

What is Bias?



James McKim, President
Manchester NAACP

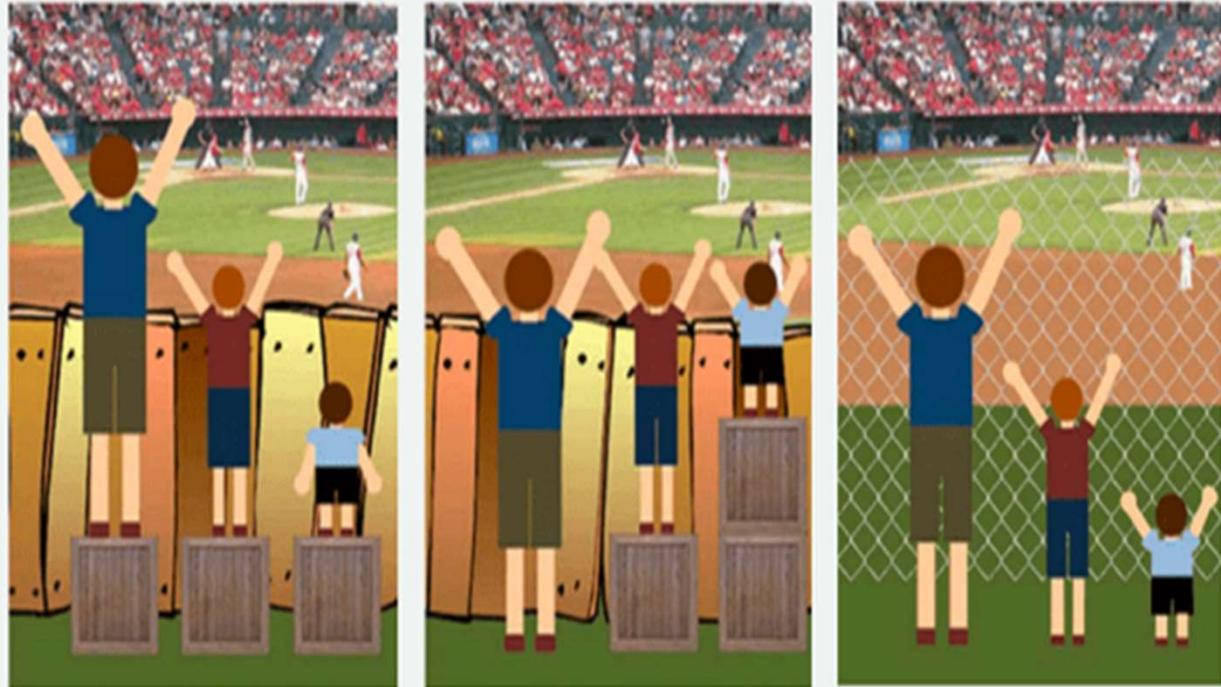
James McKim



imagine

The Goal

EQUALITY VERSUS EQUITY



Objectives & Agenda

Objectives

- Understand what bias is
- Introduce ways to minimize bias

Non-Objective

- De-bias you

- What is Implicit Bias?
- Types
- Manifestations
- Ways to minimize negative impacts
- Wrap-up

What is Implicit Bias?

AN INTRODUCTION TO UNCONSCIOUS BIAS

An Introduction to Unconscious Bias

- Implicit Bias
- Unconscious Bias
- Unconscious Implicit Bias

<https://www.youtube.com/watch?v=KCgIRGKAbfc>

Types of Implicit Biases

Cognitive (Decision-making, Belief, and Behavioral)
(125+)



- Automation bias
- Bias blind spot
- Dunning–Kruger effect
- Stereotyping
- Zero-sum bias

Social /Attributional
(220+)



- Group attribution error
- In-group/Affinity
- Puritanical bias

Perception/Memory
Errors
(40+)



- Sensory bias
- Consistency bias
- Cross-race effect
- Stereotypical bias

Types of Cognitive Implicit Biases:

SEEDS[®]

SIMILARITY BIASES

IN GROUP

Perceiving people who are similar to you (in ethnicity, religion, socioeconomic status, profession, etc.) more positively.
We can trust her; her hometown is near mine.

