



UNCONSCIOUS BIAS

Susan Williams, Village Trainer

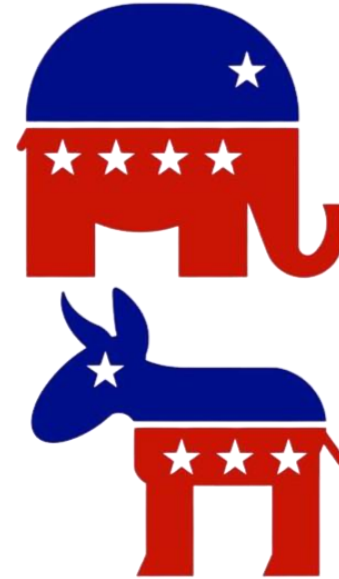
BIAS

a prejudice in favor of or against one thing, person, or group compared with another usually in a way that's considered to be unfair.

Biases may be held by an individual, group or institution and can have negative or positive consequences



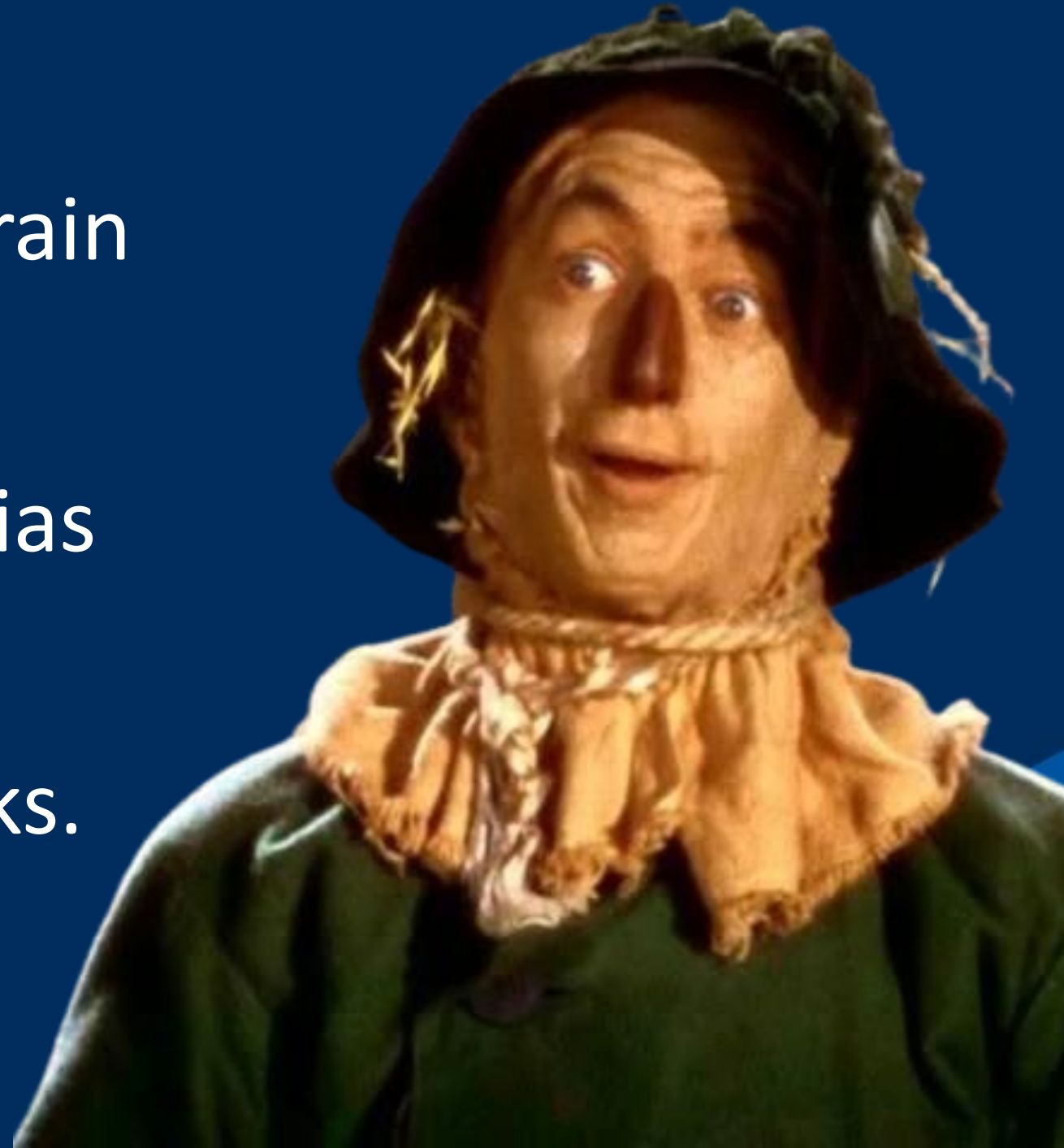
DO *YOU* HAVE BIAS?



