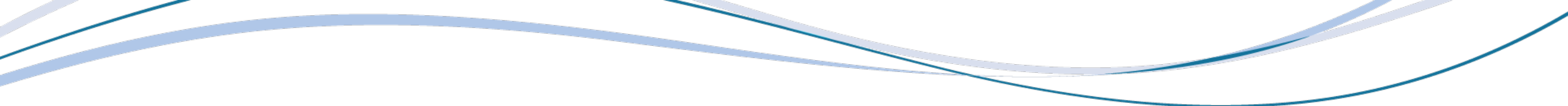# Objectives

Following today's presentation, participants will be able to:

- Identify how implicit bias works in our everyday lives,

- Recognize microaggressions, microassaults, microinsults, and microinvalidations, and

- Apply take away tips and de-biasing techniques for mitigating implicit bias.

# Video Clip:
# Where are you from?

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

# What is Implicit Bias?

# What is Implicit Bias?

- In 1995, Anthony Greenwald and M.R. Benaji hypothesized that our social behavior was not entirely under our conscious control.

- According to their study, the concept of ***unconscious bias*** (***hidden bias* or *implicit bias***) suggests that:

    "Much of our social behavior is driven by learned stereotypes that operate automatically—and therefore unconsciously—when we interact with other people."

# What Is Implicit Bias?
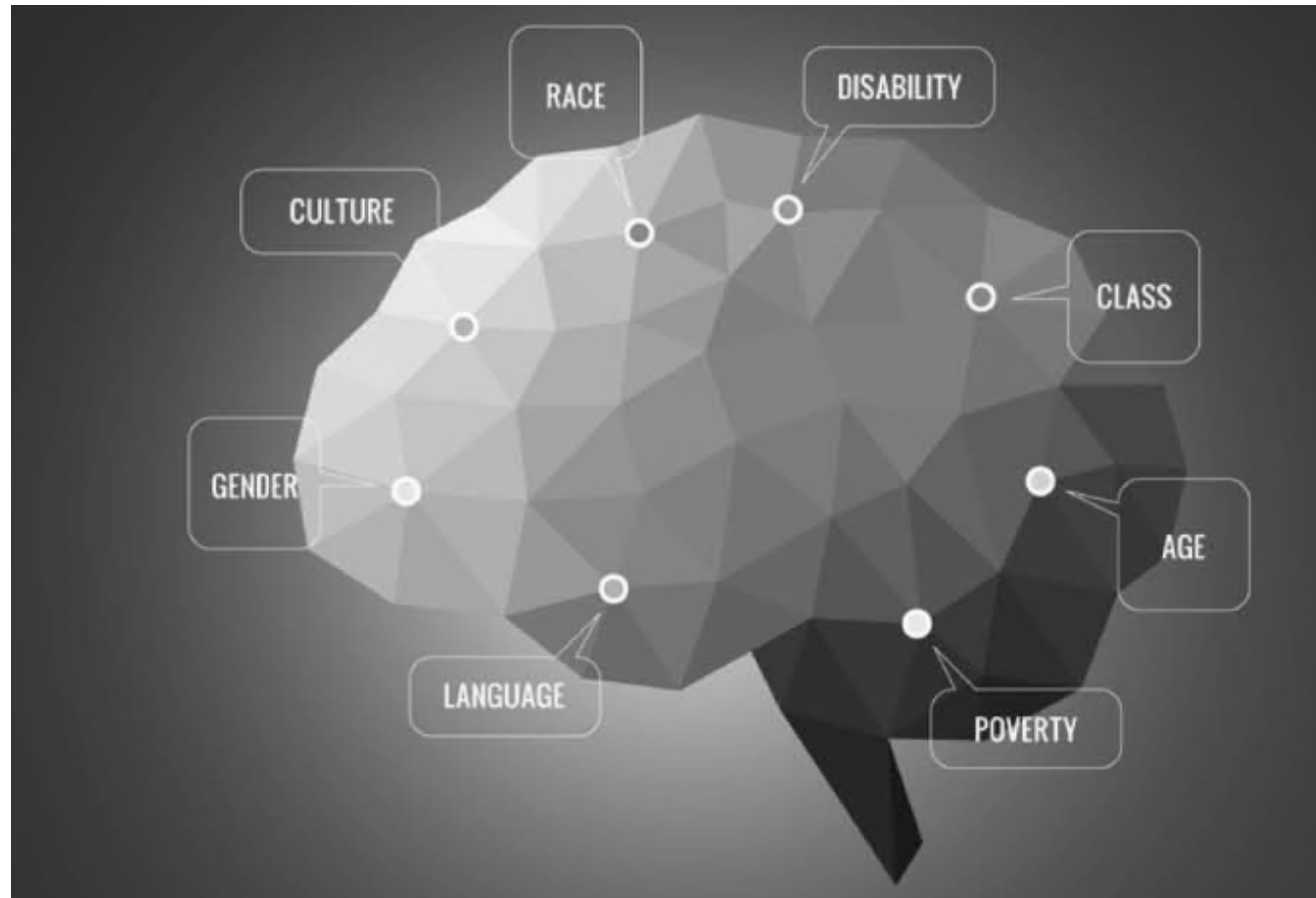


- ❑ Implicit biases are robust and pervasive.

- ❑ Implicit and explicit biases are related but distinct mental constructs.

- ❑ Implicit associations do not necessarily align with our declared beliefs.

- ❑ We generally hold implicit biases that favor our own in group.

- ❑ Implicit biases have real world affects on our behaviors.

- ❑ Implicit biases are malleable, therefore can be unlearned.

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# Applying Implicit Bias

"Schemas are simply templates of knowledge that help us organize specific examples into broad categories. Schemas exist not only for objects, but also for people. Automatically, we **categorize** individuals by age, gender, race and role. Once an individual is **mapped** into that category, specific meanings associated with that category are immediately activated and influence our interaction with that individual."

# The Science of Implicit Bias

## The Neural Basis of Implicit Attitudes

Damian Stanley,[1] Elizabeth Phelps,[1] and Mahzarin Banaji[2]

[1]New York University and [2]Harvard University