OUT GROUP

Perceiving people who are different from you more negatively.
We can't trust him; look where he grew up.



EXPEDIENCE BIASES

CONFIRMATION

Seeking and finding evidence that confirms your beliefs and ignoring evidence that does not.
I trust only one news channel; it tells the truth about the political party I despise.



HALO EFFECT

Letting someone's positive qualities in one area influence overall perception of that individual. *He may not know much about people, but he's a great engineer and a hard-working guy; let's put him in charge of the team.*

EXPERIENCE BIASES

FALSE CONSENSUS EFFECT

Overestimating the universality of your own beliefs, habits, and opinions.
Of course I hate broccoli; doesn't everyone?

HINDSIGHT

Seeing past events as having been predictable in retrospect.
I knew the financial crisis was coming.



DISTANCE BIASES

AFFECTIVE FORECASTING

Judging your future emotional states based on how you feel now.
I feel miserable about it, and I always will.



TEMPORAL DISCOUNTING

Placing less value on rewards as they move further into the future.
They made a great offer, but they can't pay me for five weeks, so I'm going with someone else.

SAFETY BIASES

LOSS AVERSION

Making a risk-averse choice if the expected outcome is positive, but making a risk-seeking choice to avoid negative outcomes.
We have to take a chance and invest in this, or our competitors will beat us to it.

FRAMING EFFECT

Basing a judgment on whether a decision is presented as a gain or a loss, rather than on objective criteria.
I hate this idea now that I see our competitors walking away from it.



Interpersonal Manifestations of Bias



Information
Overload



Feelings Over
Facts



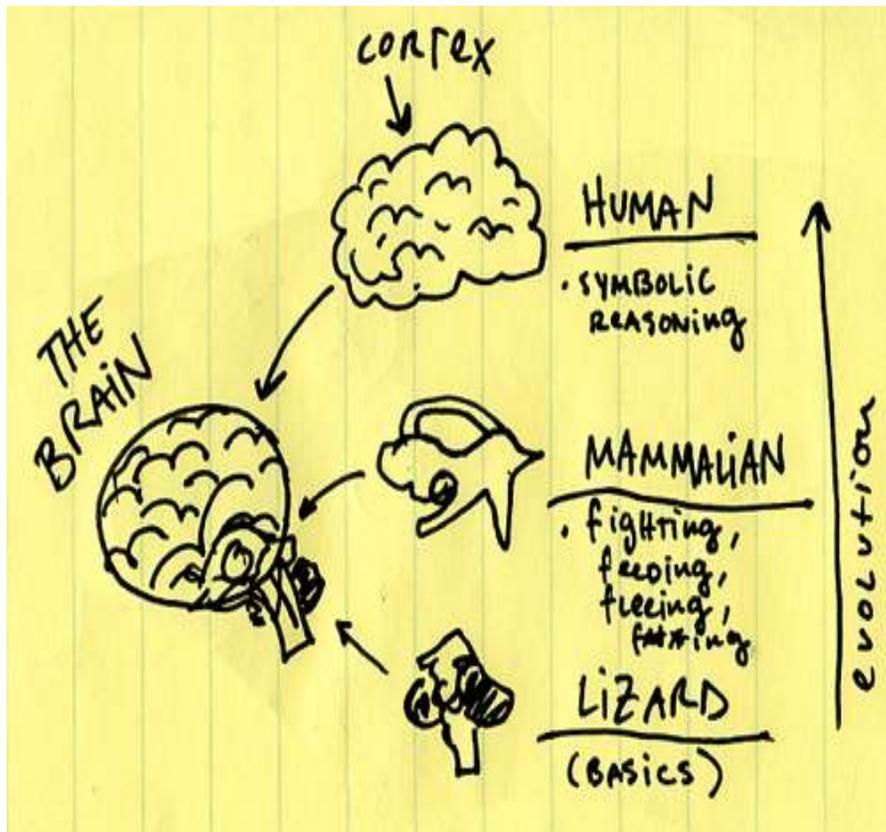
Need for Speed



Emotional/
Cognitive Depletion

- Cliques
- Body language & facial expressions
- Talking over someone/ finishing sentences
- *Double entendre*
- Audacious claims, sweeping statements
- Condescending comments
- Gaslighting
- Tone policing
- Micromessaging/
Microaggressions

Understand your own biases



- When and how did you first become aware that there was such a thing as racial/ethnic differences, and that people were treated differently on the basis of those differences?
- Growing up, what contact did you have with people whose racial and ethnic heritage was different from your own?