If you have a brain

You have bias

It's how the brain works.





A man who lives in a 30-story building jumps out of his window. He survives the fall with no injuries.

There are a dozen eggs in a carton.

Twelve people each take a single egg, but there is
one egg left in the carton.

A woman had two sons. They were born at the same hour on the same day of the same month in the same year. They were not twins.

A man dives for lobsters for a living. One day, he finds himself face to face with a shark and has no way to defend himself, but he isn't worried.

A man and wife are alone on the side of the road in their parked car when a stranger suddenly enters the vehicle. The couple is not surprised.

Joe was born in 1955 and
died in 1980 at the age of 75.

A family has a chicken coop for their 12 chickens.

One night, a tornado ripped through the neighborhood and sadly killed all but eight chickens. How many chickens did the family have the next morning?

A man and his son are driving in a car one day when they get into a fatal accident. The man is killed instantly. The boy is still alive and is rushed to the hospital for immediate surgery. The doctor enters the emergency room, looks at the boy, and says, “I can’t operate on this boy, he is my son.”

HUMAN CONSCIOUSNESS

- Will power
- Logical thinking
- Short term memory
- Critical thinking

- Intuition
- Habits
- Values
- Emotions
- Imagination

- Long-term memory
- Protective Reactions
- Beliefs

HUMAN *SUB*CONSCIOUSNESS

HUMAN CONSCIOUSNESS

- Will power
- Logical thinking
- Short term memory
- Critical thinking

- Intuition
- Habits
- Values
- Emotions
- Imagination

- Long-term memory
- Protective Reactions
- Beliefs



HUMAN *SUB*CONSCIOUSNESS

UNCONSCIOUS BIAS

social stereotypes about certain groups of people that individuals form *outside their own conscious awareness*.



Blindspot-Challenge Assumptions
<https://youtu.be/BFcjfqmVah8>



UTOPICAR

BLIND SPOT?

A 6-foot 200-lb high school boy is constantly asked how his football team is doing.

A 5-foot 110-lb high school boy is constantly asked how his football team is doing.

An Asian-American, born and raised in MN, is complimented for speaking "good English."

A Norwegian-American, born and raised in MN, is complimented for speaking "good English."

A white person holds their billfold tighter as a Hispanic person approaches them

A white person holds their billfold tighter as a white person approaches them

An assertive female manager is a "bitch", while her male counterpart is a "forceful leader."

An assertive female manager is a "forceful leader", while her male counterpart is a "bully."

Scott, who is unmarried, is the only team member asked to stay late.

A young person uses the term "gay" to describe a movie that she didn't like.