ABSTRACT—Evidence that human preferences, beliefs, and behavior are influenced by sources that are outside the reach of conscious awareness, control, intention, and self-reflection is incontrovertible. Recent advances in neuroscience have enabled researchers to investigate the neural basis of these implicit attitudes, particularly attitudes involving social groups. From this research, a model with three identified neural components related to the automatic activation and regulation of implicit attitudes is beginning to emerge. The amygdala is implicated in the automatic evaluation of socially relevant stimuli, while the anterior cingulate and dorsolateral prefrontal cortices are involved in the detection and regulation, respectively, of implicit attitudes. Further support for this model comes from the inclusion of these regions in current models concerning the cognitive regulation of emotion and the detection of conflict. The identification of a putative neural substrate for implicit attitudes has had a direct impact on psychological research into their nature and operational characteristics. We discuss how this emerging neural model has influenced current research on implicit attitudes and describe the importance of such models for directing future research.

KEYWORDS—implicit attitude; implicit bias; social cogni-

enable us to rapidly and efficiently react to simple sensory inputs as well as to multifaceted experiences such as individuals, groups, objects, and events we encounter in our social worlds. Unlike other organisms, humans have the ability to introspectively identify and even change the attitudes they hold. As Max Klinger of M*A*S*H said, "I used to be an atheist, but I gave it up for lent." This ability to examine the contents of our own minds and manipulate them is uniquely human. Its presence can create the illusion that we control more about ourselves and our universe than we actually do, and that we know what our preferences are and why we have them. Research in social psychology has shown that, in addition to our conscious attitudes, we possess automatically triggered attitudes that can influence behavior without our awareness (Fazio, Jackson, Dunton, & Williams, 1995; Greenwald & Banaji, 1995). Because these attitudes are "introspectively unidentified (or inaccurately identified)" (Greenwald & Banaji, 1995, p. 8), they are termed *implicit*, thereby distinguishing them from *explicit* attitudes that reflect our conscious thoughts and beliefs. Current models of social cognition posit that human social behavior is the combined result of these two related but distinct sets of attitudes.

