THE HIDDEN BIASES OF GOOD PEOPLE

Beth Crist
Youth Services

Jean Marie Heilig
Fiscal Officer
OUTCOMES

- Identify your personal biases
- Understand the impact of unconscious bias
- Identify the types of bias behavior
- Learn how to think and behave differently
“If you have a brain you’re biased”

-Dr. Heidi Grant
NeuroLeadership Institute
I’m so confused!

- Bias
  - Explicit
  - Implicit / Unconscious
- Microaggressions
  - Micro-assault
  - Micro-insult
  - Micro-invalidation
  - Environmental
- Prejudice
- Discrimination
What do you think?

What kind of Asian are you?

https://www.youtube.com/watch?v=DWynJkN5HbQ
Things people can be biased about
WHERE DO THESE BIASES COME FROM?

Direct Experiences
(with other people, events, situations)

Vicarious Experiences
(those relayed to us through other people, stories, books, movies, media and culture)
HOW CAN WE IDENTIFY OUR BIASES
HOW CAN WE IDENTIFY OUR BIASES?

Implicit Association Test (IAT)

- Race
- Gender
- Sexual Orientation
- Religion
- Weight
- Self-esteem
- Anxiety
- Alcohol
- Disability
- Age

https://implicit.harvard.edu/implicit/
THE IAT

- Good: Excitement, Magnificent, Laughing, Beautiful, Terrific, Pleasure, Spectacular, Celebrate
- Bad: Tragic, Pain, Evil, Poison, Gross, Horrific, Disaster, Rotten
AFTER THE IAT

- What did you expect?
- What was your reaction?
- What can/will you do with this information?
IMPACT OF UNCONSCIOUS BIAS

Economic

FORTUNE 500
This year’s Fortune 500 marks the 64th running of the list. In total, Fortune 500 companies represent two-thirds of the U.S. GDP with $12.8 trillion in revenues, $1.0 trillion in profits, $21.6 trillion in market value, and employ 28.2 million people worldwide.
IMPACT OF UNCONSCIOUS BIAS

- Physiological effects
IMPACT OF UNCONSCIOUS BIAS

Customer service:

- Speed in responding
- Politeness in responding
- Equitable service
- Body language and tone of voice
- Loaded words
IMPACT OF UNCONSCIOUS BIAS

- Collection development/ reader’s advisory
Bias in children’s literature
UNCONSCIOUS BIAS BEHAVIORS

- Confirmation Bias
UNCONSCIOUS BIAS BEHAVIORS

Conformity Bias
UNCONSCIOUS BIAS BEHAVIORS

- Perception Bias

Carlsberg stunts with bikers in cinema
https://www.youtube.com/watch?v=RS3iB47nQ6E
UNCONSCIOUS BIAS BEHAVIORS

- Perception Bias
UNCONSCIOUS BIAS BEHAVIORS

Halo Effect
Unconscious Bias Behaviors

- Horns Effect
UNCONSCIOUS BIAS BEHAVIORS

- Beauty Bias
UNCONSCIOUS BIAS BEHAVIORS

- Similarity Bias
UNCONSCIOUS BIAS BEHAVIORS

Write down 10 people you really trust that are not family

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
Unconscious Bias Behaviors

- Gender
- Race/Ethnicity
- Age
**Unconscious Bias Behaviors**

- Sexual Orientation
- Education
- Disability Yes/No
- Marital Status
UNCONSCIOUS BIAS BEHAVIORS

1. “Hi Ya!”
2. “COMFY”
3. “Trust”
LEARN TO THINK AND BEHAVE DIFFERENTLY

- Take the IAT test
- Identify Situations
- Make an effort!
- Awareness
- Hanging Out
- Expose Yourself to Media
day 3: an unlikely teacher about bias enters the ring: it's the WWE!

Welcome to Day 3 of Look Different's LGBTQ bias cleanse! Today, we're going to look at a photo that might make you do a double take.