


Implicit Bias

Annee Duprey | March 27, 2024

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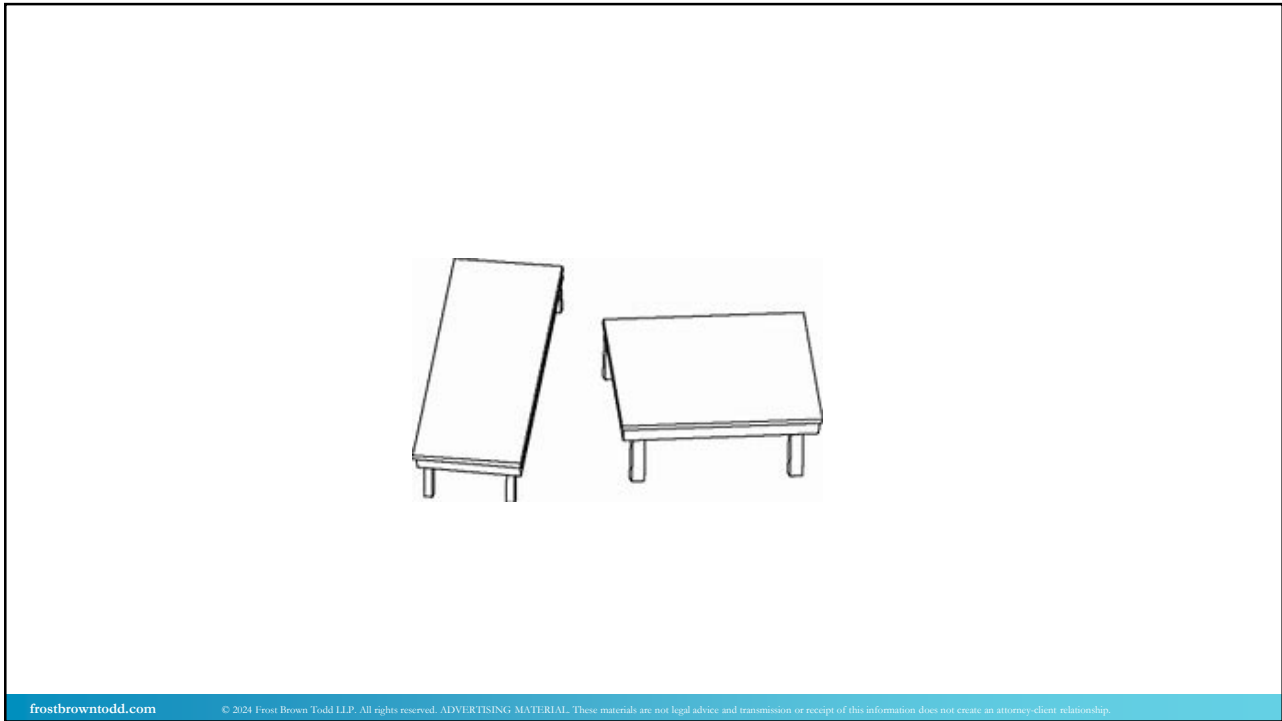
What is implicit bias?

Automatic associations we make about different groups that occurs automatically and unintentionally, but still affect judgments, decisions, and behavior.

It's a mental shortcut – a hidden response – and *we all* have it!