### IMPLICIT ATTITUDES

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# Stroop Effect Experiment

Name the COLOR.

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# Stroop Effect Experiment

Name the COLOR.

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# Priming Exercises

- What does a rabbit do?
    - Say the word "hop" 10 times.
    - What do you do at a green light?
- Say the word "white" 10 times.
    - What does a cow drink?
- Say the word "roast" 10 times.
    - What do you put in a toaster?

# How Does Implicit Bias Work in Everyday Life?

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# How Does Implicit Bias Work in Everyday Life?



MANHATTAN    NEW YORK

**SEE IT: White man threatens to call ICE on Spanish-speaking workers at Midtown Fresh Kitchen**

A black Yale graduate student took a nap in her dorm's common room. So a white student called police
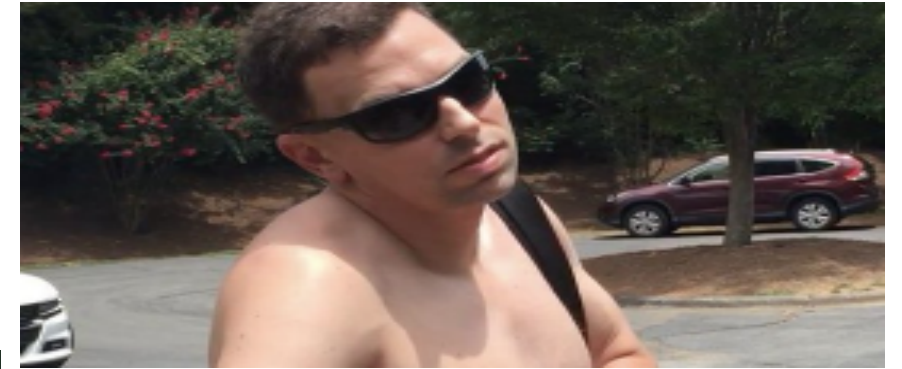
# How Does Implicit Bias Work in Everyday Life?

