

10-B

Raising Awareness of Unconscious Bias to Foster Inclusivity and Equity

Maria D. Burgos

Supervisor of Global Learning and Culturally Responsive Instruction

Christie Dugan Taylor

Director of Office of Professional Learning




National Consultant and Collaborator



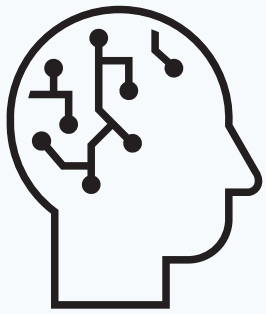
Dr. Williams, currently serves as Executive Director of Equity and Cultural Proficiency for the Baltimore County Public School System, has presented at the local, state, and national levels on topics related to improving outcomes for marginalized student populations and is the co-author of *When Treating all the Kids the Same is the Real Problem: Educational Leadership and the 21st Century Dilemma of Difference*.

 Lisa Williams, Ed.D

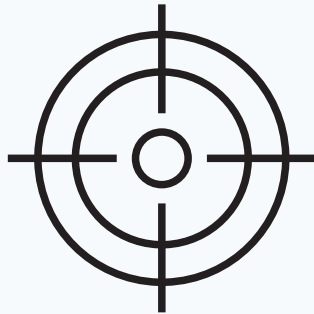
 443.226.2551

 lisanjwilliams@gmail.com

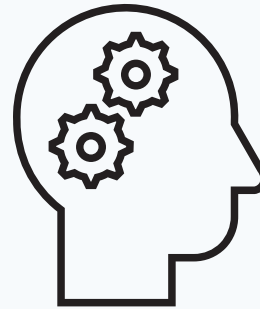
Topics for Today



Defining
implicit bias



Dimensions
of our culture



Biases
influence



reduce
implicit associations

Implicit bias refers to the unconscious thinking structures that influence our perceptions, behaviors, and actions towards a person, group, or given situation.

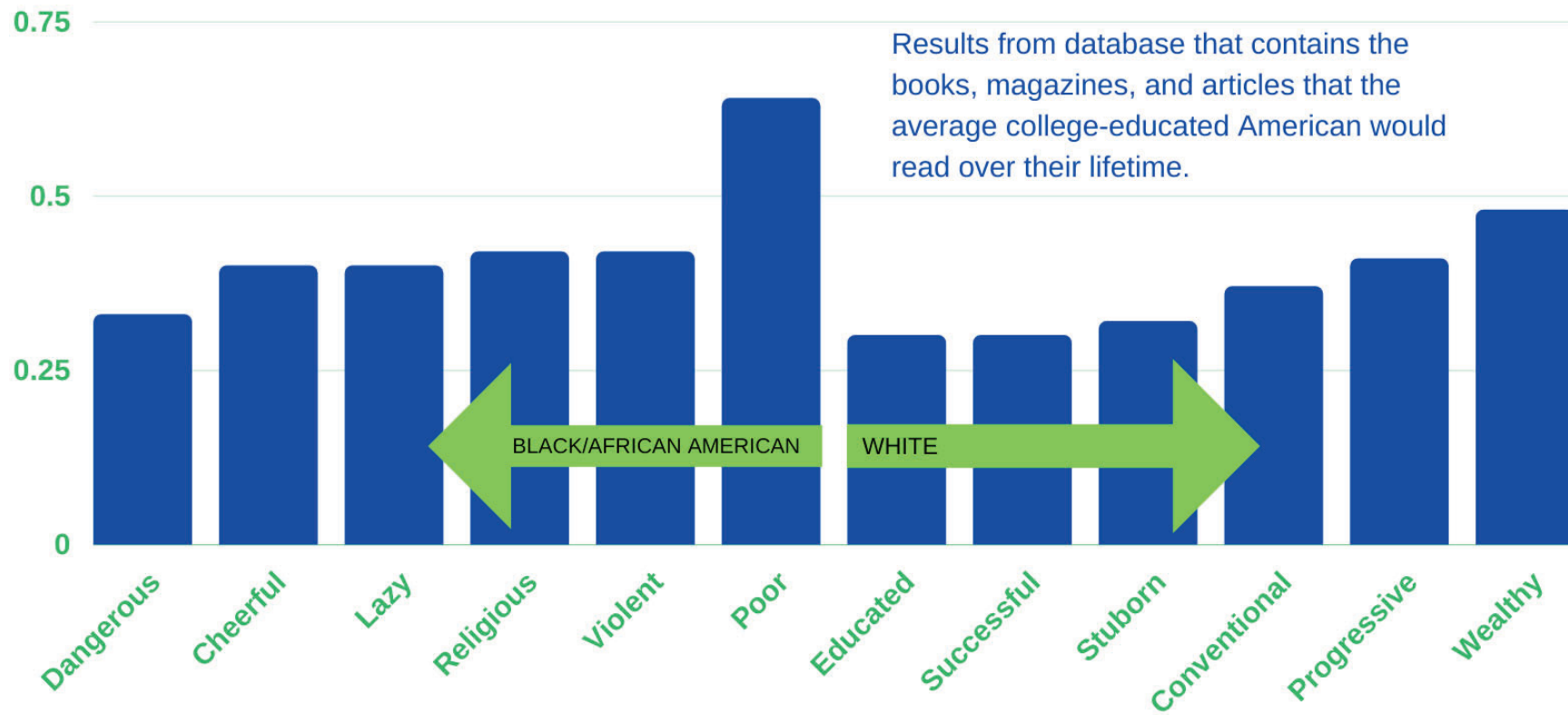
Implicit bias is not the same as explicit bias where a person is aware of their actions on a conscious level. Implicit bias can be neutral, positive, and negative.

