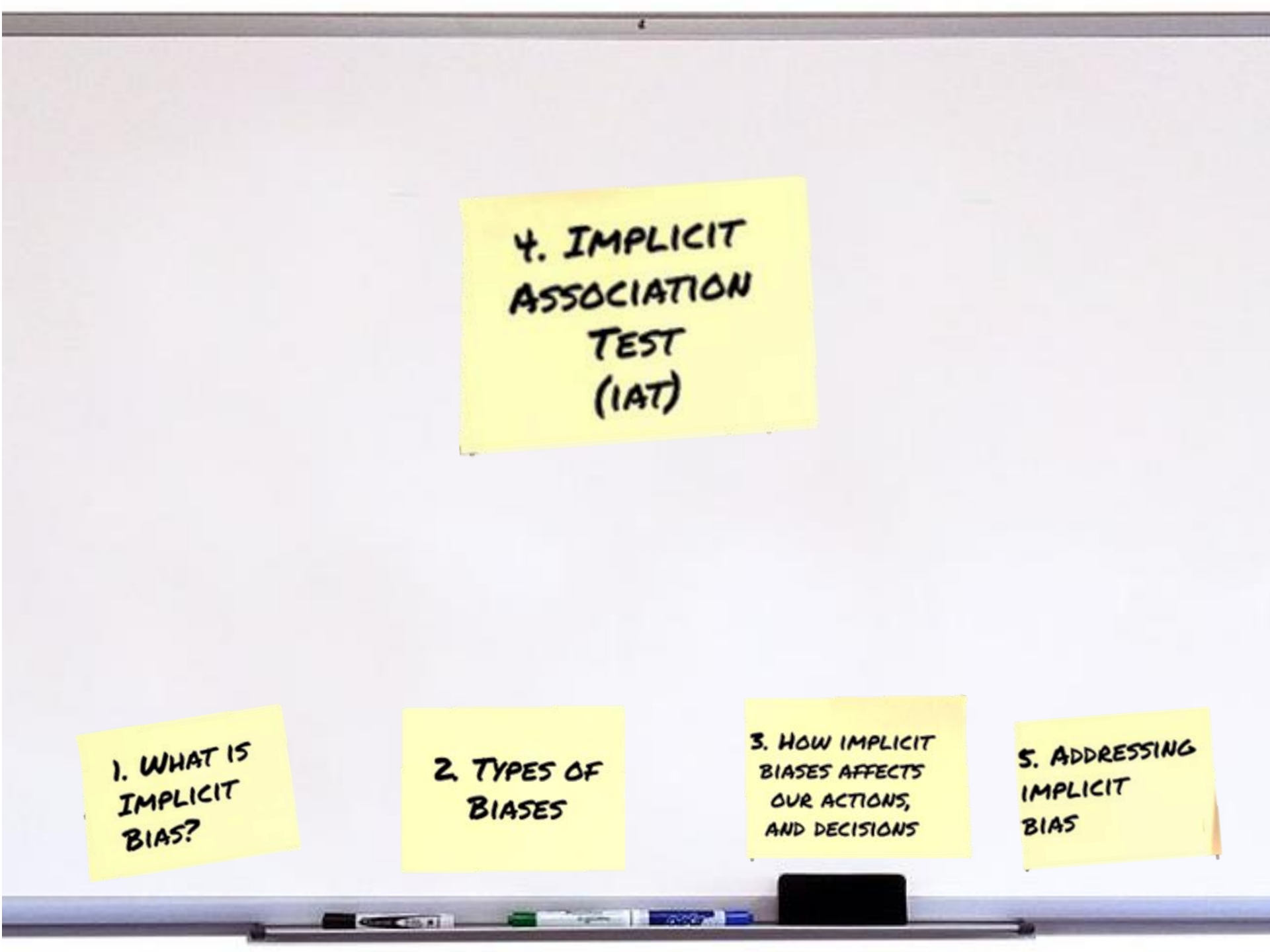
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Examples of Implicit Associations

A.	Four score	1.	E. Cleveland
B.	Ohio State mascot	2.	C. Sting
C.	Bee	3.	D. Sage
D.	Dolt	4.	A. And Seven years ago
E.	Cavaliers	5.	B. Brutus