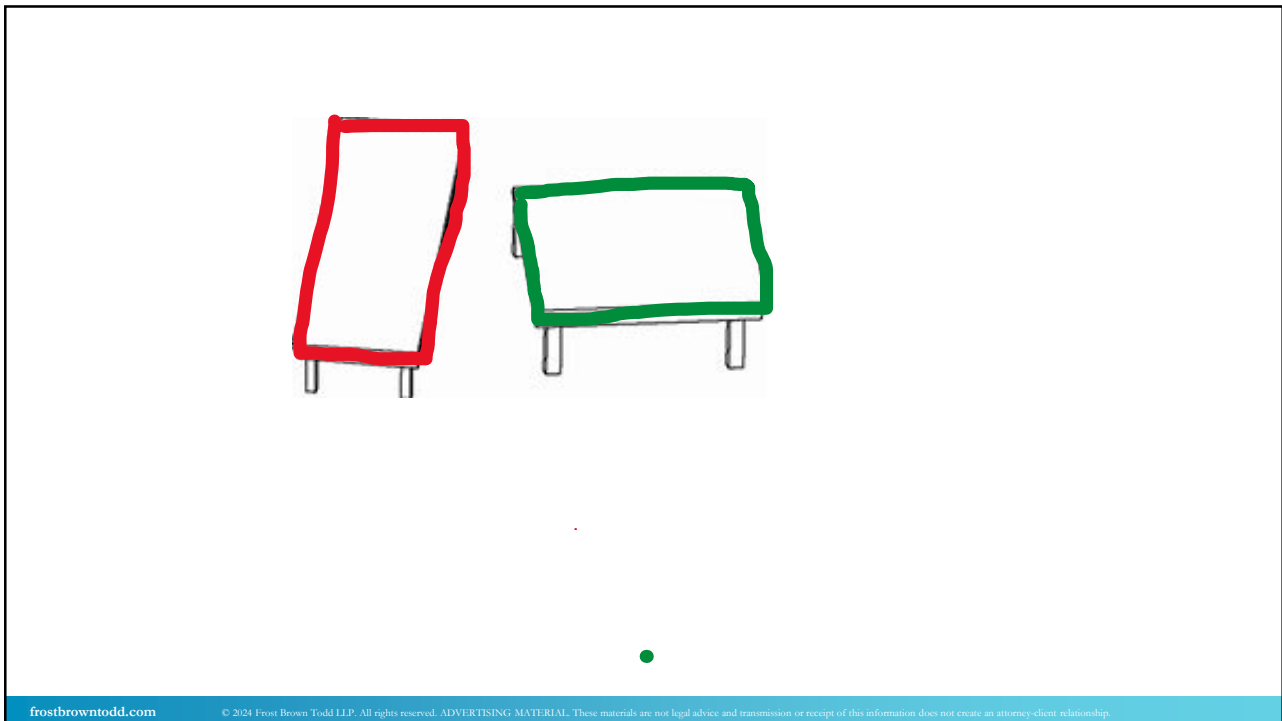
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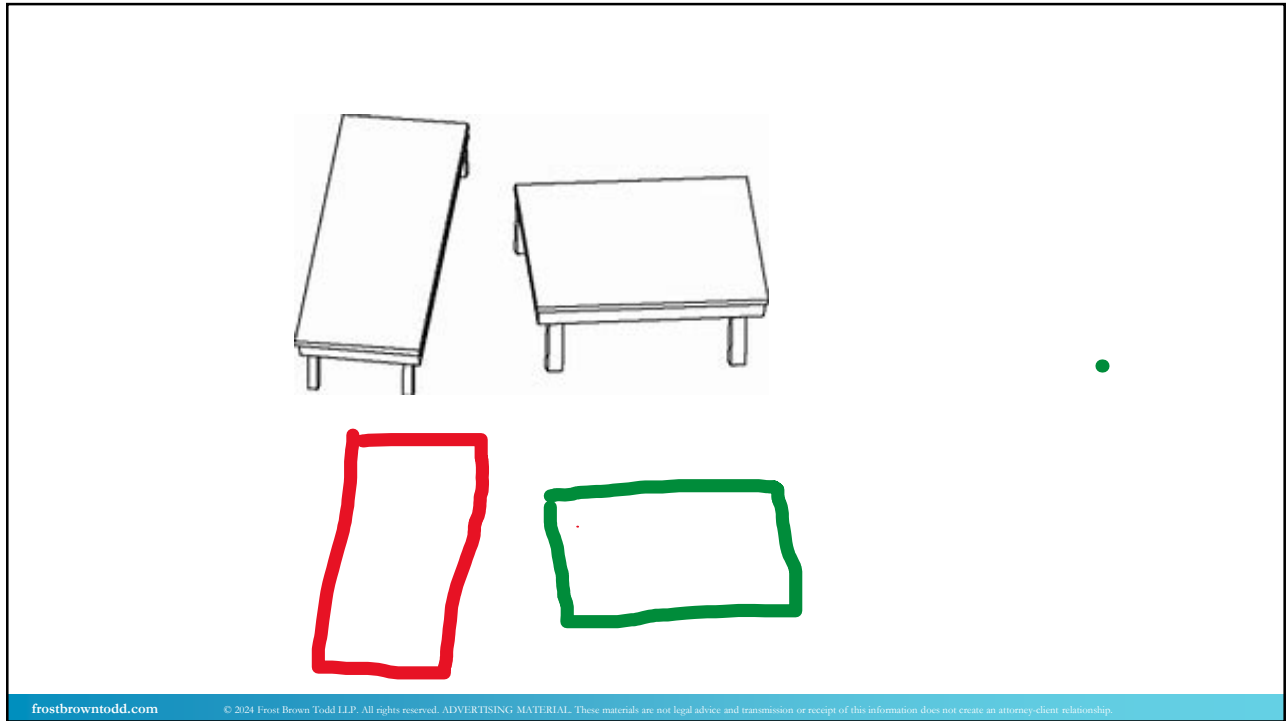
