

Implicit Bias: Aligning Interests & Outcomes

Strategies to Prevent Unconscious Threats to Neutrality and Equitable Outcomes

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About Us: Kirwan

“Create a just and inclusive society where all people and communities have the opportunity to succeed.”

HOW KIRWAN APPROACHES OUR WORK

RACE AND COGNITION	STRUCTURAL RACIALIZATION
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Objectives

- Explain key elements of social cognition, distinguishing implicit and explicit biases, and neutralizing the word “bias”
- Describe the impact of our implicit associations on our actions and decisions based on research.
- Demonstrate actions individuals can take to change their own implicit associations to better align their explicit intentions with outcomes.

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Defining Implicit Bias

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Is it Just a Coincidence?

The average U.S. man is 5'9"

The average Fortune 500 U.S. CEO is 6'0"

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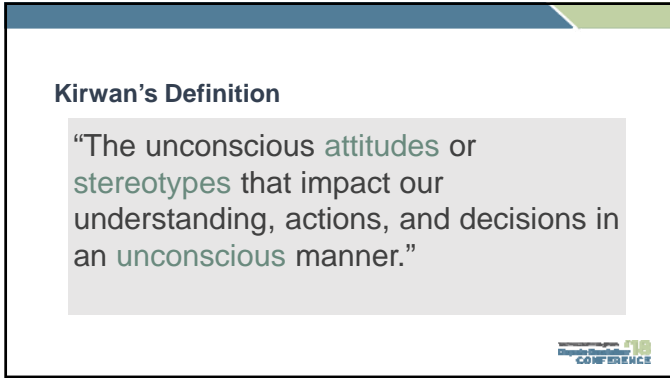
Leadership and Physical Stature

Group	Percentage
U.S. Men	~10%
Fortune 500 Company CEO	~65%

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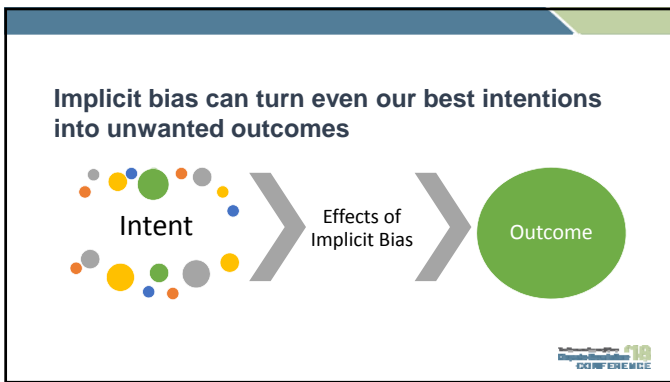
Kirwan's Definition

“The unconscious attitudes or stereotypes that impact our understanding, actions, and decisions in an unconscious manner.”



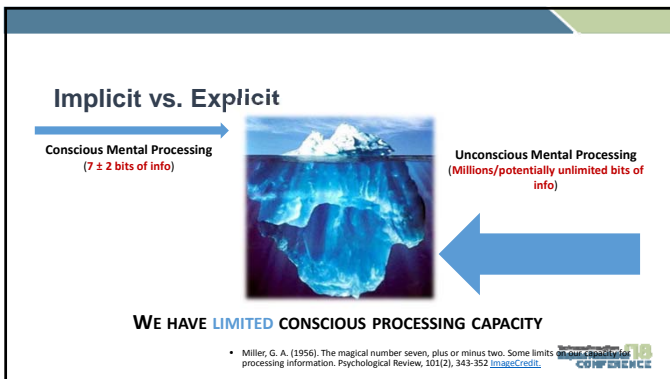
The slide features a blue header bar and a light green footer bar. The main content is a white box with a grey background for the quote. A logo for '2018 CONFERENCE' is in the bottom right corner.

Implicit bias can turn even our best intentions into unwanted outcomes



The diagram shows a flow from 'Intent' (represented by a cluster of colorful dots) through a grey arrow labeled 'Effects of Implicit Bias' to a green circle labeled 'Outcome'. A logo for '2018 CONFERENCE' is in the bottom right corner.