Police called on Ohio child who was delivering newspapers

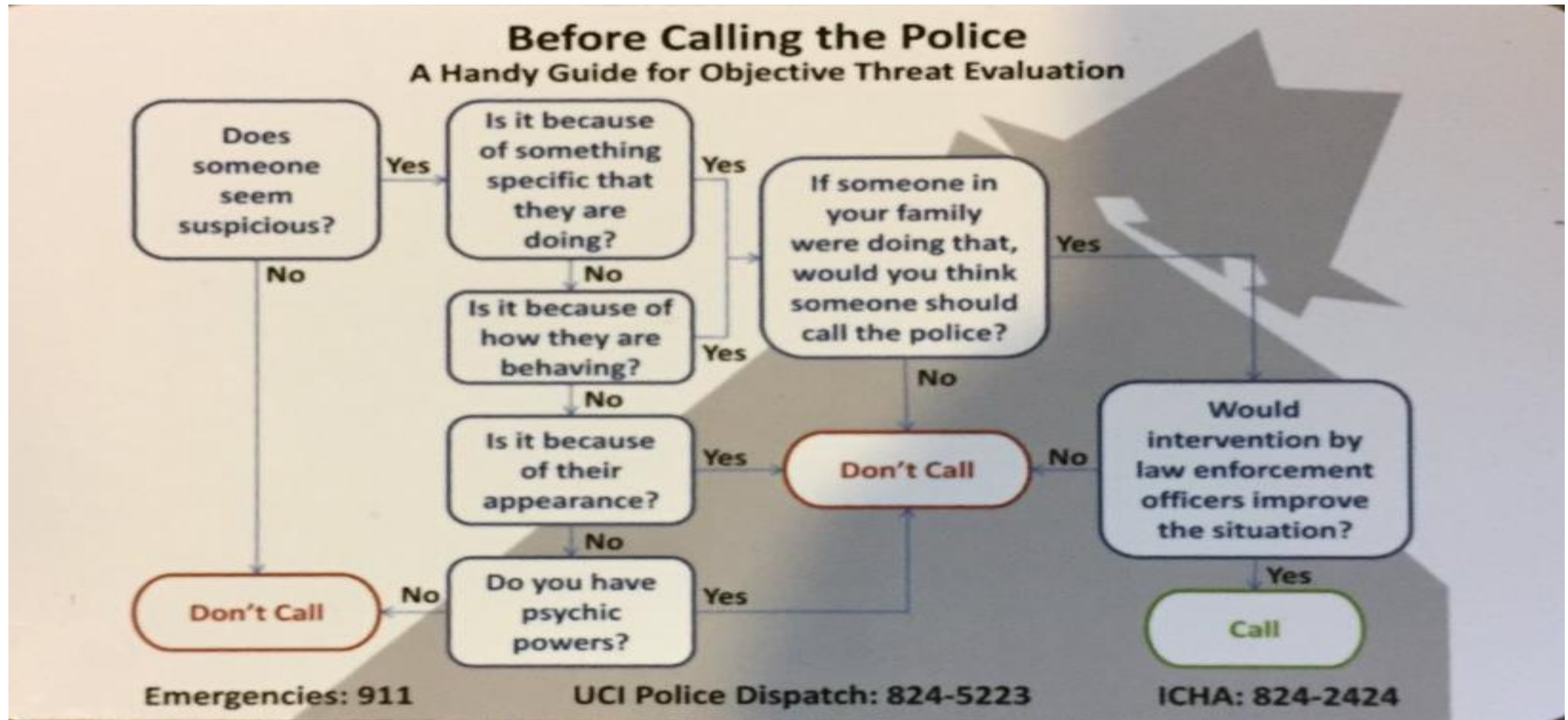A white woman called police on a black 12-year-old — for mowing grass
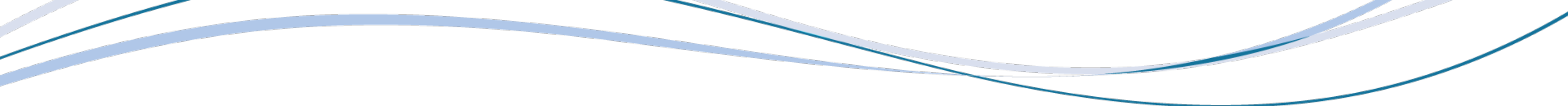
#Permit Patty

#ID Adam

#Coupon Carl

Cops called on black firefighter who was doing his job

By Chris Perez                      June 25, 2018 | 8:32pm | Updated

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# How Does Implicit Bias Work in Everyday Life?



**Before Calling the Police**
**A Handy Guide for Objective Threat Evaluation**

Does someone seem suspicious? — **Yes** → Is it because of something specific that they are doing? — **Yes** → If someone in your family were doing that, would you think someone should call the police? — **Yes** → Would intervention by law enforcement officers improve the situation?

Does someone seem suspicious? — **No** → Don't Call

Is it because of something specific that they are doing? — **No** → Is it because of how they are behaving? — **Yes** → If someone in your family were doing that, would you think someone should call the police?

Is it because of how they are behaving? — **No** → Is it because of their appearance? — **Yes** → Don't Call

Is it because of their appearance? — **No** → Do you have psychic powers? — **Yes** → Don't Call

Do you have psychic powers? — **No** → Don't Call

If someone in your family were doing that, would you think someone should call the police? — **No** → Don't Call

Would intervention by law enforcement officers improve the situation? — **No** → Don't Call

Would intervention by law enforcement officers improve the situation? — **Yes** → Call

Emergencies: 911    UCI Police Dispatch: 824-5223    ICHA: 824-2424

http://www.freerangekids.com/wp-content/uploads/2017/04/sarnecka-thing.jpg

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# Video Clip:
# How does implicit bias work in everyday life?

https://www.youtube.com/watch?v=Mh4f9AYRCZY

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# How Does Implicit Bias Work in Everyday Life?