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“Our goal is to establish language that is gender-neutral, ethnic-neutral and age-neutral, while celebrating our spirit of diversity.”

Attributes of Discrimination Roots of Inequity & Exclusion



**Destructive
Isms**

Using our power to reinforce our discrimination and prejudice in the institutions and groups to which we belong



Discrimination

taking an action on our prejudice

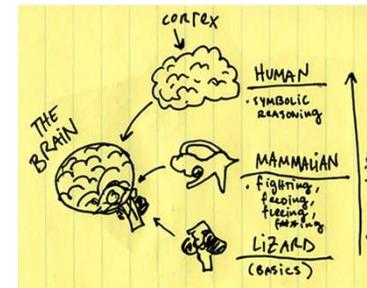
Prejudice

a value judgment based on our feelings associated with the stereotype

Stereotype

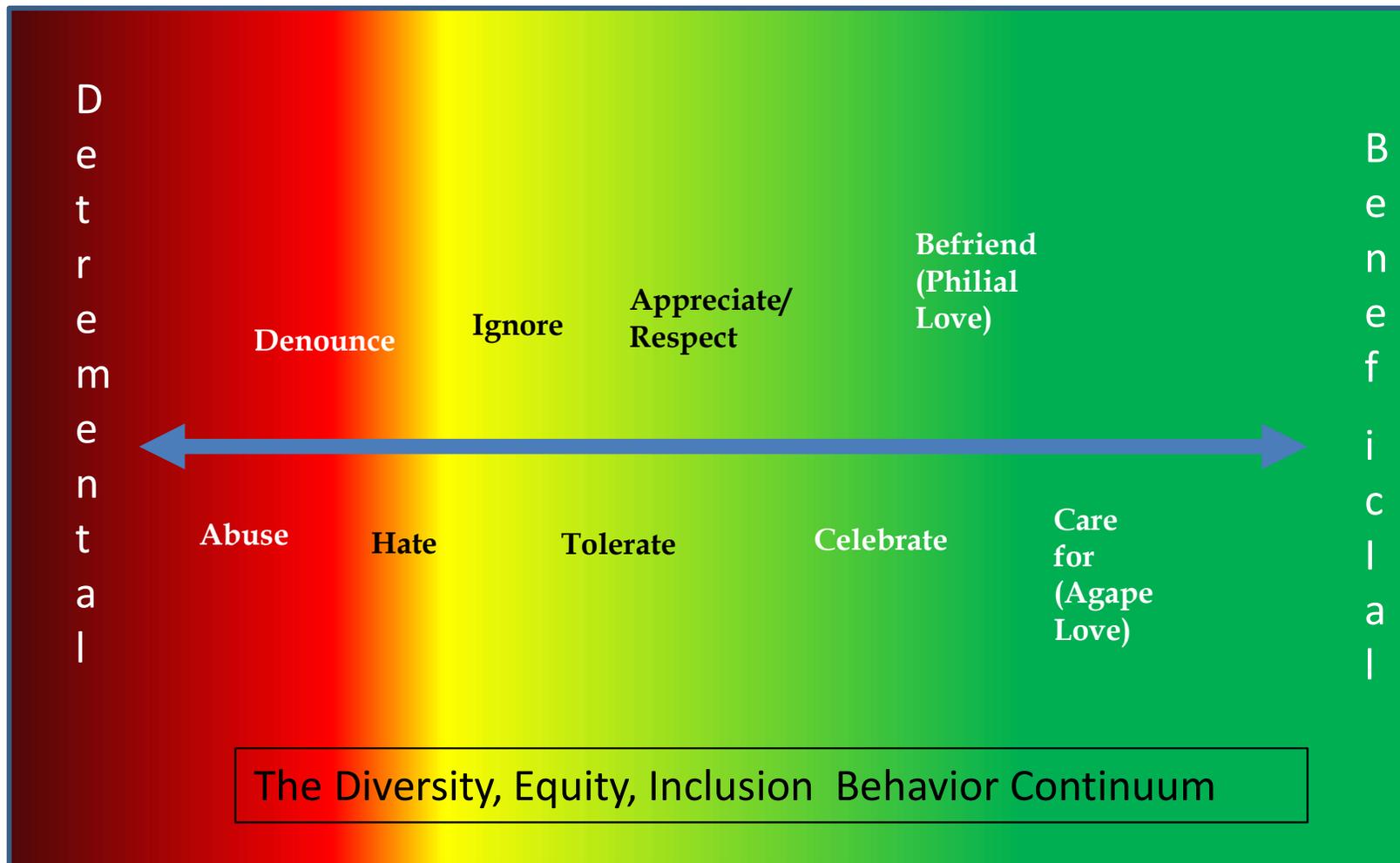
an incomplete or distorted picture in our head