Implicit vs. Explicit



The slide uses an iceberg to illustrate the difference between conscious and unconscious mental processing. The tip above water is labeled 'Conscious Mental Processing (7 ± 2 bits of info)'. The much larger part below water is labeled 'Unconscious Mental Processing (Millions/potentially unlimited bits of info)'. A blue arrow points from the unconscious part towards the conscious part. Below the iceberg, it says 'WE HAVE LIMITED CONSCIOUS PROCESSING CAPACITY'. A logo for '2018 CONFERENCE' is in the bottom right corner.

WE HAVE LIMITED CONSCIOUS PROCESSING CAPACITY

• Miller, G. A. (1956). The magical number seven, plus or minus two. Some limits processing information. *Psychological Review*, 101(2), 343-352. [image credit](#)

Implicit vs. Explicit

Implicit Processing	<ul style="list-style-type: none">• Efficiency• Exposure• Associative Memory
Explicit Processing	<ul style="list-style-type: none">• Deliberate Processing• Executive Functioning


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Origins of These Associations

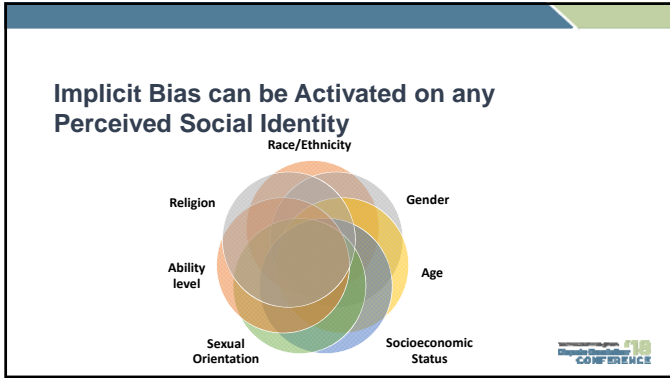


Family, friends, & early life experiences
Media messaging: both traditional & social

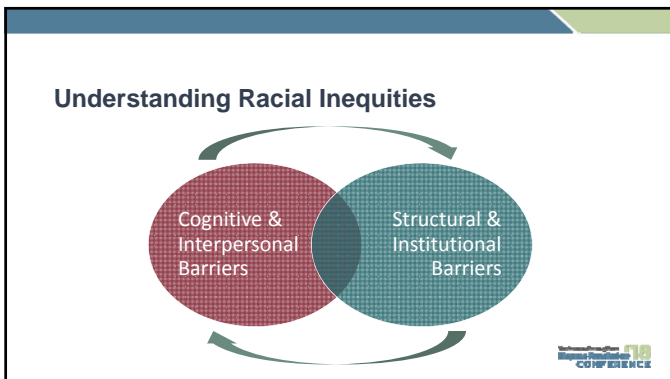
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Barriers to Neutrality: Review of Research

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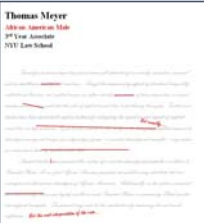
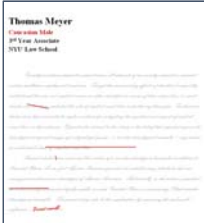
What the Research Shows:

- Bias & Perceptions of Competence
- Evaluating "Race-Neutral" Information
- Other Cognitive Biases

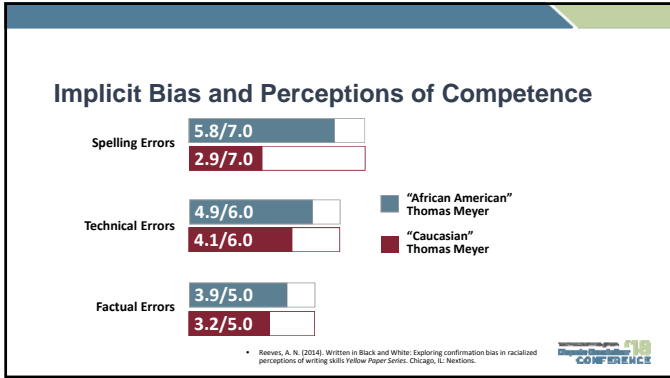
Humans are not logical or objective

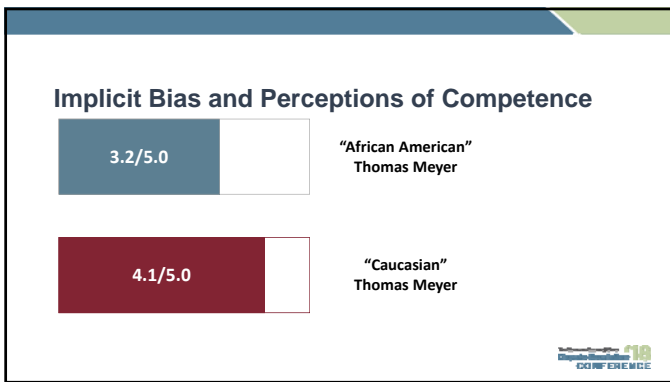
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Implicit Bias and Perceptions of Competence