# First Impressions Matter

How do we size people up?

# How long do you have to make a first impression?
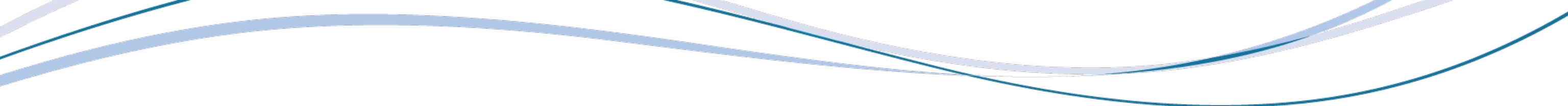
7 seconds

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# Hi, my name is Monica Soni.

# Hi, my name is Dr. Jean O'Brien.

# Who Are We?



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# Video Clip:
## What's the difference between Latino, Hispanic, and Latinx?

https://www.youtube.com/watch?v=T6hbQ3Zs1v8

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# Who Are We?

# Who Are We?

## Racial Composition of the U.S. Muslim Population

### U.S. Muslims

| | Total | Foreign born | Native born | General public |
|---|---|---|---|---|
| | % | % | % | % |
| White | 30 | 38 | 18 | 68 |
| Black | 23 | 14 | 40 | 12 |
| Asian | 21 | 28 | 10 | 5 |
| Other/Mixed | 19 | 16 | 21 | 2 |
| Hispanic | 6 | 4 | 10 | 14 |
| | 100 | 100 | 100 | 100 |

PEW RESEARCH CENTER 2011 Muslim American Survey. RACE, HISP. General public results from June 2011 Current Population Survey. Figures may not add to 100% because of rounding.

http://www.huffingtonpost.com/2014/03/26/muslim-american-demographics_n_5027866.html

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# Hi, my name is Laith Ashley.

# What do you see first?



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# Video Clip:
# Coca Cola – Remove Labels

https://www.youtube.com/watch?v=uZo5dWWKSos

# Discussion

- How would you have responded?

# How Does Implicit Bias Work in Everyday Life?: Media and Criminality

# How Does Implicit Bias Work in Everyday Life?: Hiring

- Names
  - The Chicago Résumé Study
  - Canadian Résumé Study
- Company culture (not a "good fit")
- Applicant Pool Composition
- Social Media Biases
- Overweight and Obese Applicants and Employees
- Those with criminal records
- Those with poor credit histories
- Those with accents
- Those with disabilities (visible and invisible)
- Those who are LGBTQI

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# What are Microaggressions?

# What are microaggressions?

- A question, a comment, even an intended compliment, sometimes, that nevertheless suggests something demeaning
  - White people often ask Asian Americans where they are from, conveying the message that they are perpetual foreigners in their own land.
  - Example – telling a person of color that he/she is "so articulate," which implies that all other people of color are not.
  - Example – "You're not like those other [women, gays/lesbians, Blacks, Latinos], etc.
    - This implies that the person is an exception.