Generalization: The process of formulating general concepts by abstracting common properties of instances



**Unconscious
Implicit Bias**

The Range of Biased Behavior



- From detrimental to both to beneficial to both

Verbal Micro-aggression Exercise –

Part I

“Where are you from?
You speak good English!”

A person asking
an Asian
American to
teach them
words in their
native language.

You are not
American.
You are a
foreigner.

“You are a credit to
your race.”
“You are so
articulate.”

Assuming
everyone can
read English

People of color are
generally not as
intelligent as Whites.
All Asians are intelligent
and good in Math /
Sciences.

James McKim

“When I look at you, I
don’t see color.”
“America is a melting pot.”
“There is only one race,
the human race.”

Everyone is the
same.

Racial /ethnic
experiences are don’t
matter. There is no
value in them.

Verbal Micro-aggression Exercise –

Part II

“I’m not a racist.
I have several
Black friends.”

“As a woman, I
know what you go
through as a racial
minority.”

I am immune to races
because I have friends
of color.

Your racial oppression
is no different than my
gender oppression. I
can’t be a racist. I’m
like you.

“I believe the
most qualified
person should get
the job.”

“Everyone can
succeed in this
society, if they work
hard enough.”

People of color are given
extra unfair benefits
because of their race.
People of color are
lazy and / or
incompetent and need
to work harder.

James McKim

Asking a Black
person: “Why
do you have to
be so loud /
animated? Just
calm down.”

To Asian or
Latino: Why are
you so quiet?
We want to
know what you
think. Be more
verbal.” Speak
up more.”

Assimilate to dominant
culture. Leave your
cultural baggage
outside.

Behavioral Micro-aggression Exercise

Part III

“PoC mistaken for a service worker.”

“Taxi cab passes a PoC – picks up a white person”

“PoC ignored at a store counter”

“College/University buildings with all white heterosexual upper class male names.”

“Media without PoC.”

“Overcrowding of public schools in communities of color.”

“White person clutching purse/wallet as PoC approaches/passes.”

“Store owner follows PoC around the store”

