

BIAS

UNDERSTANDING AND OVERCOMING UNCONSCIOUS BIAS:

BY LUTHER WRIGHT, JR.



What you will learn...

1. What is bias?
2. How do conscious and unconscious bias impact diversity and inclusion efforts?
3. How do you overcome unconscious bias?

The value you bring

1. Open Mind
2. Honesty
3. Transparency
4. Good Sense of Humor

* *Disclaimers*



What is bias?

Explicit/Conscious Bias

- Deliberate
- Conscious
- Easy to self-recognize
- Social and personal values
- Systematic prejudice and/or discrimination

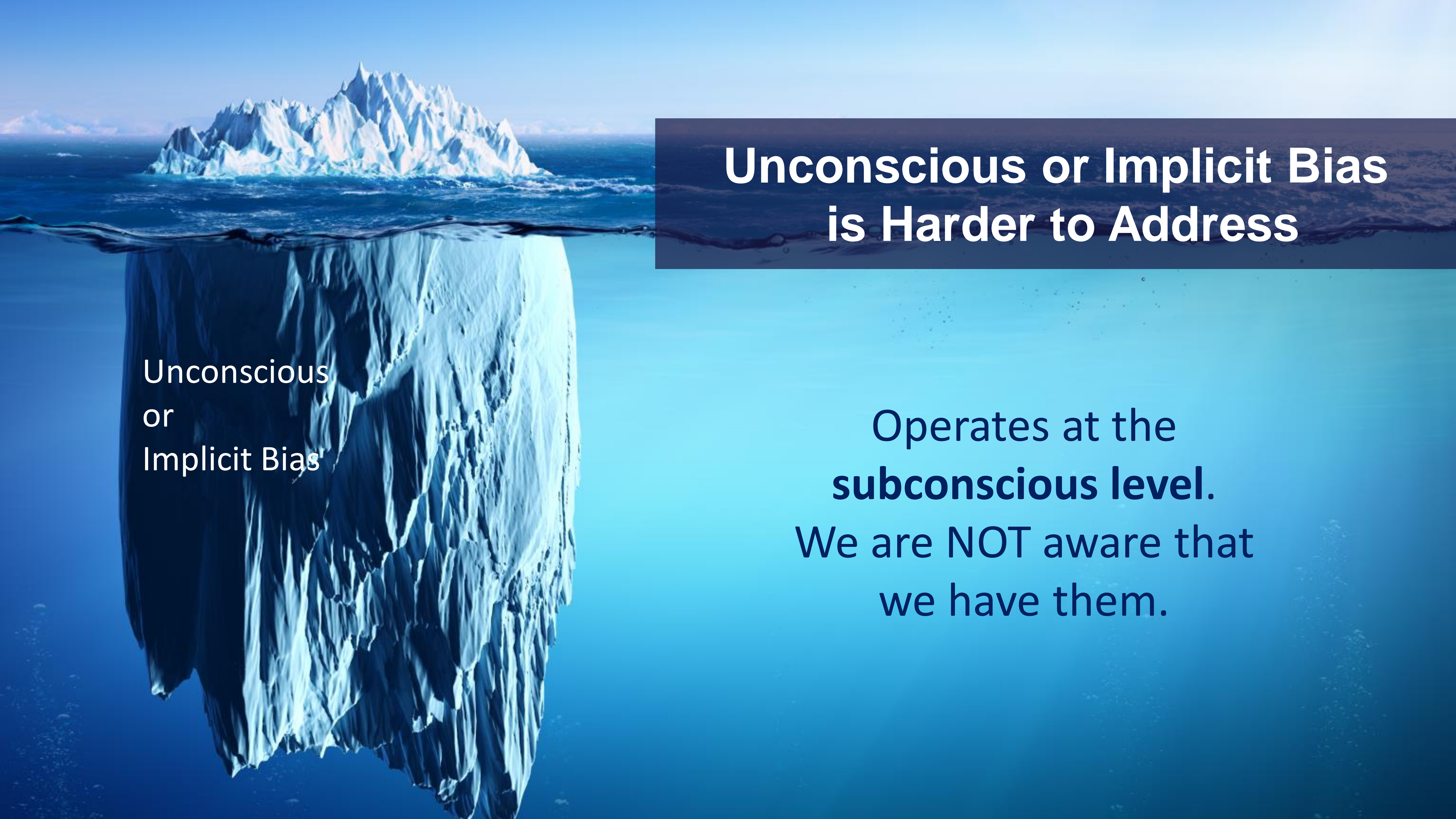
Implicit/Unconscious Bias

- Typically Unconscious