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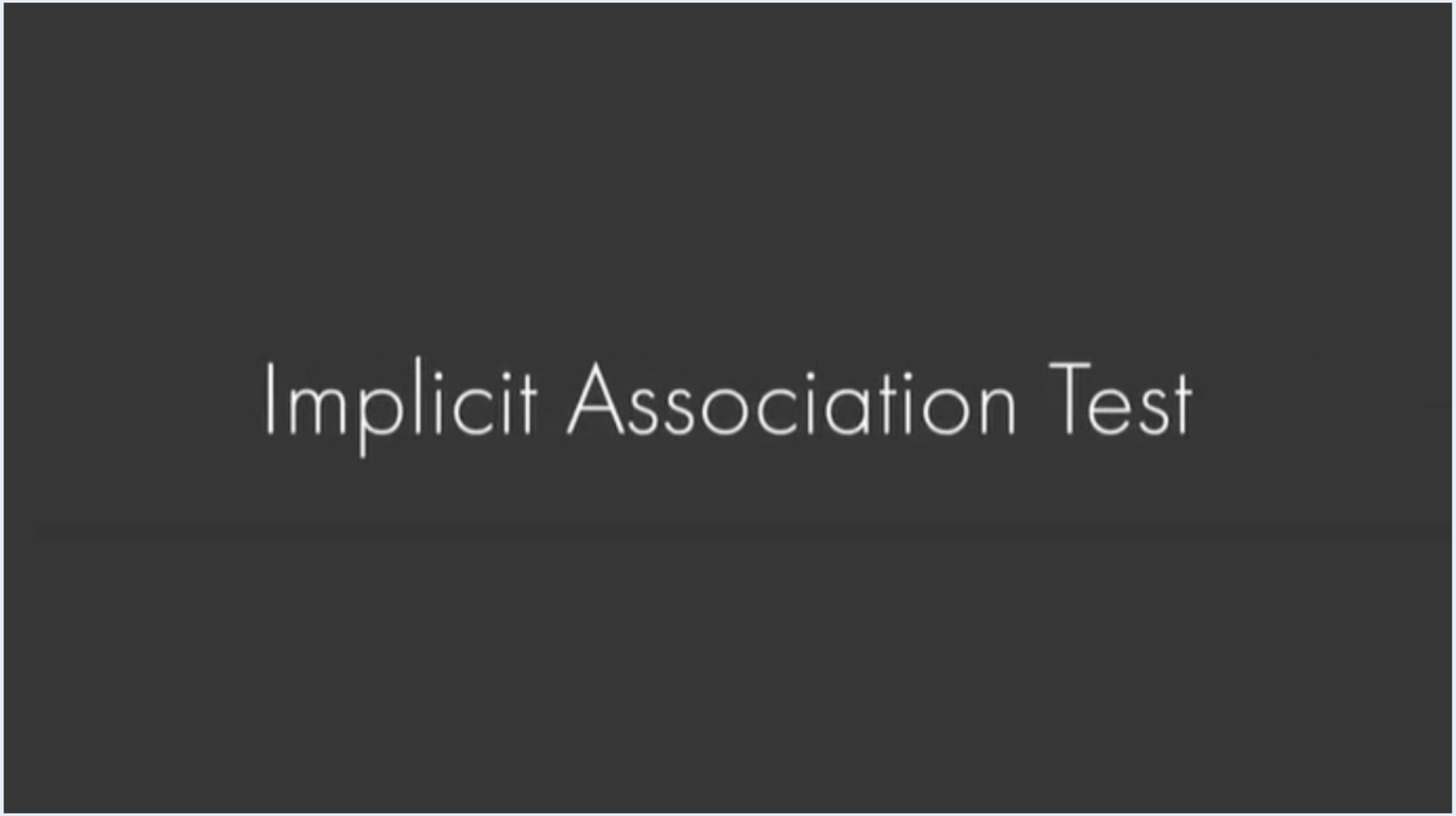
An Introduction to the Implicit Association Test