Implicit bias is one of the critical factors that promote inequality resulting in unsafe and underproductive working environments.



Priming: A call
for action

WORD PAIR EXPOSURE IN AMERICAN SOCIETY



Source: Prime and prejudice: co-occurrence in the culture as a source of automatic stereotype priming. Verhaeghen P, Aikman SN, Van Gulick AE Br J Soc Psychol. 2011 Sep; 50(3):501-18.



Assumptions

Historical Priming, Associations, and Assumptions

- **Europeus /White-Europe:** clever, happy, gentle, acute, ruddy, muscular, and regulated by laws,
- **Africanus/Black-Africa:** deviant, passive, inattentive, shameless, indulgent, monstrous, and ruled by impulse,
- **Americanus/Red-Americas:** stubborn, prone to anger, governed by traditions.
- **Asiaticus/Dark Asia:** inflexible, melancholic, conceited, stingy, governed by opinion.

Dimensions of Our Individual Culture

Observable Culture: Your appearance to others such as skin color and other physical features.

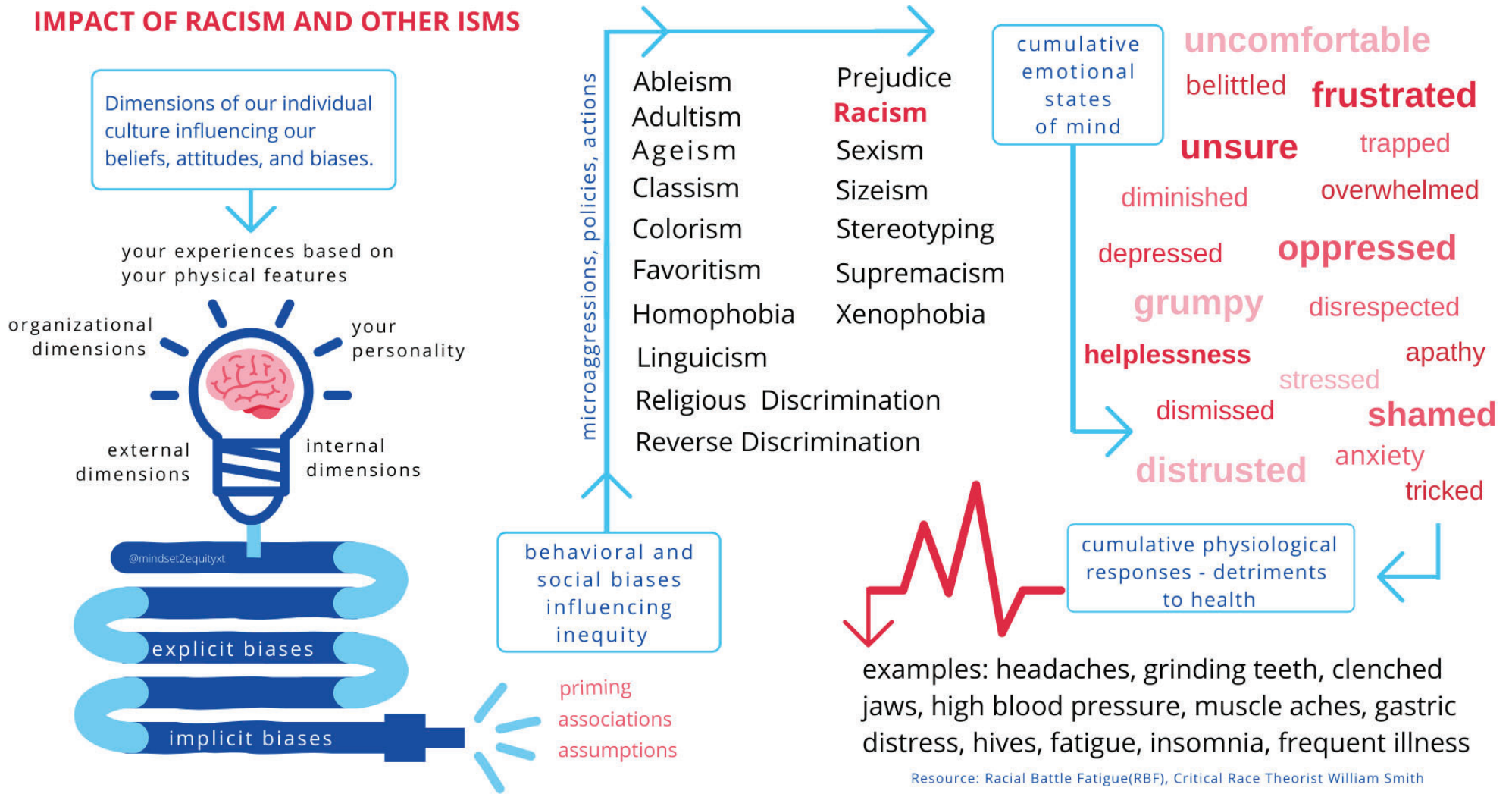


“As leaders for equity, we have to examine, unpack, and mitigate our own biases and dismantle the policies and structures that hold inequity in place. We call this leading from the inside-out.”



National Equity Project

IMPACT OF RACISM AND OTHER ISMS


















First Impressions are Lasting Impressions

Negativity Bias: Is a survival instinct also known as positive-negative asymmetry. Negativity bias refers to our tendency to focus on, learn from, and use negative information far more than positive information.



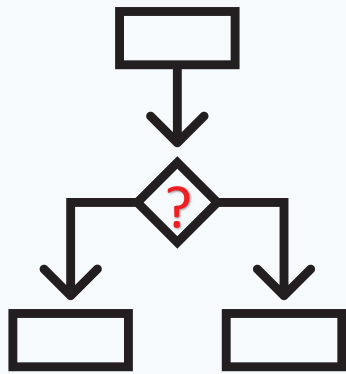
Behavioral and Social Biases Influencing Our Decisions

Are there common claims about employees, community members, and students, that you suspect are under-informed by these biases?

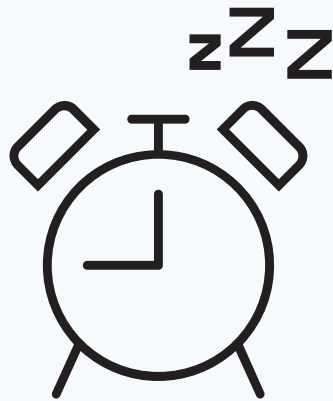
<p>Anchoring Bias</p>  <p>Relying on the very first piece of information as a reference or starting point to make decisions.</p>	<p>Attentional Bias</p>  <p>The tendency for people's perception to be affected by their recurring thoughts at the time.</p>	<p>Bandwagon Effect</p>  <p>Following what others are doing, regardless of their own beliefs, which they may ignore or override.</p>	<p>Ingroup Bias</p>  <p>The tendency for people to give preferential treatment to others they perceive to be members of their own groups.</p>	<p>Negativity Bias</p>  <p>Psychological phenomenon by which humans have a greater recall of unpleasant memories compared with positive memories.</p>