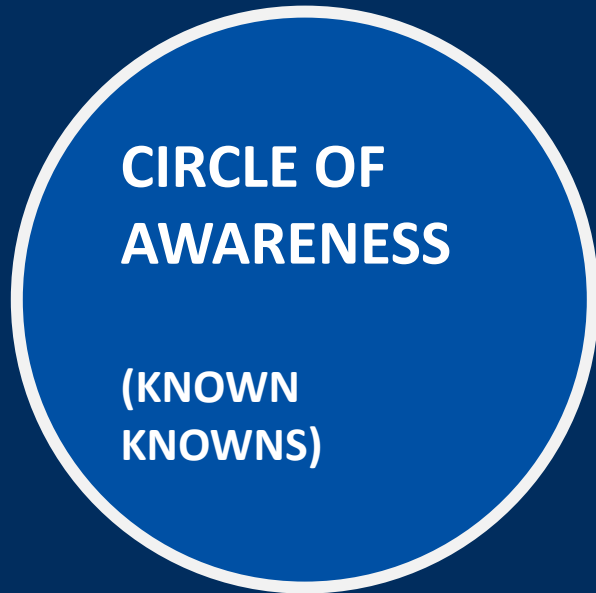
Two queer people holding hands in public are told not to flaunt their sexuality.