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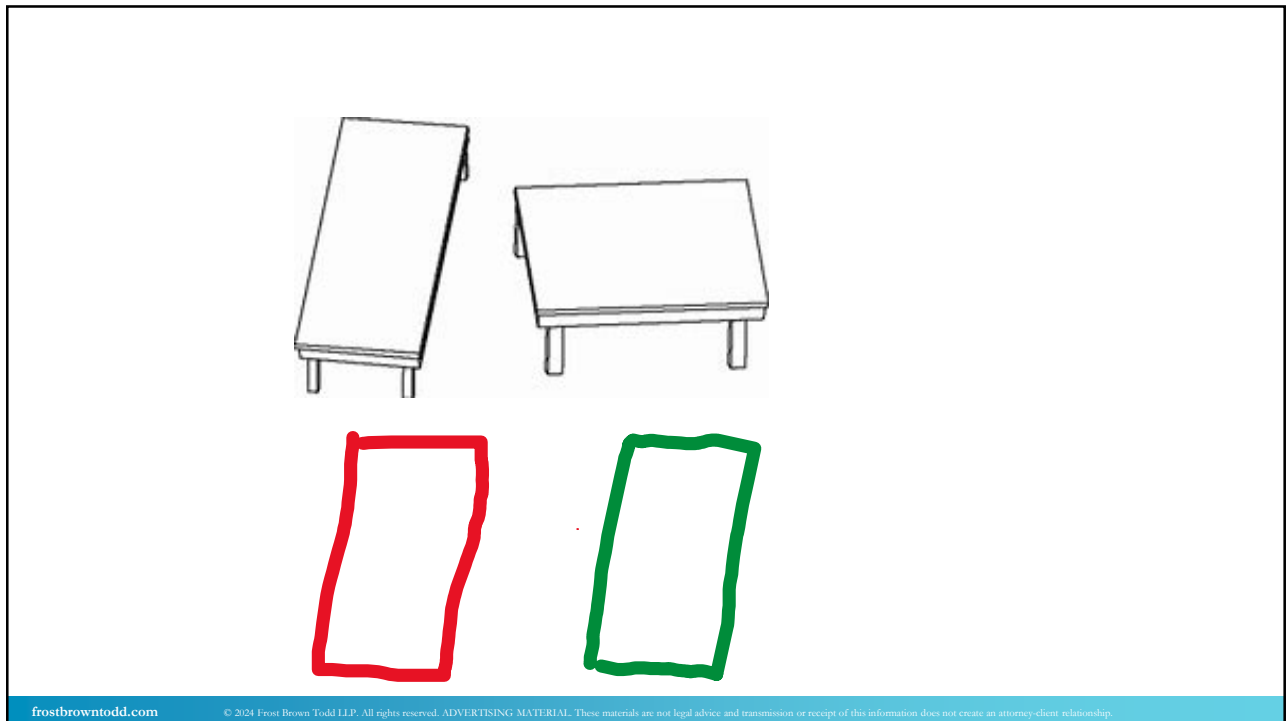


