

Implicit Bias:

What Is It and Where Does It Come From?

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Objectives

- * Define Implicit Bias
- * Explore Implications for Decision Making
- * Identify Methods That May Reduce the Impact

Explicit Vs. Implicit Biases

Explicit (Intentional) Biases

- * Thoughtful
- * Purposeful
- * Considered

Implicit (Unintentional) Biases

- * Not Planned
- * Inadvertent
- * Occurs Automatically

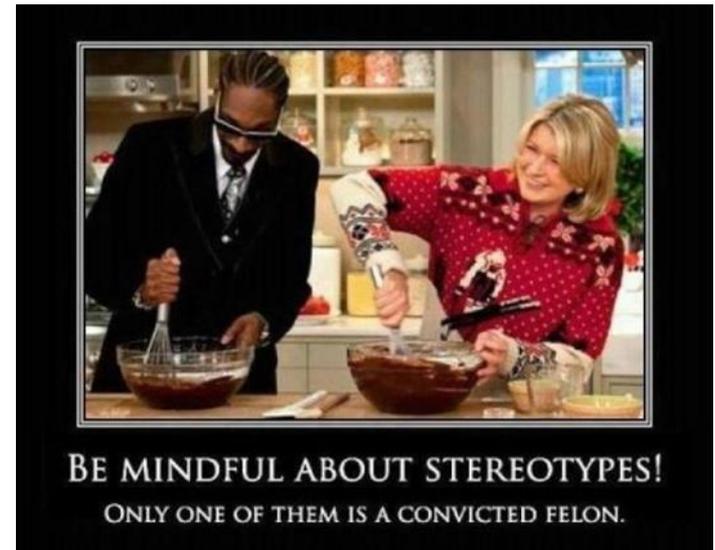
Bias and Decision Making

- * Applied most to:
 - * Race
 - * Gender
 - * Age
- * Activated most often in situations of:
 - * Stress
 - * Time pressure
 - * Multi-tasking



Stereotypes

- * Standardized mental picture.
- * Oversimplified opinion, prejudice, attitude or uncritical judgement.
- * Bias can lead to stereotype.



Purpose Behind Biases

- * Decisions are made emotionally.
 - * Unconscious “danger detector”
 - * Flight or Fight
 - * Generate facts to justify our feelings