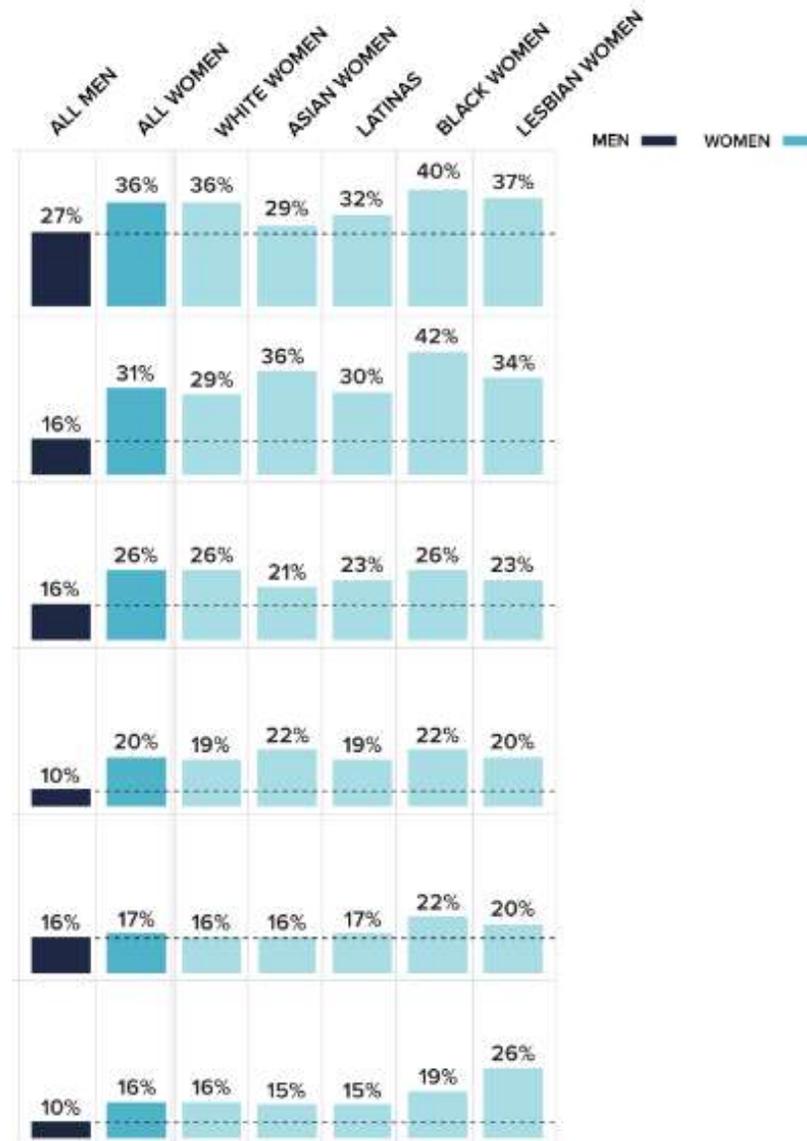
PoC are servants to whites.
PoC are likely to cause trouble.
You don't belong. You are a lesser being.

You don't belong/won't succeed here.
You are an outsider./You don't exist.
PoC don't value education.
PoC are deviant and belong together in schools.

PoC are dangerous.
PoC are likely to cause trouble.

Example Gender Microaggressions

- Having your judgement questioned in your area of expertise
- Needing to provide more evidence of your competence than others do
- Being addressed in a less than professional way
- Being a mistaken for some one at a much lower level
- Often having your work contributions ignored
- He remained in meaning the marks about you more people like you



Major Manifestations of Implicit Bias

Cases and deaths by race/ethnicity



Race/ethnicity	Percentage of population	Percentage of cases	Percentage of deaths
Black or African American alone	1%	6% ◆	2%
Hispanic or Latino *	4%	13% ◆	3%
Asian alone	3%	3%	<1%
Native Hawaiian and Pacific Islander alone	<1%	0% 1	0% 1
American Indian or Alaska Native alone	<1%	0% 1	0% 1
Two or more races	2%	0% 1	0% 1
White alone			
Some other race alone			0% 1