- Involuntarily formed
- Habit
- Cryptic response
- “Micro-aggressions”



In other words . . .

- We All See the World through our own unique lenses
- Bias is about understanding our individual lenses (including blind spots) and addressing our inability to appreciate the lenses of others
- Unconscious bias training is all about bringing focus to our own lenses and exposing us to the lenses of others



Unconscious or Implicit Bias is Harder to Address

Unconscious
or
Implicit Bias

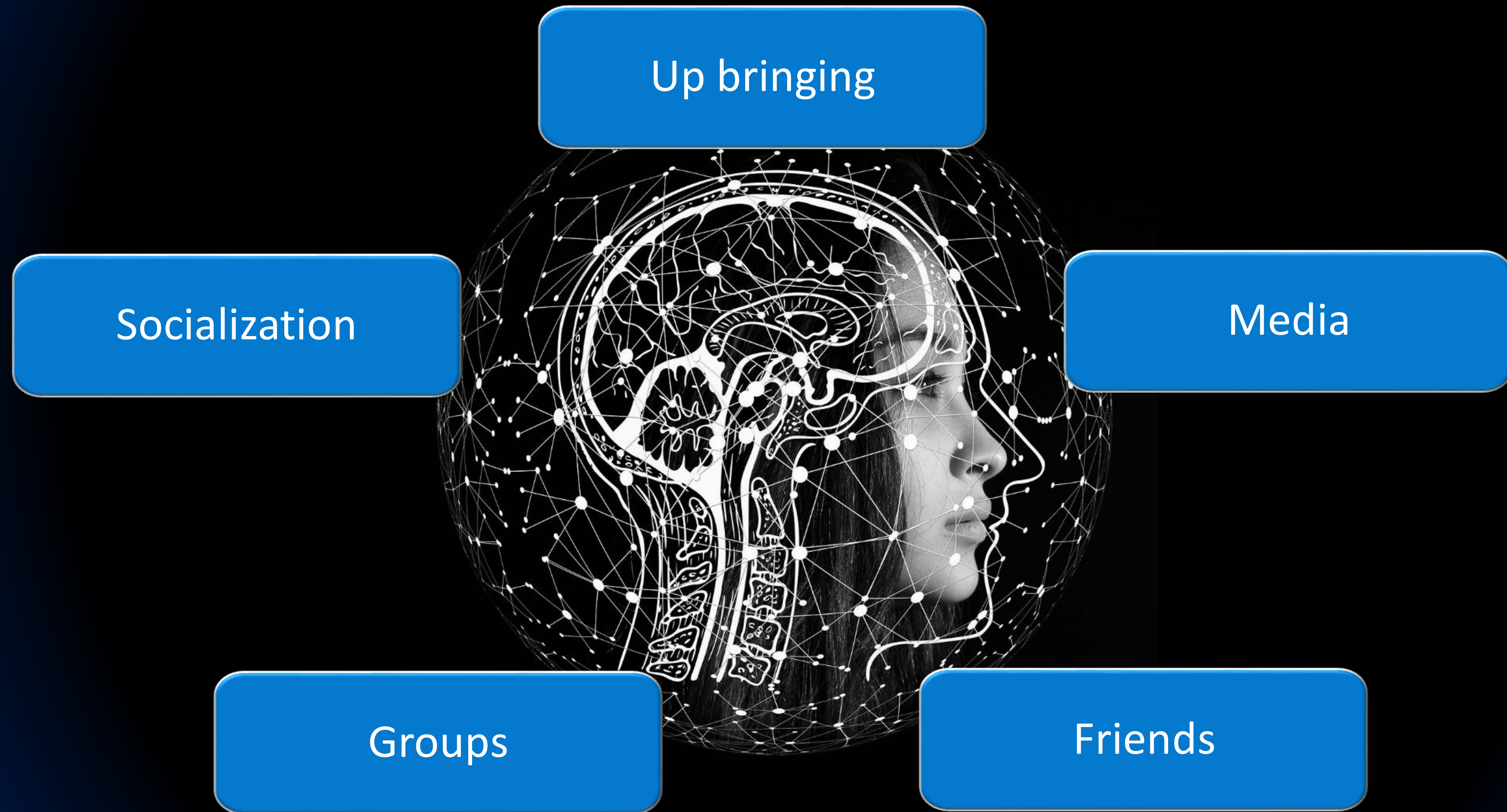
Operates at the
subconscious level.
We are NOT aware that
we have them.