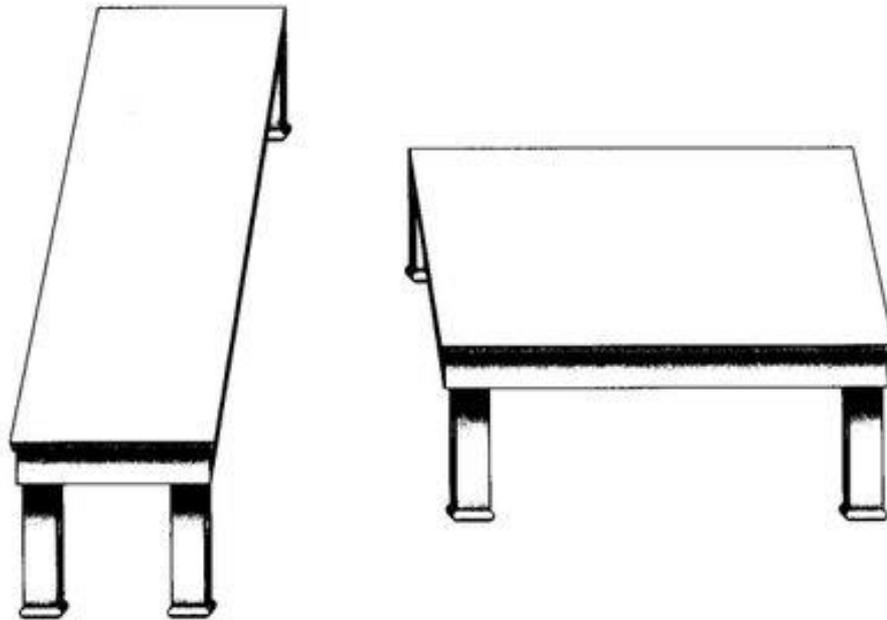


It is hard to become aware of the eyes through which we see... Ruth Benedict

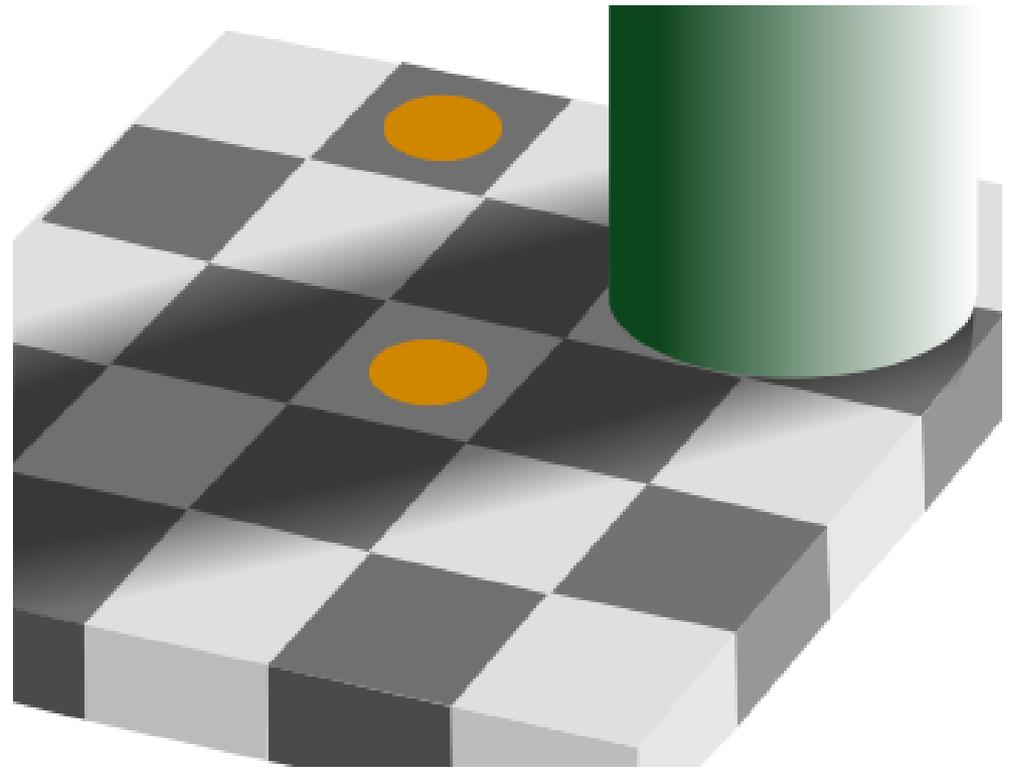
- * View is distorted by the water and the bowl – by what surrounds it.



Same Size?



Same Color?



The Halo Effect

- * When the overall impression of a person influences how we feel and think about their character. That overall impression impacts the evaluations of that persons specific traits.
- * Example:
 - * They are nice....so they must be smart.
 - * They are attractive... so other characteristics must be attractive as well.