Bias Identification Exercise

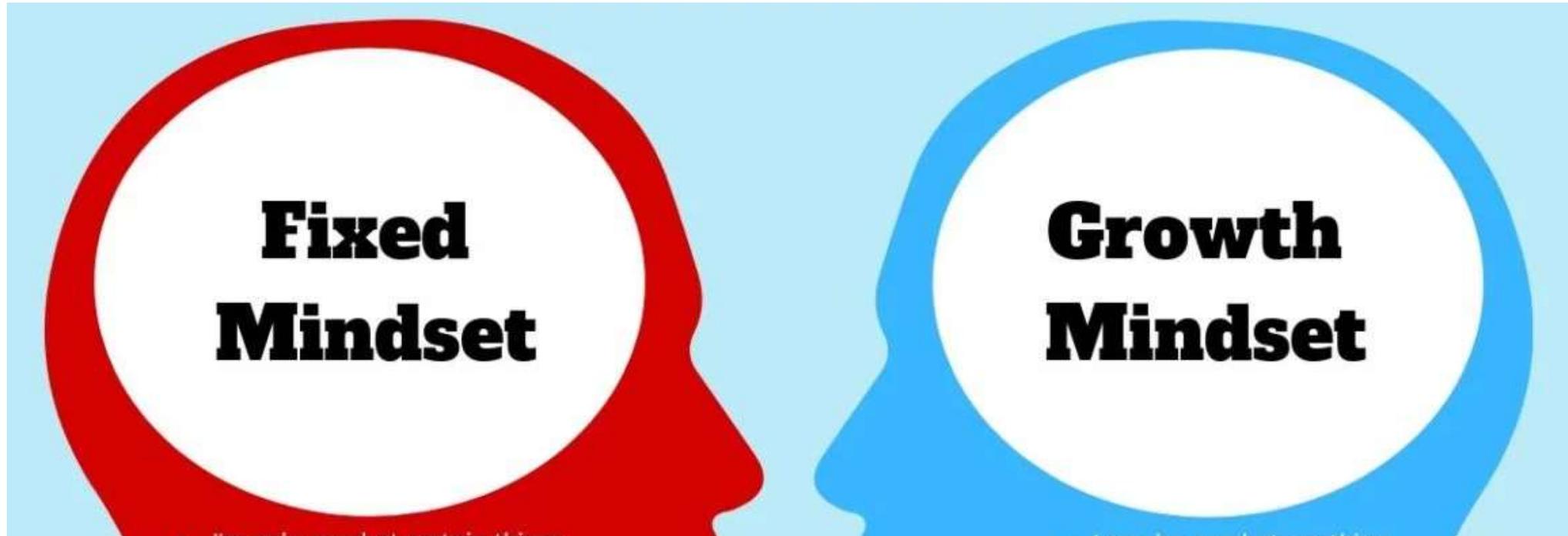


What biases do
you have that you
would you like to
address?

Eliminating Bias Through Knowledge and Intentionality



How We Think

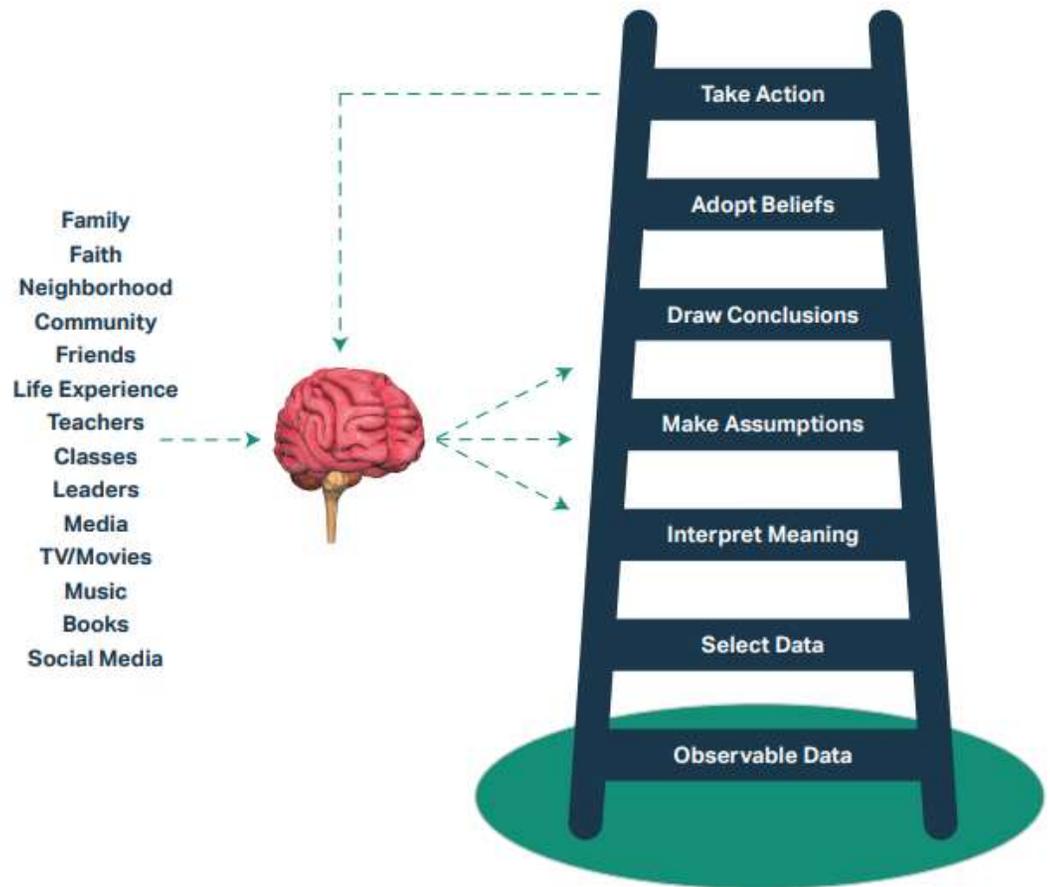


Which are You?