VIDEO

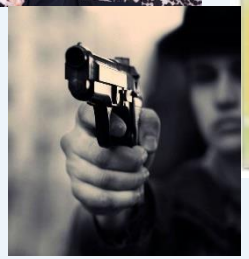


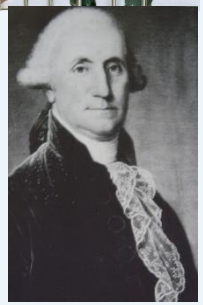
Implicit Association Test - brought to you by Digital Intro at Wesleyan University Lisa Dierker

https://www.youtube.com/watch?v=EOPbf3Ponew

The Implicit Association Test

- Measures the relative strength of associations between pairs of concepts
- Stronger implicit associations = less time to pair and less matching errors
- Weaker implicit associations = more time to pair and more matching errors





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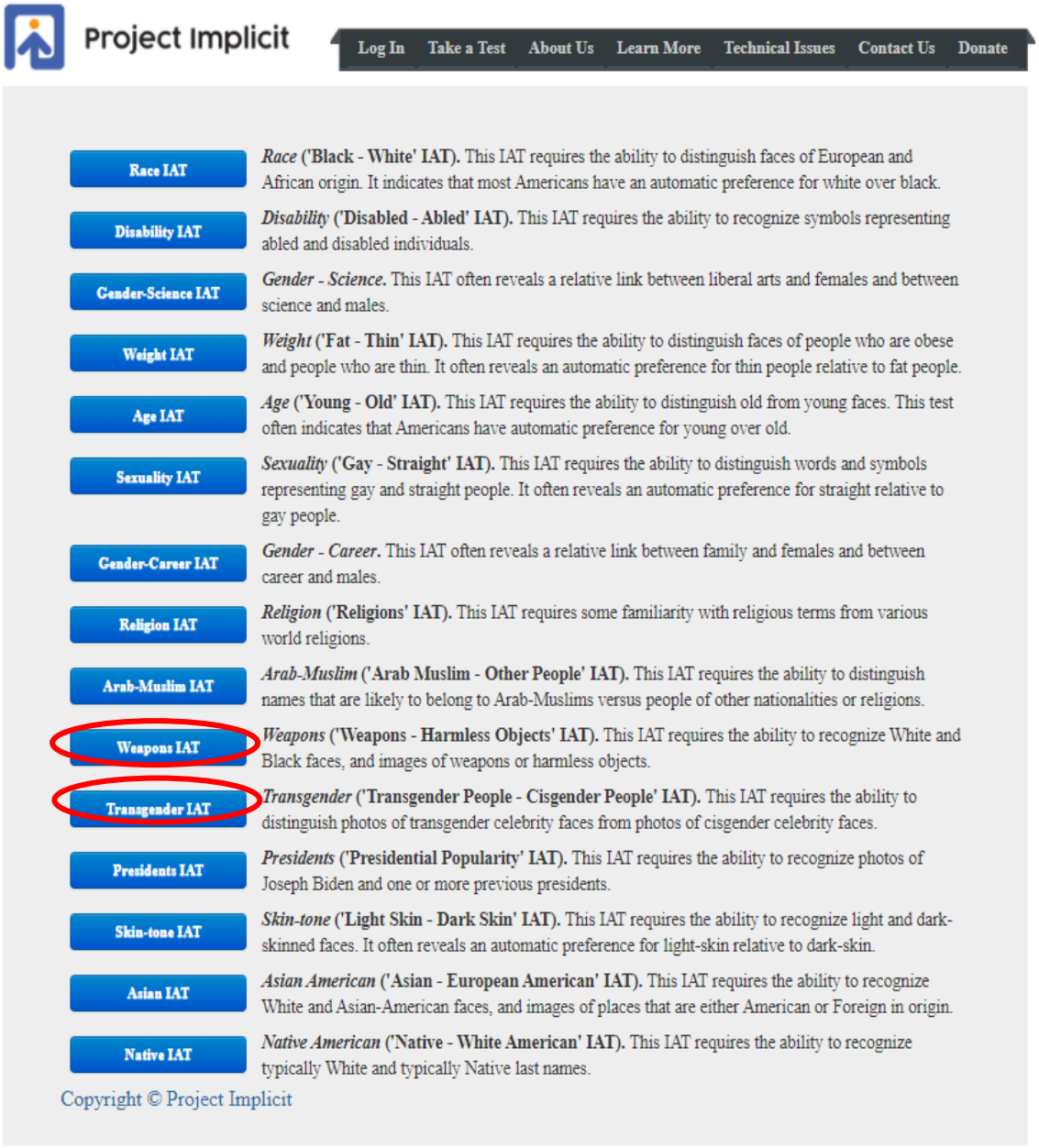
The Implicit Association Test

Weapons IAT: This IAT requires the ability to recognize White and Black faces, and images of weapons or harmless objects.

