



Exploring the Human Nature of Implicit Bias

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AGENDA

Defining	Exploring	Introducing
Defining bias and gaining understanding of how it works	Exploring how implicit bias impacts decision-making	Introducing tools that can reduce the impact of implicit bias



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DEFINITION OF BIAS

- The evaluation of one group and its members relative to another.
- Human beings all carry bias or prejudice.
- It is **only** when we act on our biases that we can create negative outcomes for particular individuals or groups.



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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.



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HOW OUR MIND WORKS

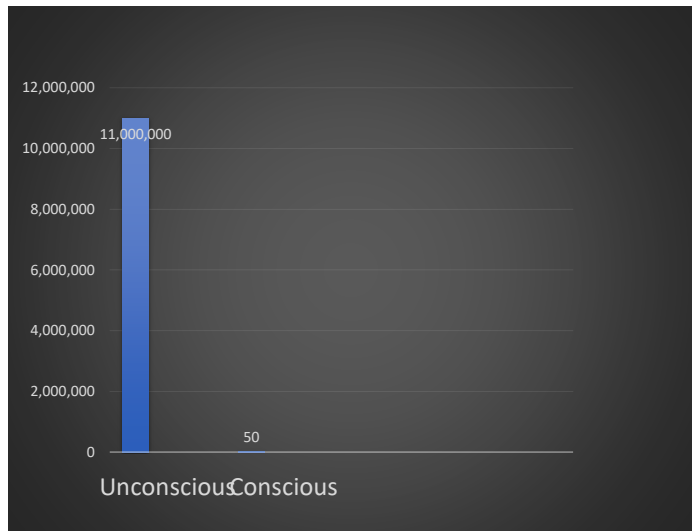
- Only about **2%** of cognition is available to us consciously at any given moment
- We constantly draw on the 98% of our cognition that is unconscious – we fill in the blanks with the millions of pieces of information not consciously available to us
- As a result, we are easily susceptible to bias – our mind looks for short cuts

We unconsciously think about biases even when we do not explicitly believe in or discuss them



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OUR UNCONSCIOUS PROCESSES MUCH GREATER AMOUNTS OF INFORMATION



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IMPLICIT BIAS CONCEPTS UNWRAPPED



<https://www.youtube.com/watch?v=OoBvzl-YZf4>



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IMPLICIT BIAS CONCEPTS UNWRAPPED

- What stood out for you in the video?
- How might concepts in the video influence our interactions with others?
- What is one thing that has worked for you in addressing an implicit bias?



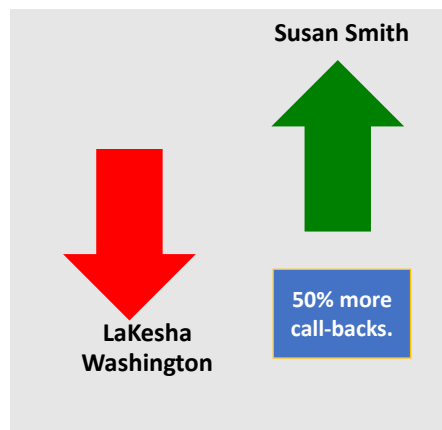
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IMPACTS OF IMPLICIT BIAS



IMPACT IN HIRING

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



IMPACT 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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IMPACT IN COMMUNICATION



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

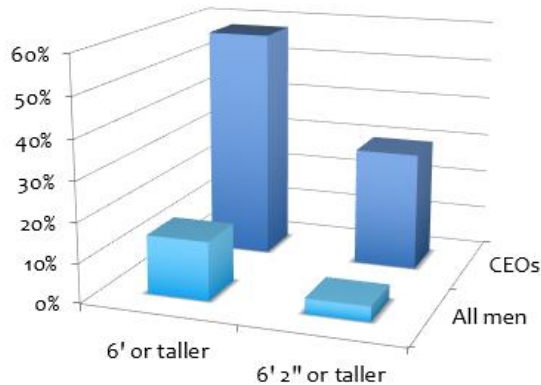
- What is the intended message?
- What is the unintended message?



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IMPACT IN SELECTION PROCESSES

✓ CEOs are disproportionately tall.



HOW IMPLICIT BIASES ARE HARMFUL

- 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, 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.



WHAT TO DO WITH BIAS?

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



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THE CHALLENGE OF IMPLICIT BIAS

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



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MEETING THE CHALLENGE

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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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



Project Implicit®



USE PROVEN STRATEGIES TO ADDRESS IMPLICIT BIAS

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



ONE MORE
THOUGHT...



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COMMON BIASES IN SELECTION PROCESSES

TYPE OF BIAS:	COUNTER BIAS BY:
Attribution bias	Giving others the benefit of doubt, acknowledge they are likely as complex a person as you are.
Anchor bias	Avoid basing your thought process on an early data point.
Confirmation bias or “Halo affect”	Seeking out dissenting options when making decisions.
Groupthink	Encouraging energetic debate and full participation of all committee members.



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TIPS TO COUNTER SELECTION IMPLICIT BIAS

Everyone is biased, but self-awareness is the first step in minimizing the negative impact your biases may have on others. Some questions to ask yourself when reviewing applications or interviewing applicants:

- Does this person remind me of myself or someone I know?
- Are there elements of this application such as format or style that positively or negatively influence my overall impression?
- Am I evaluating the skills and experience actually listed on the application or my interpretations and assumptions of the candidate's skills and experience?



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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



Thank you.

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



Questions?

We want to
hear from
you!

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