<p>Thomas Meyer 18th Annual Meeting NYU Law School</p> 	<p>Thomas Meyer 18th Annual Meeting NYU Law School</p> 
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Benefit of the Doubt

Partners expected more errors and lower quality in the memo written by the African American male.

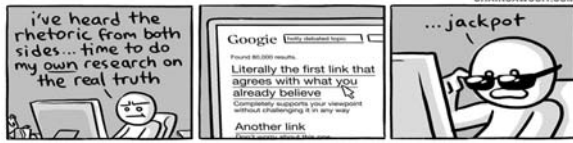
AND/OR

Partners expected fewer errors and higher quality in the memo written by the Caucasian male.

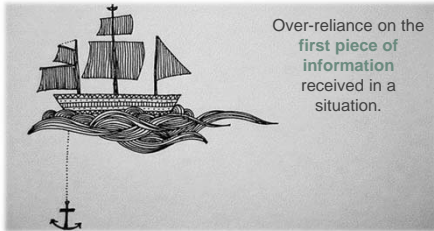


Confirmation Bias

Tendency to see **evidence to support** what you implicitly think while **overlooking other evidence**.



Anchoring Bias



Affinity Bias



Implicit preference for people similar to you.



We all make automatic judgements

WARMTH (Our perception of their intentions)

COMPETENCE (Our perception of their ability)



Kind, Friendly, Good-natured

Efficient, Capable, Skillful

Sincere, Honest, Moral

Confidence

Helpful, Fair, Understanding

Knowledge

* Fiske, S. T., Cuddy, A. J. C., Glick, P., & Xu, J. (2002). A model of (often mixed) stereotype content: Competence and warmth respectively follow from perceived status and competition. *Journal of Personality and Social Psychology*, 82(6), 878-902.



Bias & Perceptions: Neighborhood Level



How does the racial composition of a neighborhood impact how individuals perceive it?



Bias & Perceptions: Neighborhood Level

• Housing Costs
 • Safety
 • School Quality
 • Property Upkeep
 • Future Property Values

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Bias & Perceptions: Skews our Evaluations

- For White participants, simply seeing Black residents in a neighborhood elicited more negative evaluations of the neighborhood conditions – even when all aspects except race were comparable between neighborhoods

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Strategies & Solutions

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1) Know Your Bias



2) Change Unwanted Bias



• Pasual Leone, A. Freitas, C. Oberman, L. Horvath, J. C. Holt, M. Eidelberg, M., ... Rotenberg, A. (2011). Characterizing brain cortical plasticity and network dynamics across the age-span in health and disease with TMS-EEG and TMS-fMRI. *Brain Topography*, 26, 300-315. [Link to article](#)



Mindfulness




"Mindfulness means paying attention in a particular way; on purpose, in the present, and non-judgmentally. -- Jon Kabat-Zinn"



Intergroup Contact

"But if I go over there and get to know them as individuals, what am I supposed to do with my stereotypes?"



• Allport, G. W. (1954). *The Nature of Prejudice*. Cambridge, MA: Addison-Wesley. Peniche, B. M., & Blair, I. A. (2008). The Consequences of Law Enforcement Officers' Automatic and Controlled Race-Based Responses to Criminal Suspects. *Basic and Applied Social Psychology, 30*(3), 193-198.

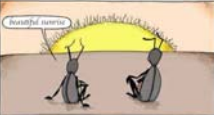
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3) Reduce Susceptibility at Key Decision-Making Points

- Time Constraints
- Compromised Cognitive Control
- High Ambiguity
- Overconfidence in Objectivity


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Question Your Objectivity



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Be an Active Bystander




IDENTIFY the emergence of bias
DECIDE to address the situation
SPEAK OUT
FOLLOW UP

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Call to Action

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Continually Commit To Doing Your Best Work



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Implicit Bias Review

RENEWING OUR CALL TO ACTION


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