Transgender IAT: This IAT requires the ability to distinguish photos of transgender celebrity faces from photos of cisgender celebrity faces.

GOOGLE:
Harvard Implicit Association Test – Harvard University



https://implicit.harvard.edu/implicit/takeatest.html

Transgender IAT Sorting Instructions

Sorting Task Instructions

In this categorization task, you will sort images of both transgender and cisgender people. These are images of real people, some of whom you may know. To increase familiarity with the people in these images, we provided a short description of each. This page contains the transgender images, and the next page contains the cisgender images.

Again, "cisgender" refers to people who feel there is a match between the sex they were assigned at birth and the gender they feel themselves to be. “Transgender” refers to people who feel there is a mismatch between the sex they were assigned at birth and the gender they feel themselves to be.

Transgender Person	Name and Description
	Chaz Bono is a musician and actor.
	Chris Mosier is a triathlete.
	Laverne Cox is an actress.
	Caitlyn Jenner is a television personality.

Press the button below to learn about the cisgender images.

Continue

· Project Implicit ·

Transgender IAT Sorting Instructions

Sorting Task Instructions

This page contains more information about the cisgender images.

Cisgender Person	Name and Description
	Jon Favreau is an actor and director.
	Tyler Clary is a swimmer.
	Meagan Good is an actress.
	Meryl Streep is an actress.

Press the button below to begin the categorization task.

Continue

· Project Implicit ·

Implicit Association Test

Implicit Association Test

Next, you will complete the IAT. 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 words	Nice, Pleasure, Laughter, Glorious
Bad words	Nasty, Agony, Hurt, Rotten
Cisgender People	
Transgender People	

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

Continue

· Project Implicit ·

Sorting Instructions

Press "E" for

Bad words

or

Cisgender People

Press "I" for

Good words

or

Transgender People

Part 3 of 7

Use the **E** key for Cisgender People and for Bad words.
Use the **I** key for Transgender People and for Good words.
Each item belongs to only one category.

If you make a mistake, a red **X** will appear. Press the other key to continue.
Go as fast as you can while being accurate.

Press the **space bar** when you are ready to start.

RESULTS

You have completed the study.

During the Implicit Association Test (IAT) you just completed:

Your data suggest moderate automatic preference for Cisgender People over Transgender People.

DISCLAIMER / HOW THE IAT WORKS

Disclaimer: These IAT results are provided for educational purposes only. The results may fluctuate and should not be used to make important decisions. The results are influenced by variables related to the test (e.g., the words or images used to represent categories) and the person (e.g., being tired, what you were thinking about before the IAT).

How does the IAT work?

The IAT measures associations between concepts (e.g., Cisgender People and Transgender People) and evaluations (e.g., Good words, Bad words). People are quicker to respond when items that are more closely related in their mind share the same button. For example, an implicit preference for Cisgender People relative to Transgender People means that you are faster to sort words when 'Cisgender People' and 'Good words' share a button relative to when 'Transgender People' and 'Good words' share a button.

Studies that summarize data across many people find that the IAT predicts discrimination in hiring, education, healthcare, and law enforcement. However, taking an IAT once (like you just did) is not likely to predict your future behavior well.

