

Elected Officials Essentials(EOE)

UNDERSTANDING IMPLICIT BIAS

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AGENDA

Explore

Explore the meaning of implicit bias and how it can impact your role

Learn

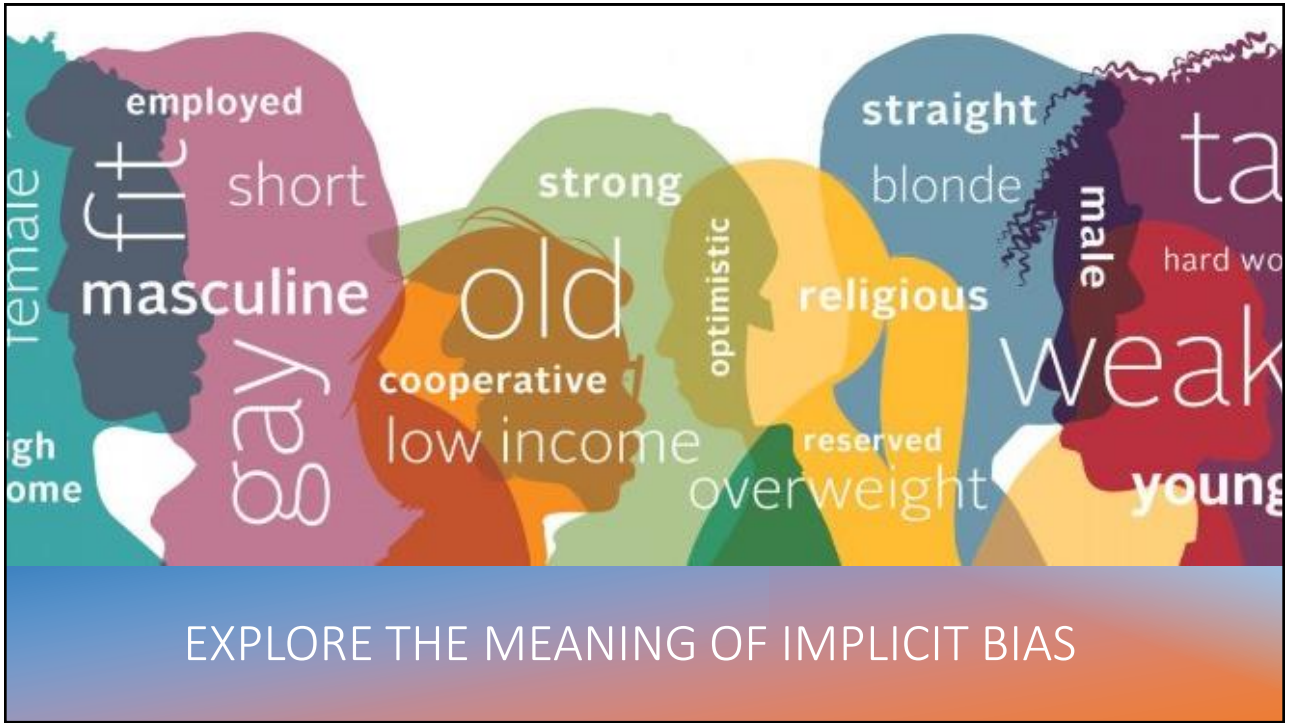
Learn to recognize and understand your own biases

Discover

Discover strategies for minimizing the impact of implicit bias



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BIAS

Bias is simply a preference for or against a thing, person or group compared to another.

Biases may be held by an individual, a group, or an organization.

Some biases are conscious (explicit bias) - beliefs we have decided are facts regardless of the evidence.

Some biases are unconscious (implicit bias) and can have a positive, neutral or negative impact on others.



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EXPLICIT BIAS

Expressed directly

Aware of bias

Operates consciously

Example -- "I trust women more than men."

IMPLICIT BIAS

Expressed indirectly

Unaware of bias

Operates un-consciously

Example -- sitting further away from a man than a woman.

Source: Unconscious (Implicit) Bias and Health Disparities: Where Do We Go from Here?
[://implicit.harvard.edu/implicit/takeatest.html](http://implicit.harvard.edu/implicit/takeatest.html)



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HOW OUR MIND WORKS

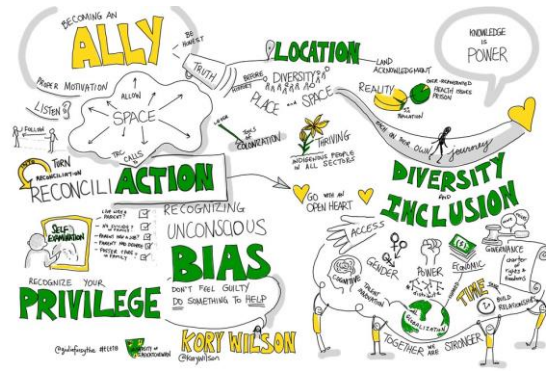


- Implicit bias arises from our brain's capacity limitations.
- We process about **11,000,000** pieces of information each second.
- But we can consciously process only about **40** pieces of information each second.
- Only about **2%** of cognition is available to us consciously at any given moment
- We constantly draw on the **98%** of our cognition that is unconscious – we fill in the blanks with the millions of pieces of information not consciously available to us
- Think for a moment about the impact of this.