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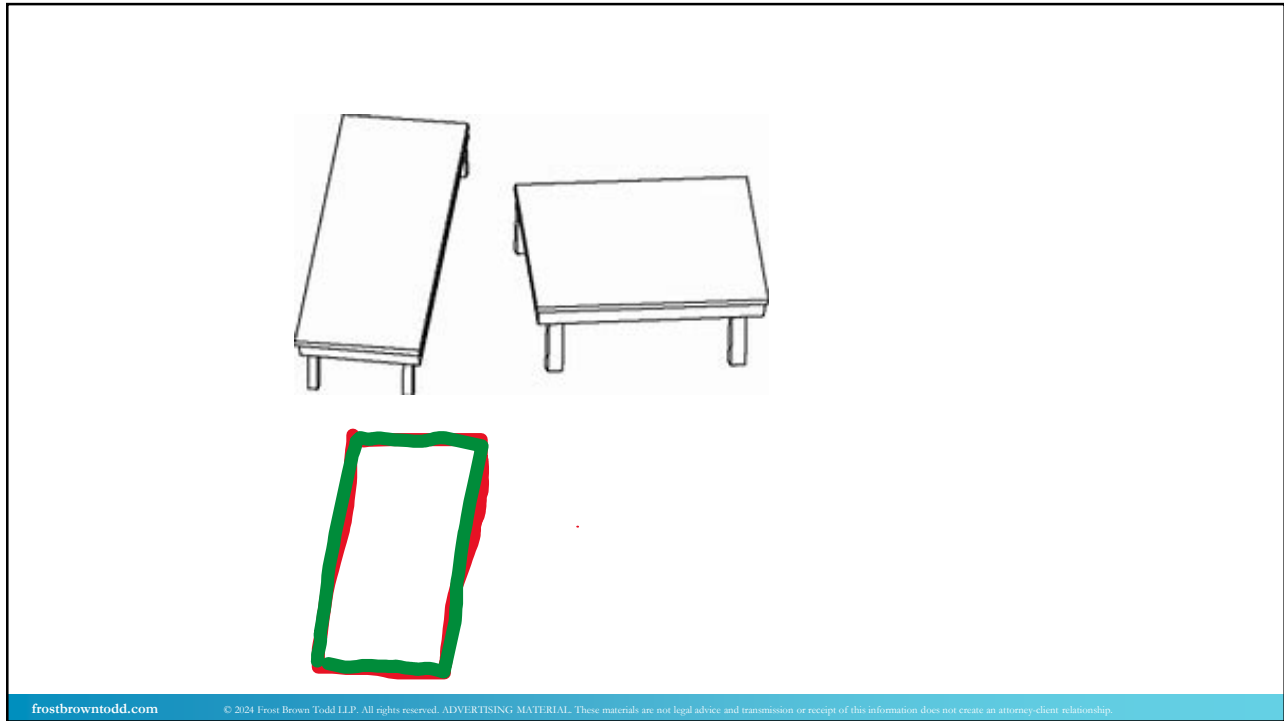
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Unconscious Associations and Stereotyping

