Introductory Exercise: Who Are We?

What are your cultural groups?

“... groups of people who consciously or unconsciously share identifiable values, norms, symbols, and some ways of living that are repeated and transmitted from one generation to another.”

Why are we here?
Exercise

Social Cognition Research
Categorization of and preference for people based on group identity is a normal, fundamental process of the human brain.

The Brain Identifies
Race
Age
Gender
within a fraction of a second
Schemas

During the process of categorization, our brains encode information about groups of people into our memories, along with favorable or unfavorable impressions or values.

Akin to Computers

These mental processes can be likened to computer hardware. What goes into that hardware will differ from person to person, but we all process, code, store, and retrieve the data we receive similarly.

In v. Out Groups

This research shows that we are, by nature, prone to prefer most strongly persons in the social categories to which we ourselves belong (“in-groups” as opposed to “out-groups”).
Particularity/Sameness

We also tend to perceive persons in our own groups with PARTICULARITY (as unique individuals).

BUT, we view “out-group” members as homogeneous, or ALL THE SAME.

For Example

When we are faced with information inconsistent with our beliefs, we revise our beliefs under certain circumstances, but we are more likely to create a subgroup category (an “exception”), leaving our belief intact.

Thus Stereotypes are much like:

Heat-seeking missiles in search of confirming information.
What is Implicit Bias?

Implicit Biases

These are the assumptions that have become automatic based on all of the influences we have faced in our life.

Non-verbal Behavior

- interactive distance
- forward lean

=like self-fulfilling prophesies!
Hypos/Table Exercises

Scenario 1
- Is implicit bias a factor?
- If yes, how might implicit bias be showing up here?
- What can you do to avoid potential bias issues in the future?

Scenario 2
- What is your initial reaction?
- Is implicit bias a factor?
- If yes, how might implicit bias be showing up here?
- What can you do to avoid potential bias issues in the future?
Scenario 4
- How might implicit bias be showing up here?
- What can you do to avoid potential bias issues in the future?

Scenario 5
- What could potentially account for the difference in treatment?
- Is implicit bias a factor?
  - If yes, how might implicit bias be showing up here?
  - What can you do to avoid potential bias issues in the future?

Scenario 3
- Is implicit bias a factor?
  - If yes, how might implicit bias be showing up here?
  - What can you do to avoid potential bias issues in the future?
The good news is—

“Motivation to be fair makes a difference.”

Names, Faces and Places
What Can We Do?

- Recognize
- Decide
- Identify
- Eliminate
- Dissect
- Be Mindful

Expose yourself to counter-stereotypic exemplars

Create a Screensaver
Minimize the Effects of Implicit Bias

- Maximize accountability
- Make a conscious effort
- Make the category of the person explicit and salient

- Engage in constant vigilance
- Take ample time
- Minimize distraction & pay attention

Questions?

Thank you for attending!