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LEARN TO RECOGNIZE & UNDERSTAND OUR OWN BIASES



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IMPACTS OF IMPLICIT BIASES

- They influence our perceptions, judgments, decisions, actions and can predict behavior.
- They can lead to discriminatory actions in a wide range of human interactions (education, hiring, service delivery, medical care, finance, housing, criminal justice, budget, planning, etc.)
- They can lead to subtle acts of exclusion. Subtle but offensive comments or actions which are often unintentional reinforce a stereotype when directed at persons based on their membership in a marginalized group.



IMPLICIT BIAS IMPACTS DECISIONS ON HIRING

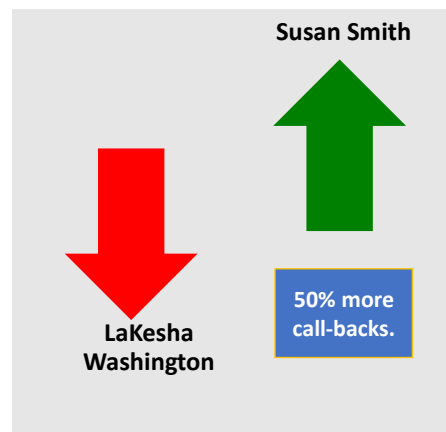
- When musicians were placed behind a screen, the percentage of female new hires for orchestral jobs increased 25% – 46%.



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IMPLICIT BIAS IMPACTS DECISIONS ON HIRING

- Job search – identical resumes, apart from names
- More “white-sounding” names
 - ✓ 50% more callbacks for jobs than “African-American sounding” names.



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IMPLICIT BIAS IMPACTS DECISIONS ON SAFETY



Researchers analyzed over 6 decades (1950 to 2012) of death rates from U.S. hurricanes and found:

Feminine-named hurricanes (vs. masculine-named hurricanes) cause significantly more deaths, apparently because they lead to a lower perceived risk and consequently less preparedness.

- Average deaths for feminine-named hurricanes 45
- Average deaths for masculine-named hurricanes 23

Source: Proceedings of the National Academy of Sciences, June 17, 2014



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IMPLICIT BIAS IMPACTS WHAT WE SEE & DON'T SEE



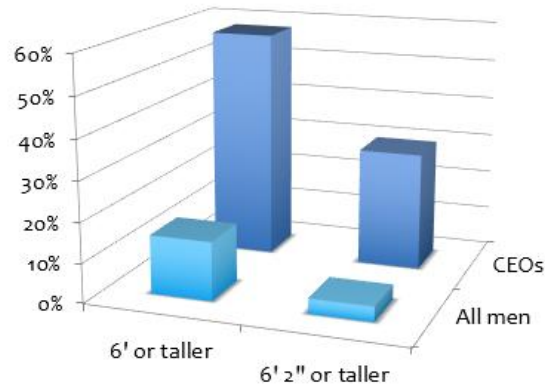
A safety poster sent to public pools by the Red Cross in 2014:

- What is the intended message?
- What is the unintended message?



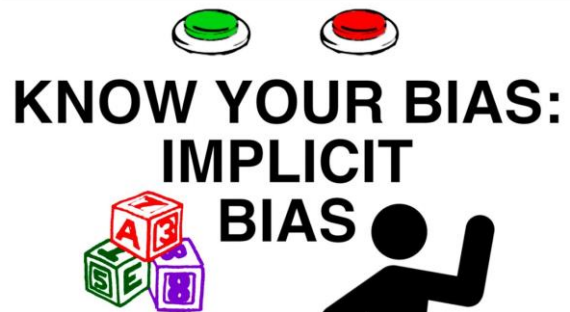
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IMPLICIT BIAS IMPACTS DECISIONS ON WHO IS QUALIFIED



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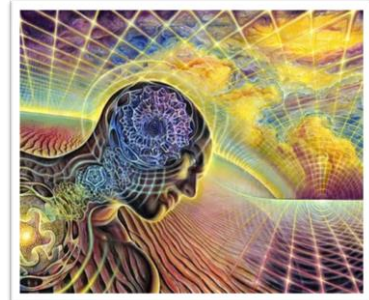
DISCOVER
STRATEGIES FOR
MINIMIZING THE
IMPACT OF
IMPLICIT BIAS



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KNOW THE FACTS

- Research has proven that suppressing or denying biased thoughts can increase bias rather than eliminating it.
- Research has also confirmed that if we openly acknowledge and directly challenge our biases, we can make more progress.



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OUR DILEMMA

How do we openly acknowledge and directly challenge that which is outside of our conscious awareness?