5. ADDRESSING IMPLICIT BIAS
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SO,…

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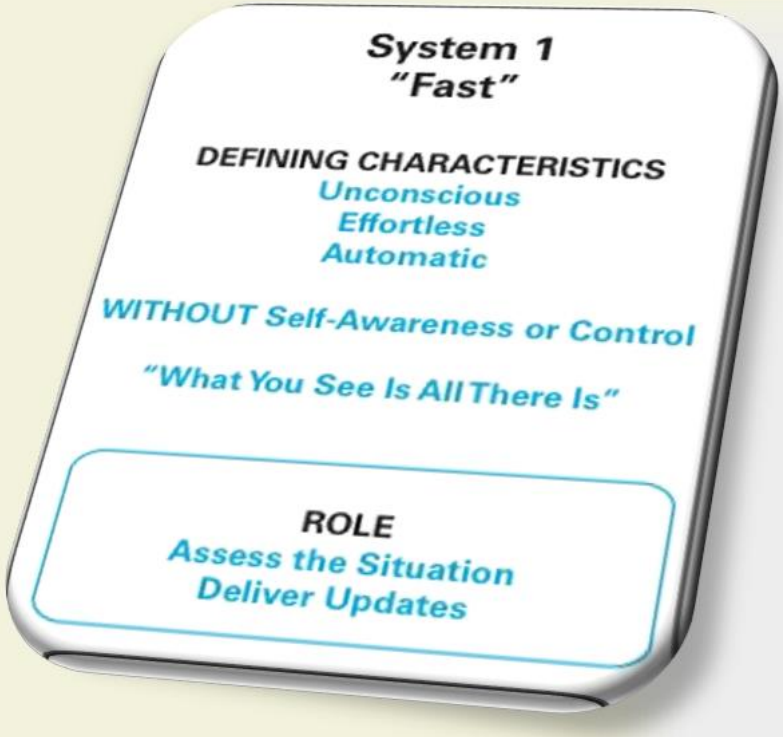
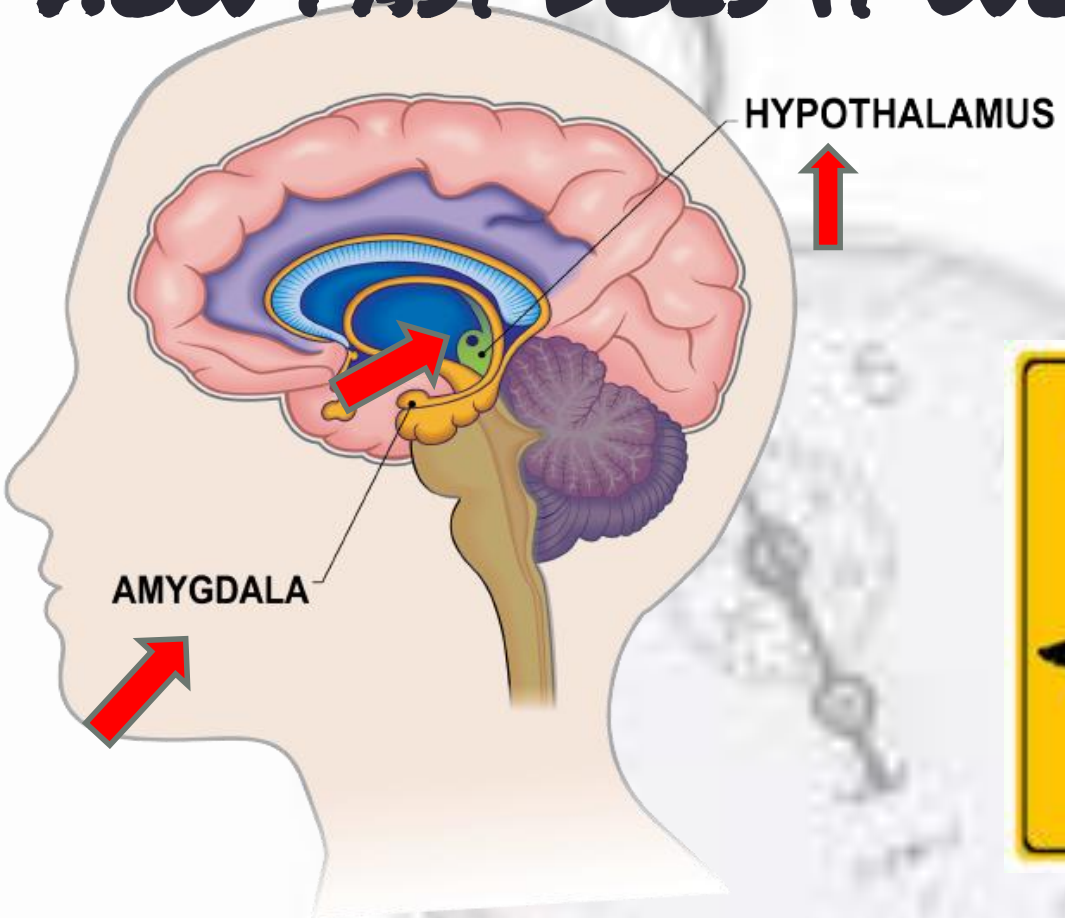
Heuristic Thinking (HT) = Shortcuts