-  Your brain quickly sorts them into categories based on their appearance, accent, or background
-  Your brain associates certain traits with specific groups

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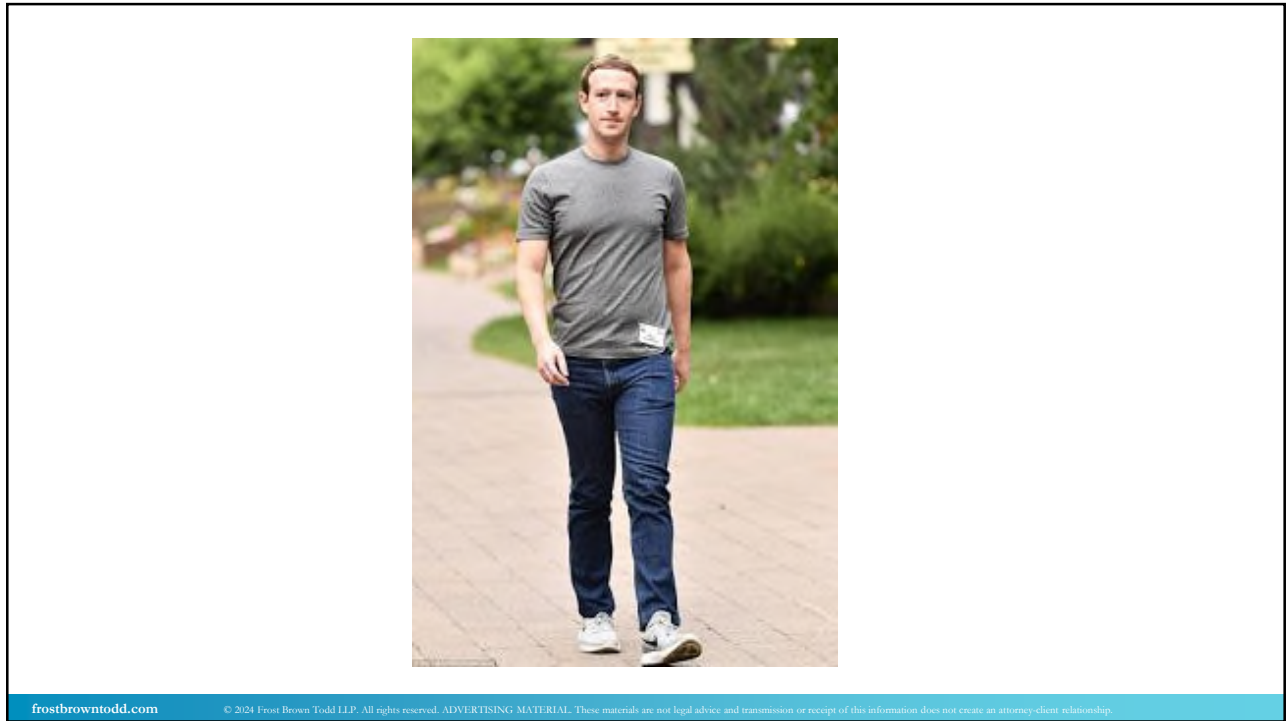
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Recognizing Implicit Bias

- Not Always Intentional
- Learned and Influenced
 - Family and friends
 - Experiences (positive and negative)
 - Media
 - Culture (television, music, movies)

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“A Revolution in Classical Music”

- After auditions for orchestras became “blind,” the number of women in the top U.S. orchestras increased five-fold.
- Closing our eyes doesn’t work once people are hired
- The only way to address implicit bias is to go looking for it so that you can counter it

Malcolm Gladwell. Blink: The Power of Thinking Without Thinking, 2005.