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OUR OPPORTUNITY

Seek	Raise	Use
Actively Seek Feedback	Raise Your Awareness	Use Strategies to Address Implicit Bias



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ACTIVELY SEEK FEEDBACK

- Seek feedback from trusted sources, family, friends, community.
- Seek feedback through consulting with people from different backgrounds than yours, ask for feedback from colleagues, supervisors and others regarding past performance.
- Consistently acknowledge and thank people when you receive feedback – keep the channels open.



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TYPES OF FEEDBACK

How do we account for our own biases and practice equity with the diverse individuals in our organization and community?



Developed by Benita R. Horn & Associates

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RAISE IMPLICIT BIAS TO OUR CONSCIOUS AWARENESS

- Participate in trainings and other educational programs aimed at raising awareness about implicit biases and their impact.
- Continuously self-monitor your perceptions, judgments, behavior, decisions, and actions for the influence of implicit biases.
- Hold yourself responsible for the negative influence that implicit biases have on your perceptions, judgments, behavior, decisions, and actions. Do not dismiss your accountability simply because implicit biases are triggered automatically without our conscious awareness.
- Take Implicit Association Tests



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USE PROVEN STRATEGIES TO ADDRESS IMPLICIT BIAS...

- Stereotype Replacement
- Counter-stereotypic Imaging
- Individuation
- Perspective Taking
- Increasing Opportunities for Contact



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STEREOTYPE REPLACEMENT

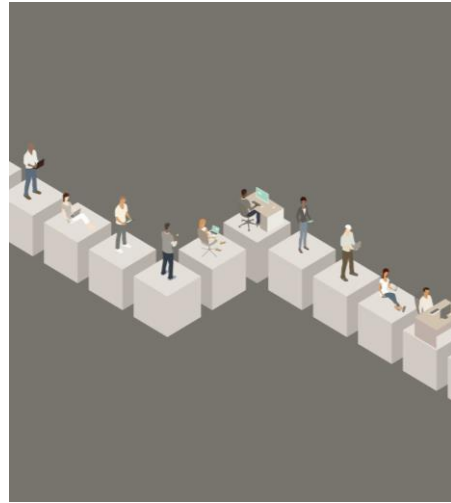
- Start with recognizing and acknowledging that a response is based on stereotypes.
- Label your response as stereotypical.
- Reflect on why the response occurred (where it originated).
- This creates a process to consider how the biased response could be avoided in the future.



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COUNTER-STEREOTYPIC IMAGING

- When you become aware of a stereotype, replace it with a positive image.
- Create these images in detail from friends, co-workers, respective community members, even famous people past and present.
- This process makes positive images more available and begins the process of replacing negative, often inaccurate images.



INDIVIDUATION

- There is no substitute for getting to know others as individuals.
- Think about information you are comfortable sharing about yourself with others and share it.
- Seek constructive ways to learn specific information about colleagues and those around you.
- This process prevents stereotypic assumptions and supports associations based on personal and unique, rather than group characteristics.



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PERSPECTIVE TAKING

- Imagine yourself to be a member of a group for which you hold stereotypes.
- Try to imagine what their lived experience might be.
- What are their struggles and achievements?
- What might you have in common?
- This process increases psychological closeness which helps to prevent automatic group-based evaluations.



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INCREASING OPPORTUNITIES FOR CONTACT

- Learn about others / other cultures by attending community events and establishing connections with those attending.
- Seek out and participate in public educational opportunities (exhibits, festivals, media, etc.).
- Increased contact between groups can reduce implicit bias through a wide variety of mechanisms, alter images of the group, and directly improve evaluation of the group.



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ONE MORE
THOUGHT...



COMMON BIASES IN SELECTION PROCESSES

TYPE OF BIAS:	COUNTER BIAS BY:
Attribution bias – assuming motivations for actions of others	Giving others the benefit of doubt, acknowledge they are likely as complex a person as you are.
Anchor bias – relying on first impressions	Avoid basing your thought process on an early data point.
Confirmation bias or “Halo affect”- seeking what confirms our beliefs	Seeking out dissenting options when making decisions.
Groupthink – valuing group cohesion over making the right decision	Encouraging energetic debate and full participation of all committee members.



TIPS TO COUNTER IMPLICIT BIAS

Everyone has biases, but self-awareness is the first step in minimizing the negative impact your biases may have on others. Some questions to ask yourself when interacting with others:

- Does this person remind me of myself or someone I know?
- Are there elements of their speech or writing such as format or style that positively or negatively influence my overall impression?
- Am I evaluating their actual skills and experience or my interpretations and assumptions of their skills and experience?
- What ways have I already excluded or endorsed this candidate? Why?
- Taking adequate time to. Implicit bias is mitigated when committees take time for thoughtful reflection and discussion.



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MOVING TO ACTION



Which of the Strategies for Addressing Implicit Bias are you willing to adopt for the next month to determine if it makes a difference?



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*“Our implicit biases are not permanent. They are malleable and can be changed by devoting **intention, attention, and time** to developing new associations.”*

Kirwan Institute



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Thank you.

For your time, attention, intention, and commitment to this workshop and our ongoing journey toward equity, inclusion and belonging..



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