Microaggressions
in
Everyday Life

Race, Gender, and
Sexual Orientation

Derald Wing Sue
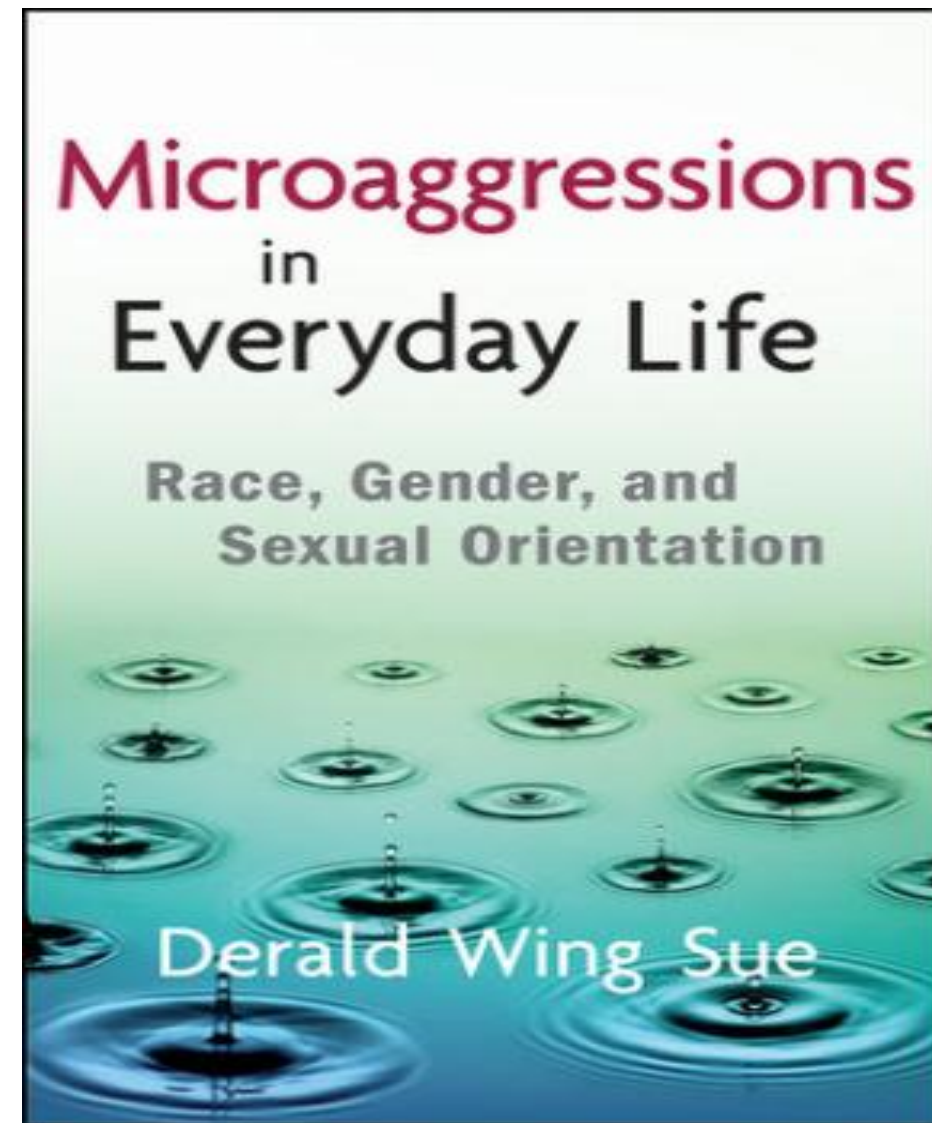
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**Warning: Contains two instances of potentially offensive language.**

Video Clip:

How Microaggressions Are Like Mosquito Bites

https://www.youtube.com/watch?v=hDd3bzA7450

# What are microassaults?

- Conscious and intentional actions or slurs, such as:

  - Using disability-related, racial, ethnic, sexist, religious, or homophobic epithets
  - Displaying swastikas, confederate flags, etc.
  - Shopkeeper vigilance/shopper profiling
  - Stop and frisk policies

# What are microinsults?

- Verbal and nonverbal communications that subtly convey rudeness and insensitivity and demean a person's heritage or identity.

  - An employee who asks a colleague of color how she got her job or was admitted in college/university, graduate/professional school, etc., implying she may have landed it through an affirmative action or quota system and therefore unqualified for the position.
  - Assuming a professional person of color is the hired help, such as custodian, secretary, bell hop, valet, etc.
  - "I never would have guessed you were gay."

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# What are microinvalidations?

- Communications that subtly exclude, negate or nullify the thoughts, feelings or experiential reality of a person of a marginalized group.