**11 Million
pieces of information
every second**



**But only process
40 pieces
of information**

How Do We Develop Unconscious Bias?



How Do We Develop Unconscious Bias?

Religion

Culture

Education

Physical Ability

Upbringing

Gender

Marital Status



Ethnicity

Income

Seniority

Sexual Orientation

Age

Mental Ability



Two Teenagers In A Car

- There are two teenagers driving in a car listening to loud music.
- The Radio Volume goes to **20**, the teens have the volume on **18**.
- They are traveling **70** miles an hour in a **55** mile an hour zone when they pass a Police Officer who is on a motorcycle.
- The Police Officer has to do **80** miles an hour to catch up to them.

**Now answer the following
10 Questions honestly:**



Two Teenagers In A Car

1. How loud does the Radio Volume go in the car?

20

2. How loud was the Radio Volume in the car?

18

3. How fast were the two teenagers going?

70

4. What was the speed limit?

55



Two Teenagers In A Car

5. How fast was the Police Officer going?

80

6. What type of car were the teens driving?

(red, maybe sports car;
not a station wagon)

7. What gender and race were the teenagers?

(males, same race)



Two Teenagers In A Car

8. What type of music were they listening to?

(rock or rap; not gospel or classical)

9. What gender and race was the police officer?

(white male; not female or minority)

10. What type of weather were they in?

(sunny and summer)



What Just Happened

These are all examples of “**Shared Biases**”:

- **We associate speed with red sports cars**
- **We believe people hang out with people like them**
- **We associate authority figures and motorcycle officers with men (usually white men) and some of us grew up watching “CHiPs”**



What Just Happened

These are all examples of “**Shared Biases**”:

- **We put situations and people in optimal conditions and make a lot of assumptions to “fill in the gaps”**
 - **Police officer on a motorcycle, driving fast, loud music, had to be sunny and no rain.**

Bias Takeaways

- We are all biased in some way because we are all human
- We must be honest about our biases
- Our goal is to make sure our biases don't impact our decisions



**WE SEEM TO STRUGGLE MOST WITH
RACE AND GENDER-RELATED BIASES**

Affinity Bias

- The Similar-to-Me Effect (Affinity Bias).
- We have unconscious tendencies to favor people who are physically and professionally similar to us.



She looks just like my sister.



We went to the same college.

Gender Bias

Mike's Introduction:

- Reviewed his professional qualifications.
- Highlighted his career accomplishments.

Tonya's Introduction:

- Said - "I would like to welcome the beautiful Tonya to the Team."
- Gave detailed background about her family.
- Shared she is a PTA member and part of a Book Club.

Tonya's similar professional qualifications and accomplishments were not mentioned.

LGBTQ+ Bias

A vibrant rainbow parade float with people in green shirts and rainbow accessories. The float is decorated with large rainbow arches and people are holding small rainbow flags. A man in a green shirt and sunglasses is taking a photo with his phone. A woman in a green shirt and sunglasses is holding a microphone. A man in a green shirt and sunglasses is holding a small rainbow flag. The background shows a brick building and a rainbow flag.