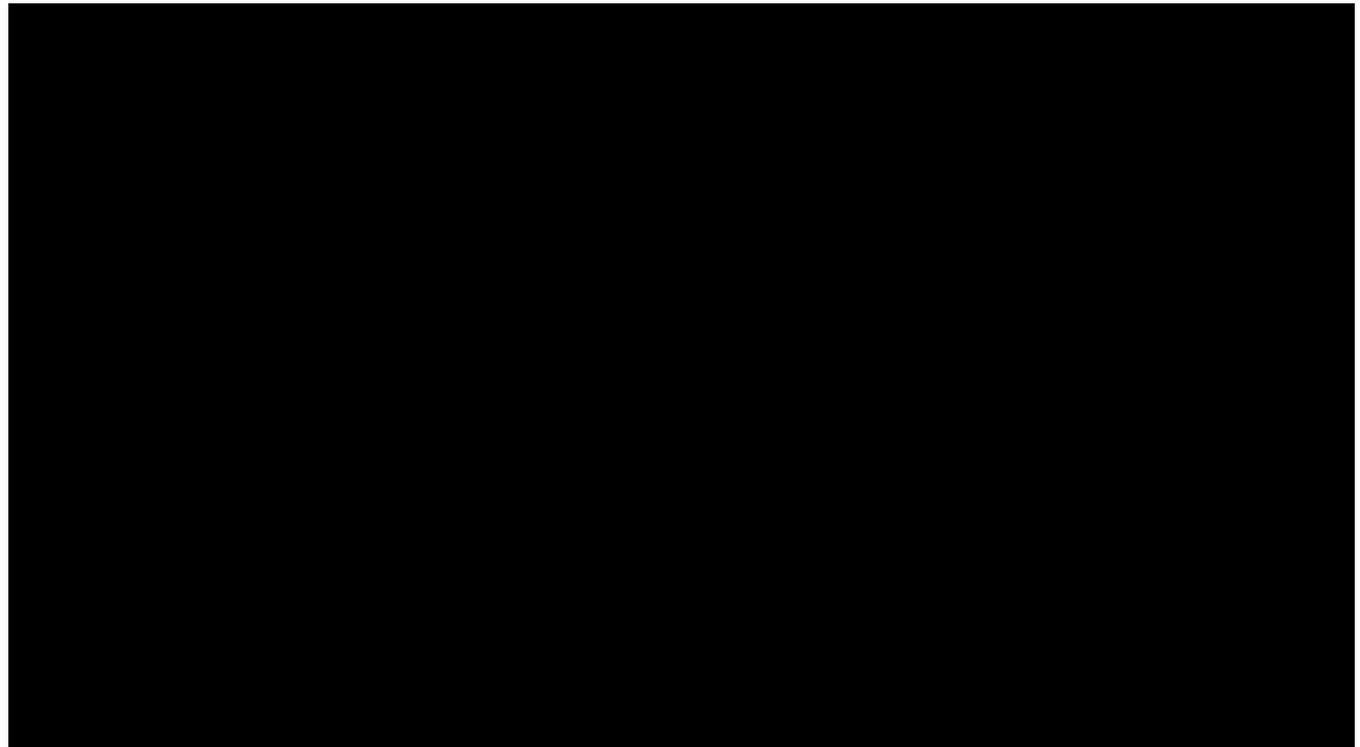
Let's Take A Quick Look

Susan Boyle



Let's Take A Quick Look

Truck Guy
or
Car Guy?



Implications

Method	Results
Trix & Psenka (2003)	
312 real letters of recommendation received by a large US medical school from 1992 to 1995.	Letters for females were shorter, more likely to be “letters of minimal assurance”, more likely to contain gender terms, and more likely to contain “doubt raisers”.
Wenneras & Wold (1997)	
Evaluated peer-reviewed system of postdoctoral fellowships at Swedish Medical Research Council.	Women needed an equivalent of approximately 3 more articles in Nature or Science or 20 more articles in a specialist journal.

Implications

Method	Results
Goldin & Rouse (2000)	
Comparison of “blind auditions” and “not-blind auditions” for hiring with the symphony orchestra.	Blind auditions increased likelihood of female hires by 25%. The switch to blind auditions in 1970 explains 30% increase in the proportion of female hires.
Bertrand & Mullainathan (2003)	
Responded with fictitious resumes to help-wanted ads in Boston and Chicago.	Resumes with white names had a 50% greater chance of callback. Higher quality resumes elicited 30% more callbacks for whites, 9% for blacks.

Avoiding the Bias Trap

- * Recognize that you have biases.
- * Identify and analyze your biases.
- * Recognize situations and look for subtleties.
- * Use micro-affirmations.
- * Remember each individual is unique; what you learn about a group may not apply.
- * Any one person cannot speak for the entire group.

A bias recognized is a bias sterilized... ..Benjamin Haydon