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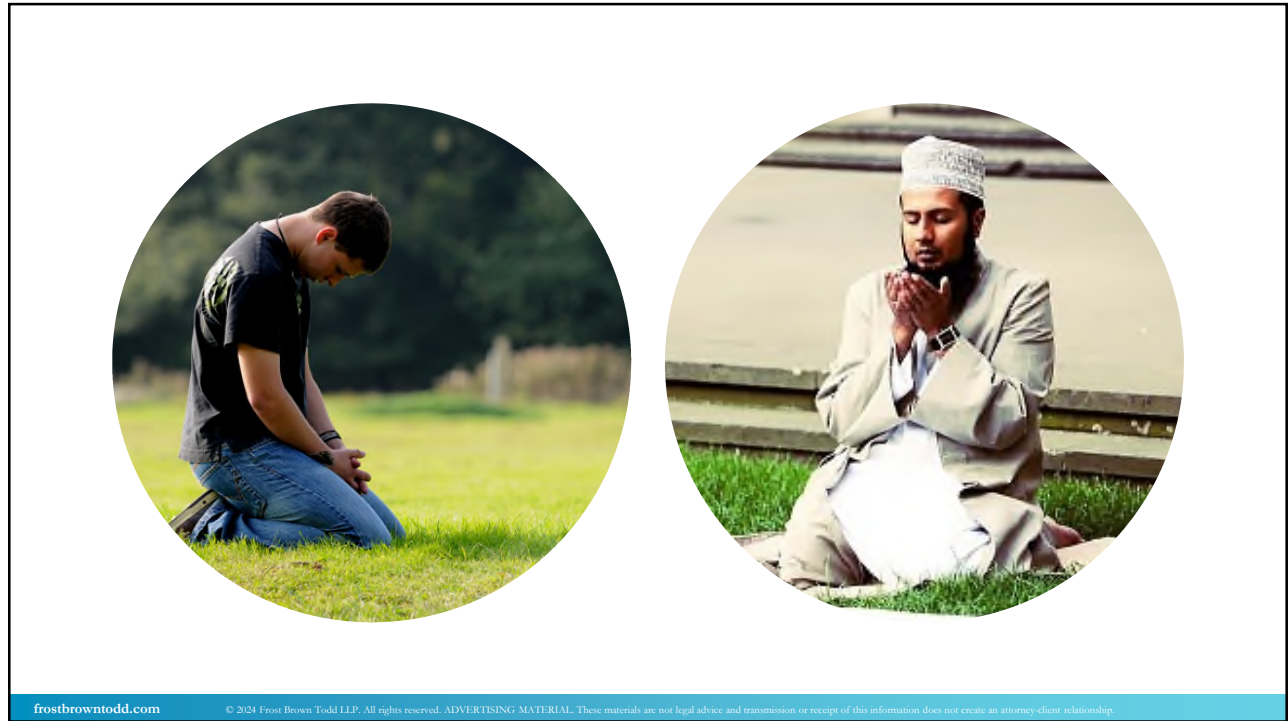
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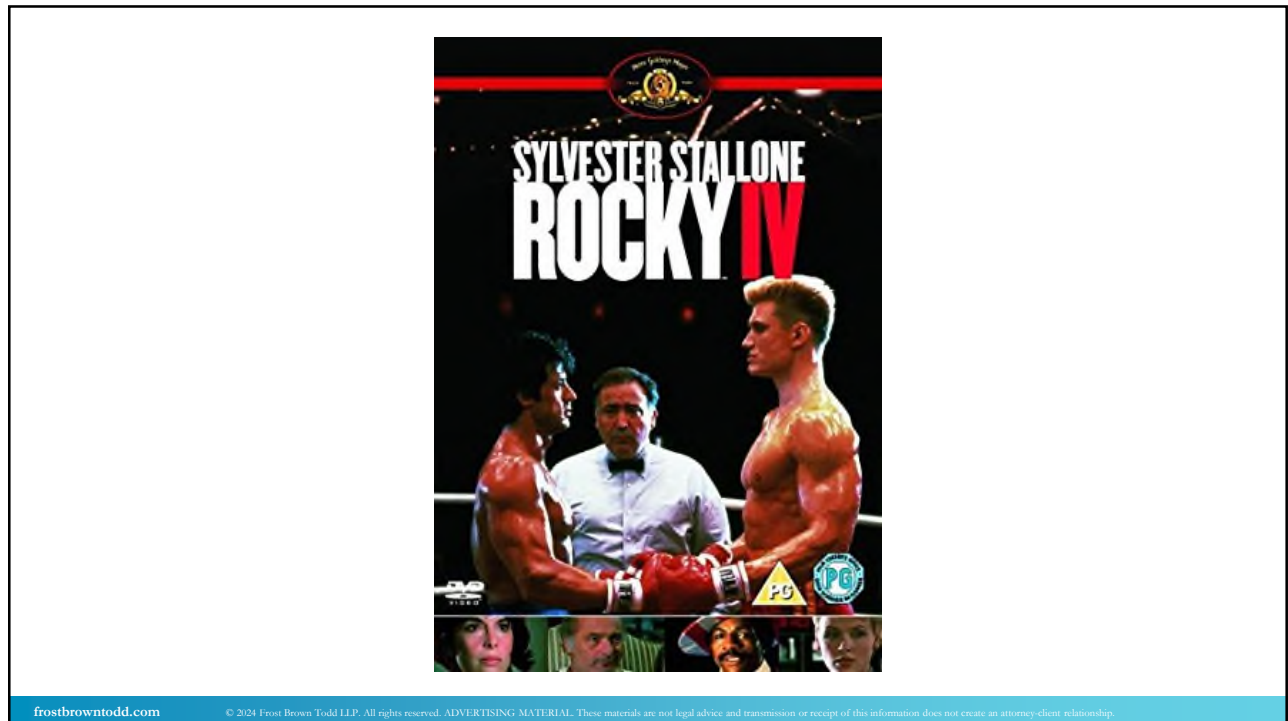
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DIFFERENT DOES NOT MEAN BAD