- Jokes and stereotypes about sexual orientation or transgender status
- Lack of recognition of same sex partners
- Probing questions into personal life
- Exclusion from after work or “family” events

What are microaggressions?

Microaggressions are “brief, everyday exchanges that send denigrating messages” to a target group like people of color, religious minorities, women, people with disabilities, and LGBT individuals.

These microaggressions are often subtle in nature and can be manifested in the verbal, nonverbal, visual, or behavioral realm; they are often enacted automatically and unconsciously (Solorzano, Ceja, & Yosso, 2000).

**Where Are You
Really From?**

You Don't Look _____!

He had a "senior moment"?

**Your Hair is so pretty,
can I touch it?**

**She is way too aggressive and
should smile more!**

You dance so well for a white guy!

**I Don't See Color I
only see people**

**You are so
articulate!**

I'm Not Racist But...

Stop acting like a girl

**I have a cousin
that's like you**

**She is so pretty for a
blind girl!**

I jewed him down!

But Asians are Good at Math

That's So Gay!

“

**LABELS
ARE FOR
CANS, NOT
PEOPLE**



”

The point at which your biases define you is **when you still choose to act upon them** after you've been made aware of them.

Unconscious Bias: Impact on Decision Making

Perception	How we see people and perceive reality
Attitude	How we react towards certain people
Behaviors	How receptive/friendly we are towards certain people
Attention	Which aspects of person we pay most attention to
Listening Skills	How much we actively listen to what certain people say

Name Bias

5,000 identical resumes sent out for
1,300 jobs ads in Chicago and Boston
newspapers...

HELLO

My Name Is

LaKeisha Jamal

HELLO

My Name Is

Emily Brandon

50% more callbacks

How Do We ~~Develop~~ ^{Change} Unconscious Bias?