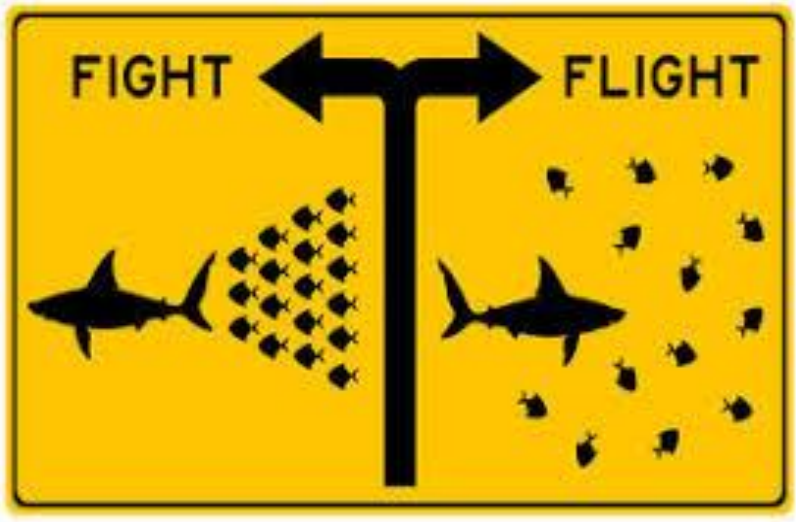


Start recognizing these shortcuts to prevent Implicit Bias from creeping in.

Conscious **thoughts might not tell us when we have bias. Our brains work too fast.**

How Fast Does it Work?





15 milliseconds = 0.015 seconds

Not sure when you are biased?

- Look for times where you're most susceptible to it
- At work, there are a few common places that implicit bias can affect you
  - When you're in a group
    - You might unconsciously ask the same person for input while ignoring other people
  - When you're stressed
  - When you are making a big decision
    - You may unconsciously promote younger employees over older employees (even with same qualifications.)

Any of these moments, remind yourself of the biases that you know or think you have.

Interrupt Your Bias in the Moment

So when Implict Bias is active, you are in a physical & neuroligical process that moves really fast & is largely out of your control.

But that doesn't mean bias has to take over your decision making.

Just like you can calm yourself down if you get frightened, you can interrupt the process of Implicit Bias in the moment.

Understanding Bias

- **Having biases does not make us bad**
- Every one of our decisions and interactions are influenced by factors within and outside of our scope of awareness.
- Our pre-existing reference points are our own limited version of the truth.
- They are powerful because they are anchored by predominant beliefs and feelings.

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How to Address Implicit Bias

- Self reflection
- Open, honest dialogue
- Training and leadership development
- Communication and education for all

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You are not responsible for your first thought.

But you *are* responsible for your *second thought & your first action…*

That is where your *power* lies.

~Unknown

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Additional Resources:

- **Blind Spots: Challenge Assumptions**
  https://www.youtube.com/watch?v=BFcjfqmVah8

- **Kirwan Institute For The Study of Race And Ethnicity;**
  Understanding Implicit Bias; State of the Science: IMPLICIT BIAS REVIEW 2015)

- **Book: BLIND SPOT Hidden Biases of Good People**
  By Mahzarin R. Banaji, Anthony G. Greenwald

- **Implicit Bias \ Lesson 5 – The IAT**
  https://www.youtube.com/watch?v=hr9xAcWv790

- **Kim's Convenience S1E7: Skinny Asian Gay Guy**
  https://www.youtube.com/watch?v=NNycIWDnAAY&feature=youtu.be

- **Implicit Association Test (IAT)**
  https://implicit.harvard.edu/implicit/takeatest.html

- **NPR Podcast & Book: Hidden Brain**
  By Shankar Vedantam; www.npr.org

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Thank You

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