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Bless his heart.

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- Dress** - Some cultures have specific clothing such as headscarves or turbans that always worn
- Religious practices** - Some religions require designated time off for prayer
- Customs** - Some cultures can't have specific food or beverages or have rules about food preparation
- Non-verbal behavior** - Eye contact, facial expressions, hand gestures, and how people interpret them vary between cultures
- Verbal behavior** – yinz, y'all, fixin', floppy disk, ain't, reckon, wash, etc.

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MOST PEOPLE HAVE GOOD INTENTIONS

TIMES HAVE CHANGED

OUR UNDERSTANDING HAS CHANGED

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If your husband ever finds out
you're not "store-testing" for fresher coffee...

... if he discovers you're still taking chances on getting flat, stale coffee... you he made you!

For today there's a sure and certain way to test for freshness before you buy

Here's how easy it is to be sure of fresher coffee

Look for the "Pressure Packed" Seal on Chase & Sanborn Coffee.

Just do this:
Place your fingers against the top of the seal. If it is broken or cracked, it means the coffee is stale. If it is intact, the coffee is fresh.

Why other cans fail you now!
They can't seal an airtight, flat-top top. There are thousands of holes for air to get in. That's why you get stale, flat coffee.

Here's the payoff!
You'll get more coffee than in any other can. You'll get it fresher than any other coffee. You'll get it for less money.

Chase & Sanborn
"PRESSURE PACKED" COFFEE

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CREAM of WHEAT

Maybe Cream of Wheat aint got no vitamins. I dont know what them things is. If they's bugs they aint none in Cream of Wheat but she's sho' good to eat and cheap. Costs 'bout 1¢ fo' a great big dish.

Rastus

Painted by Edna Y. Brown for Cream of Wheat Co. Copyright 1917 by Cream of Wheat Co.