Decisions Through an Equity Lens

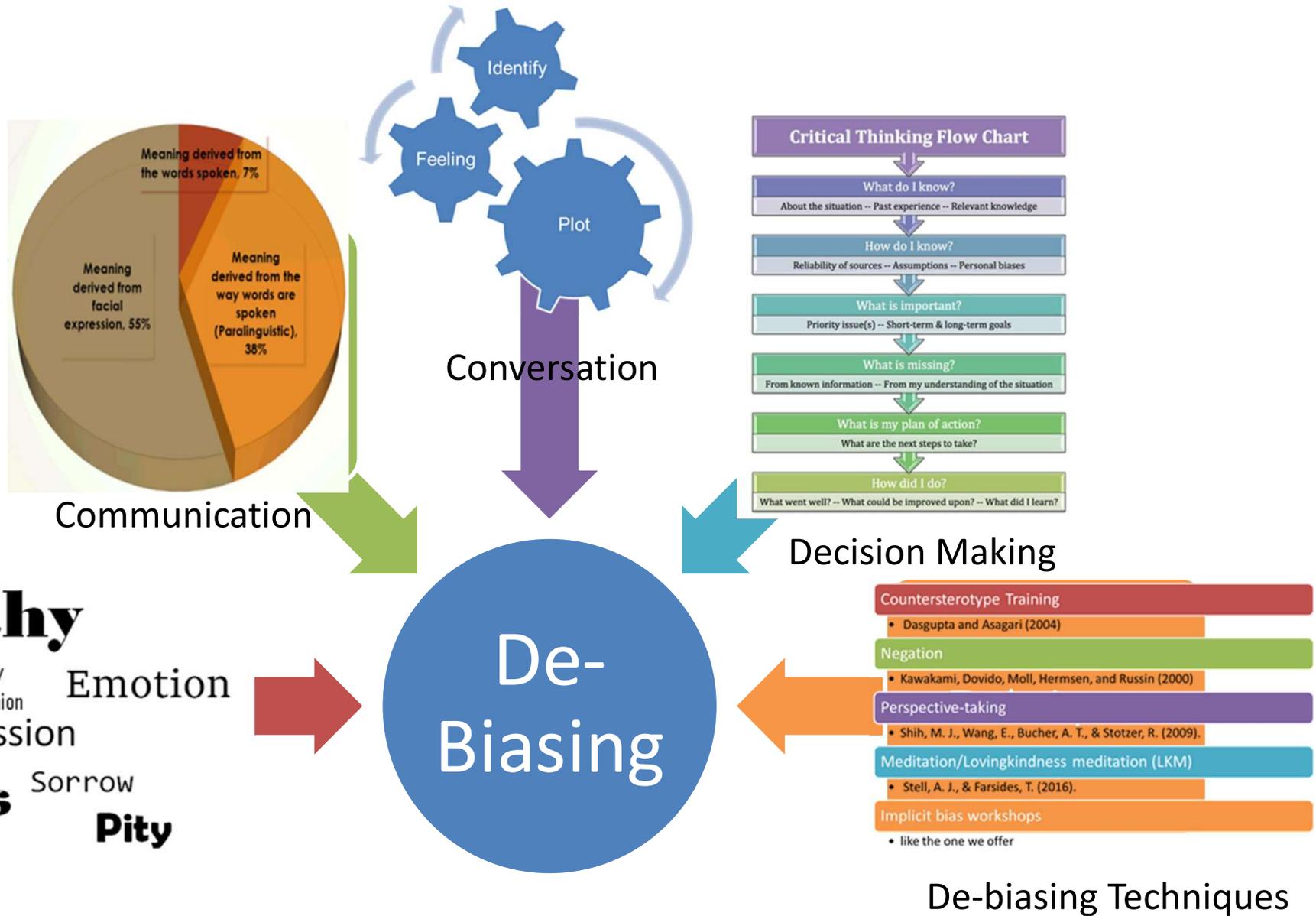


- What decision is being made?
- Who is at the table?
- How is the decision being made?
- What assumptions are at the foundation of the issue?
- What is likely impact?
- What is your decision?