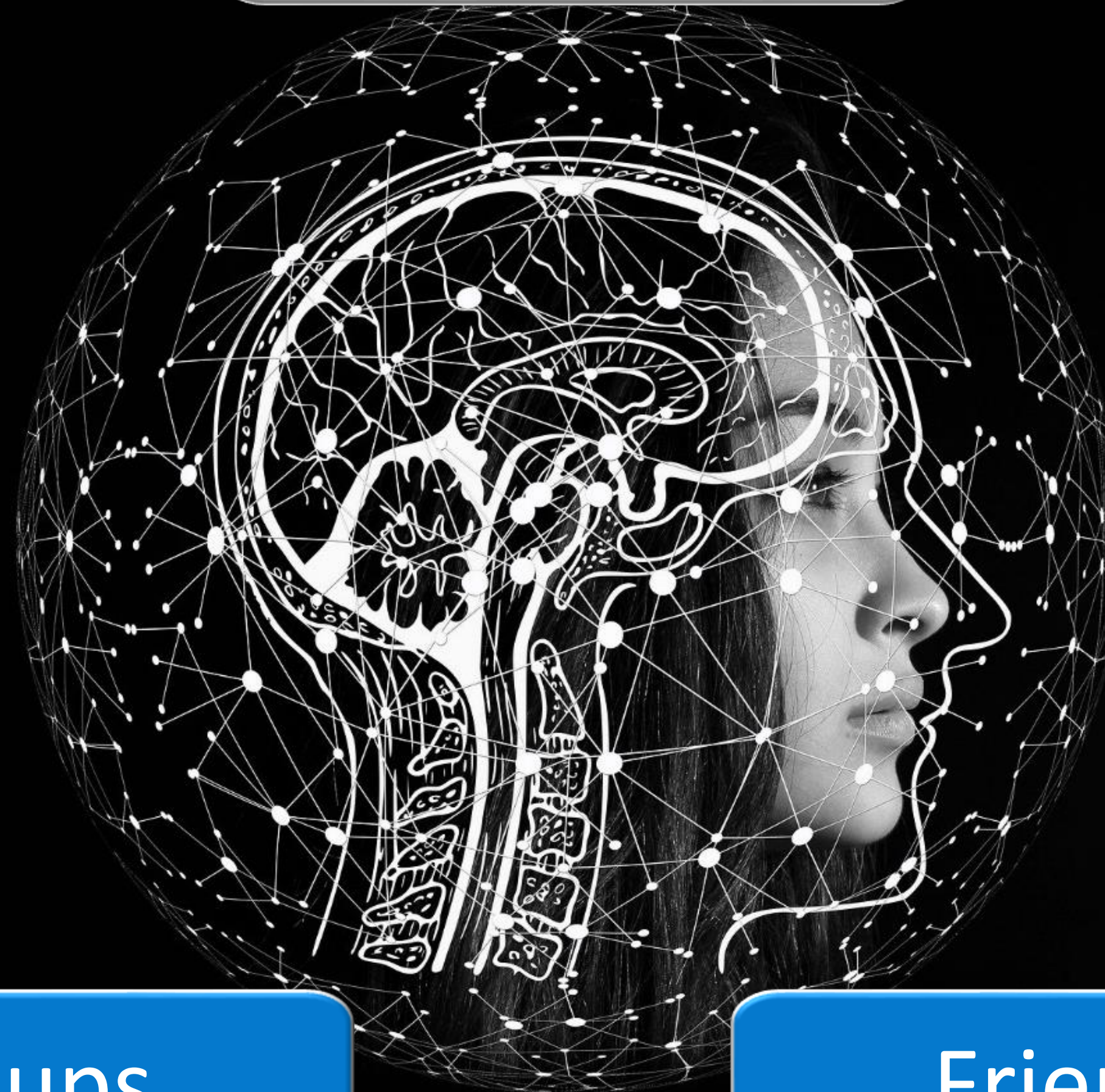
Upbringing

Socialization

Media

Groups

Friends





**Dipping Your Toe in the Water
vs.
Jumping In**



- ➔ What are you perceiving about the situation at that given moment?
- ➔ Is it accurate?
- ➔ Are you judging? If so, why?
- ➔ Are you making assumptions?
- ➔ What are your assumptions based on?
- ➔ Are you filling in the gaps?
- ➔ Do you need more information?

Use the Platinum Rule

The Golden Rule:

- Not quite enough.
- Does not account for people's different and unique needs.
- We cannot assume that others want to be treated exactly the way we do.

The Platinum Rule:

- "Treat others as they want or need to be treated."
- Gives others permission to be different from us and remind ourselves to honor that difference.

10 TIPS FOR TURNING AROUND BIAS

1. **Make good choices about “Appropriate Workplace Humor”**
 - Avoid humor based on protected class status
 - Laugh “with” and not “at”
 - Use the “OUCH” technique
2. **Pronounce People’s names correctly (and practice it if you need to)**
3. **Use familiarity *only with* permission**



10 TIPS FOR TURNING AROUND BIAS

4. Honestly Confront your own biases

- Gender roles or racial roles and/or limitations
- Ageism
- Religion
- Stereotypes
- Fear



10 TIPS FOR TURNING AROUND BIAS

5. **Ask for help if you know a difficult communication is about to happen**
 - **Bounce thoughts off of someone with cultural competency**
 - **Address issues quickly**
6. **Don't represent that you know everything or know more than you actually do about a culture or group you are not a part of**



10 TIPS FOR TURNING AROUND BIAS

7. Apologize if you make a misstep and **ACTUALLY** learn from it
8. Educate yourself on different cultural perspectives
9. Do something outside of your cultural comfort zone
10. Listen more, talk less



QUESTION AND ANSWER



Thank you!



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A large, stylized map of the United States is shown on the right side of the slide. The map is composed of numerous small, bright yellow and orange dots, representing city lights or population density, set against a dark blue background. The map is tilted slightly to the right.

Ogletree
Deakins