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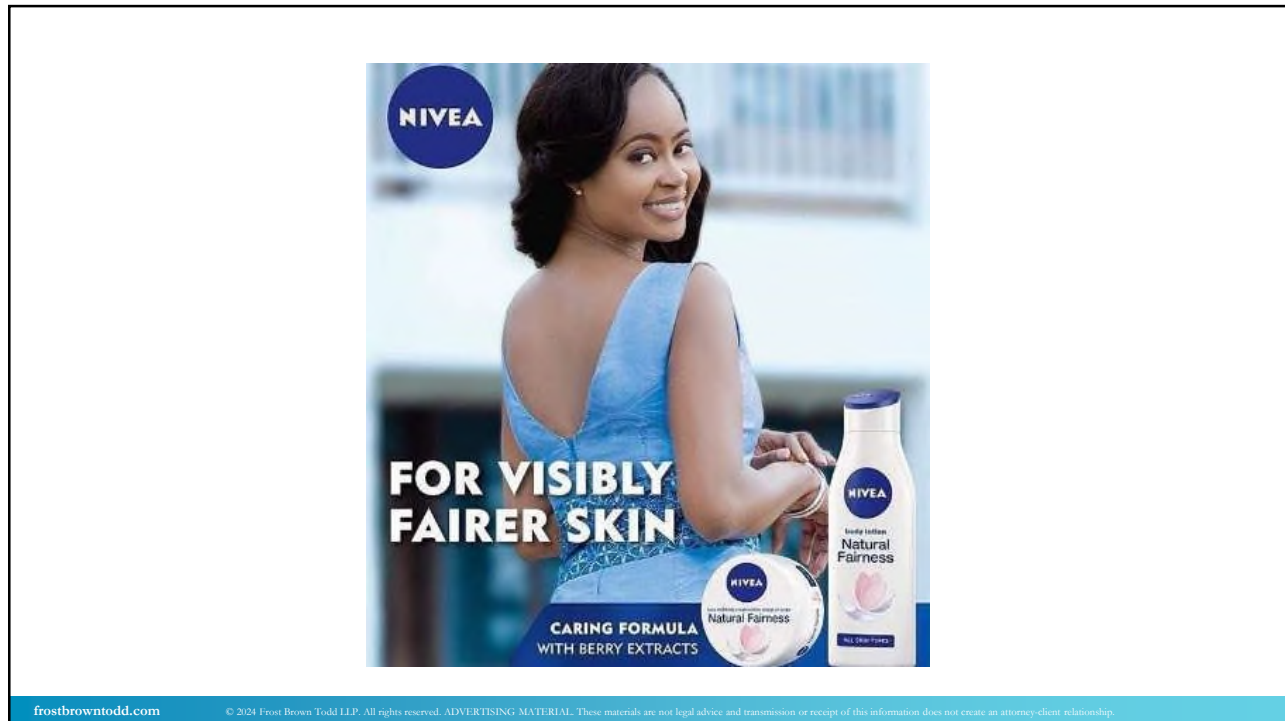
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Awareness Matters

Recognizing implicit bias is crucial.

See people as unique individuals – learn their stories and experiences.

Question your assumptions

Adjust your perspective.

Expand your bubble.

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Overcoming Bias

How emotionally charged are you in your thoughts?

- The more emotion that is attached to your thoughts, the more likely it is that your thought reflects a biased attitude

Pay attention to your attitude toward differences

- Generally, people who see others clearly neither ignore differences nor put excessive emphasis on them



How To Be More Inclusive



Make an effort to listen with 100% attention when someone is speaking to you.



Think before you speak



Use inclusive language (“Hey guys” vs. “Hey team”)



Invite conversations with people who are different from you



Amplify voices of others



Pay attention to something that surprises you and reflect on what you were expecting and why reality surprised you.



Reconsider your initial reaction

Takeaways

Engage in Introspection	Start Small	Think Before You Speak (It's worth repeating)
Walk the Talk	Don't Cover Up	Increase Your Sphere of Awareness

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thank you



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