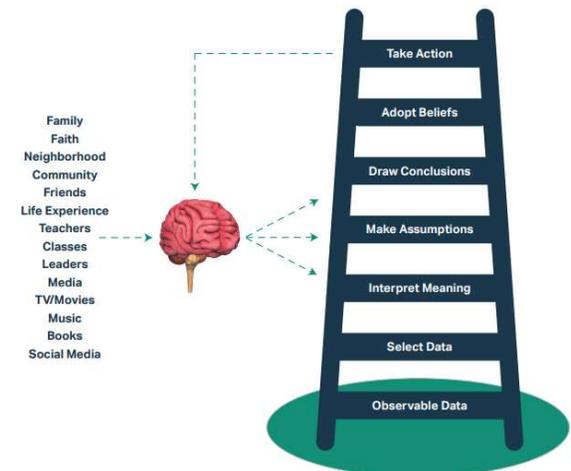
Chris Argyris' Ladder of Inference

How We Behave



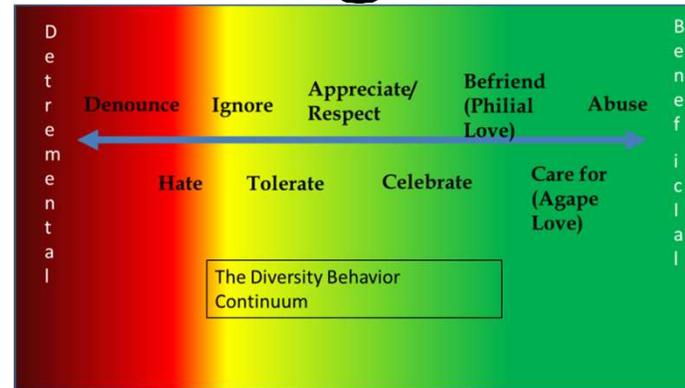
Ongoing Practices

- Reduce the chance of implicit bias driving your decisions/actions
 - Don't make a decision/action on an empty stomach
 - Challenge negative assumptions and stereotypes
 - Use the Six Thinking Hats® approach
 - Use the Ladder of Influence
- Watch Your Triggers
 - Information overload/Ambiguous evidence/Complex decision
 - Feelings over facts/Emotional overload
 - Need for speed/Fear of threat
 - Emotional or cognitive resources are depleted
- Think About Outcomes
 - Who will benefit from this decision/action
 - Who will be harmed by this decision/action?
 - Would I want this decision/action published in a newspaper?
 - Would I want my Grandmother to know I made this decision/action?

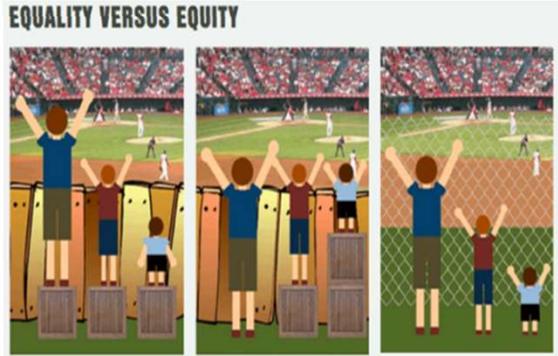


Creating a More Welcoming Community

- What cultural aspects around your town are based on white privilege?
- What can you (personally) do in your job or daily activities to create a more welcoming community and world?



Wrap-up



Cognitive (Decision-making, Belief, and Behavioral) (125+)

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- Bias blind spot
- Dunning-Kruger effect
- Stereotyping
- Heuristics bias

Social /Attributional (220+)

- Group attribution error
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- Puritanical bias

Perception/Memory Errors (40+)

- Sensory bias
- Consistency bias
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What will you do to create a more welcoming community?