A blind man reports that people often raise their voices when speaking to him

BIAS INFLUENCERS

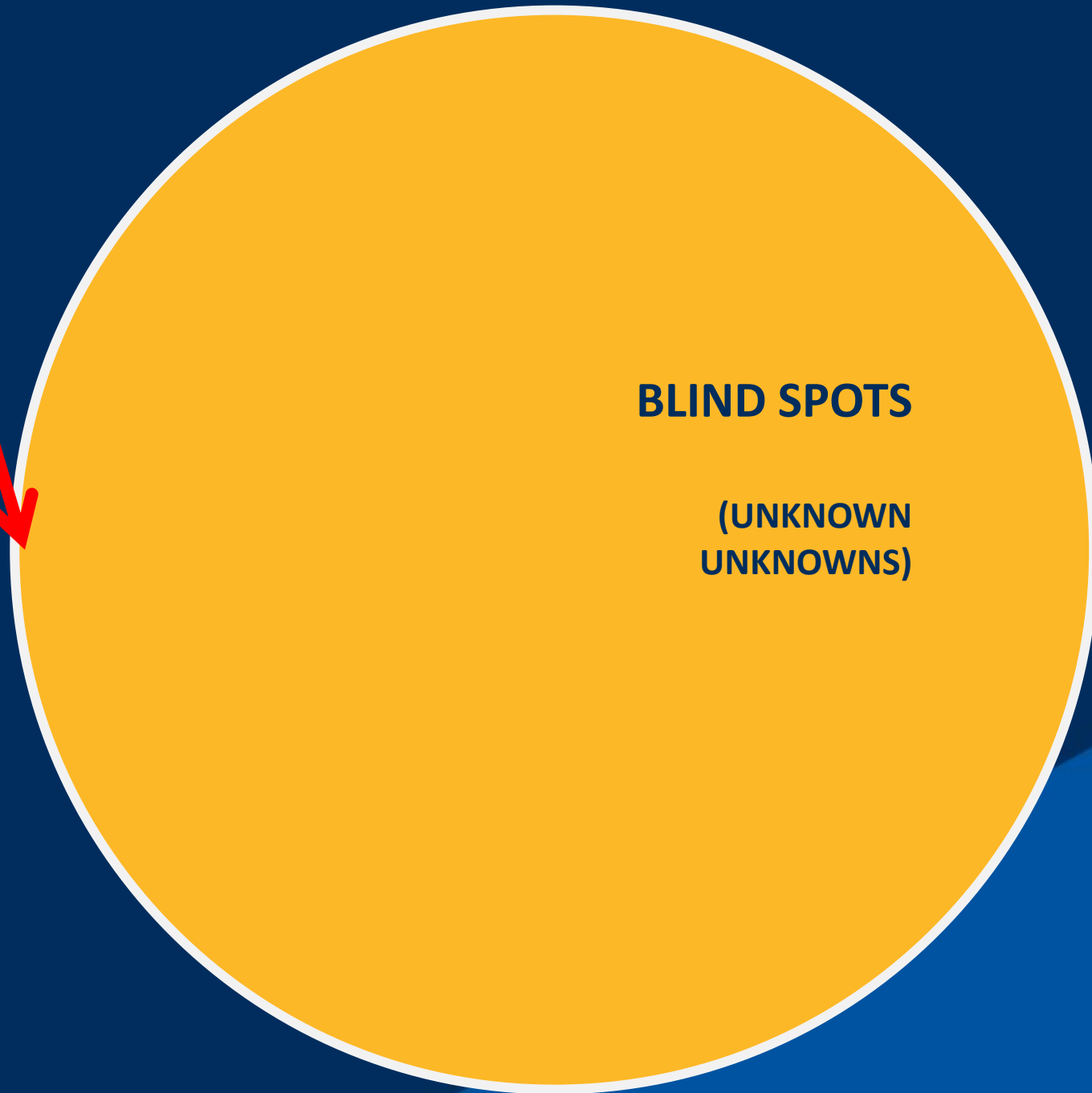


HOPE!
(KNOWN UNKNOWN)



BLIND SPOTS

**(UNKNOWN
UNKNOWN)**





Affinity (Similarity) Bias

the unconscious human tendency to gravitate toward other people with similar backgrounds, interests, and beliefs



Prototype Bias

when we have a preconceived notion of who would be right for a particular role, based on stereotypes



Prototype Bias
https://youtu.be/6_ylevcJCPc



<https://youtu.be/G3Aweo-74kY>

<https://www.projectimplicit.net/>



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About Us

Project Implicit is a 501(c)(3) non-profit organization and international collaborative of researchers who are interested in implicit social cognition.

Project Implicit was founded in 1998 by three scientists – Dr. Tony Greenwald (University of Washington), Dr. Mahzarin Banaji (Harvard University), and Dr. Brian Nosek (University of Virginia). [Project Implicit Health](#) (formerly Project Implicit Mental Health) launched in 2011 and is led by Dr. Bethany Teachman (University of Virginia) and Dr. Matt Nock (Harvard University).

The mission of Project Implicit is to educate the public about bias and to provide a “virtual laboratory” for collecting data on the internet. Project Implicit scientists produce high-impact research that forms the basis of our scientific knowledge about bias and disparities.

Please visit <https://www.projectimplicit.net> to learn more about our team and the programs and services that we offer.

Attribution Bias

the tendency to explain a person's behavior by referring to their character rather than any situational factor.



Confirmation Bias

the tendency to process information by looking for, or interpreting information that is consistent with their existing beliefs

Halo/Horns & Confirmation Bias -
<https://www.youtube.com/watch?v=Pn5qOgz8dqs>



Facts & Evidence

Our Beliefs

Evidence We Ignore

Evidence
We
Believe

Appearance Bias

the tendency to have your opinion of someone and their capabilities influenced by their appearance

APPEARANCE BIAS

Weight

Height

Skin color

Skin condition

Facial marks

Birthmarks

Tattoos

Perceived age

Hair style

“Good looks”

APPEARANCE BIAS

Average Height of American Men (2020) 5'9"

Average Height of American President 5'11"

Only 11 President have been under 5'9"

The last 21 Presidents have been 5'9" or taller

President McKinley (1897-1901) 5'7"

Average Height of American Men in 1900 5'6"

No President has been shorter than the national average at the time

APPEARANCE BIAS

Who won this debate?



Gender Bias

the tendency to treat people differently or have different expectations of people because of their gender

IMPACT OF IMPLICIT BIAS--GENDER

White American males constitute 33% of the US population

- 80% of tenured positions in higher education
- 80% of House of Representatives, 80%-85% of U.S. Senate
- 92% of Forbes 400 executive CEO-level positions
- Out of Fortune 500 CEO's:
 - 13 are women
 - 4 African Americans

Average high school GPA

Male	2.9
Female	3.1

Working to address specific areas of unconscious bias will lead to a workforce that operates at its full potential.



Strategies for Addressing Unconscious Bias

- Know you have it. Want to reduce it.
- Challenge your assumptions/Check your frame
- Speak-up.
- Listen, with an intent to understand
- Pay attention to your language
- Create environments where people are comfortable raising concerns
- Be intentional and curious

Thank You!

Please complete this survey, we appreciate your feedback!



<https://www.surveymonkey.com/r/WS5VQVF>



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