    - You're playing the "race" card
    - You're being too sensitive
    - #Black Lives Matter – what about OTHER lives? All lives matter
    - #MeToo – Sexual harassment and assault
        - Started by social activist, Tarana Burke, in 2006
    - What's the big deal? They're only words…

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# How Can We Mitigate Implicit Bias in Everyday Life?

# Exercise: How Diverse Is Your Network?

**Instruction:** The facilitator will ask a series of questions. Respond to each question, placing a "x" in an empty box of the affinity that represents your response – building a histogram.

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **White / Caucasian** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **African American** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Hispanic / Latino** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Asian / Pacific Islander** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Native American** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **LGBTQ+** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Veteran** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Person with disabilities** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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# Exercise: How Diverse Is Your Network? – Example

| Category | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| White | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | ■ | | | ■ | | | ■ |
| Black/African American | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | | | |
| Hispanic/Latino | ■ | ■ | ■ | | | | | | | | | | | | | | | | | |
| Asian | | | | | | | | | | | | | | | | | | | | |
| Native Hawaiian or Pacific Islander | | | | | | | | | | | | | | | | | | | | |
| Native American | | | | | | | | | | | | | | | | | | | | |
| Two or More Races | ■ | ■ | ■ | | | | | | | | | | | | | | | | | |
| LGBTQ+ | ■ | | | | | | | | | | | | | | | | | | | |
| Veteran | ■ | | | | | | | | | | | | | | | | | | | |
| Person with disabilities | | | | | | | | | | | | | | | | | | | | |

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# Exercise: How Diverse Is Your Network? - Next Steps

- After completing the "How Diverse Is Your Network" exercise, reflect on your network.

- What are 2 things you will do to expand your circle, increasing the diversity of your network?

**Actions:**
1.
2.

# Implicit Association Test (IAT)



https://implicit.harvard.edu/implicit/

# IAT: Understanding the Tool

- How does the IAT work?
  - The tool presents a method that demonstrates how the conscious-unconscious minds diverge.

- What is *Project Implicit*?
  - Project Implicit is a collaborative investigation effort between researchers at Harvard University, the University of Virginia, and University of Washington.
  - The studies examine thoughts and feelings that exist either outside of conscious awareness or outside of conscious control.

- The goal of this project is to make this technique available for education (including **self education and self awareness**).

# What kind of IATs are available?



**Project Implicit®**

LOG IN    TAKE A TEST    ABOUT US    EDUCATION    HELP    CONTACT US    DONATE

**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.

**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.

**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.

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

**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 old.

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

**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.

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# What kind of IATs are available?

**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.

**Presidents IAT**

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

**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.

**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.

**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.

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# What kind of IATs are available?: Mental Health

# Practical Strategies and Tips to Combat Implicit Bias

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# Debiasing Techniques

"The key isn't to feel guilty about our [implicit] biases—guilt tends toward inaction. It's to become consciously aware of them, minimize them to the greatest extent possible, and constantly check in with ourselves to ensure we are acting based on a rational assessment of the situation rather than on stereotypes and prejudice."

Neill Franklin, in The New York Times Room for Debate series, 2014

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# Debiasing Techniques

- Training
  - Continuous, not just one and done

- Intergroup contact
  - Interacting with others different from yourself (not just one)
    - Breaking bread (meals), book groups, worship, etc.
- Taking the perspective of others
  - Empathy
- Emotional expression
  - Non-verbal body language
- Counter-stereotypical exemplars
  - Think of those who don't fit the stereotype

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# Try this social experiment in implicit bias

- The next time you are in a setting, where people have to select seats, such as airplanes, public transportation, theaters, conference sessions, etc., take note of what seems to be running through people's minds as they decide where they would like to sit.

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# Video Clip:
# Putting It All Together:
# All That We Share

https://www.youtube.com/watch?v=jD8tjhVO1Tc

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# Next Steps

- Think about what you learned in today's workshop.
- In pairs, discuss something actionable that you can bring back to your organization, community, family, etc.?
- Group share a few examples

# For further information, please contact:

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