<p>Self-Serving Bias</p>  <p>When facing failure and negative outcomes, we tend to attribute these events to other people or contextual factors outside ourselves.</p>	<p>Choice Supportive Bias</p>  <p>The tendency to feel more positive about your choice even when the choice has greater flaws.</p>	<p>Confirmation Bias</p>  <p>The tendency to search for, interpret, focus on and remember information in a way that confirms one's preconceptions.</p>	<p>Placebo Effect</p>  <p>The belief that something has an effect on you causes it to have that effect.</p>	<p>Shared Information Bias</p>  <p>The tendency for group members to spend more time and energy discussing information that all members are already familiar with.</p>
<p>Conservatism Bias</p>  <p>Favoring prior information or evidence over new information or evidence introduced.</p>	<p>Distinction Bias</p>  <p>The tendency to view two options as more dissimilar when evaluating them together than when evaluating them apart.</p>	<p>Hindsight Bias</p>  <p>The "I-knew-it-all-along" effect, the tendency to see past events as being predictable at the time those events happened.</p>	<p>Social Comparison Bias</p>  <p>The tendency, when making hiring decisions, to favor candidates who don't compete with one's own strengths.</p>	<p>Ostrich Effect</p>  <p>The tendency to ignore a dangerous or risky situation for something else less likely to trigger our discomfort.</p>

How can we reduce our implicit associations?

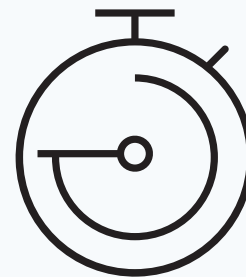
Moments in Which We Are Likely to Make Biased Decisions



Vagueness



Cognitive Overloads



Time Constrictions



Over Confidence



Reducing Implicit Associations

- Consider taking the Implicit Association Test (IAT). This free online resource that measures the strength of associations between concepts, evaluations, and stereotypes.
- *Making Sense Of Your IAT Results* typology
- Acknowledge differences
- Seek friendships with people from different groups, to increase your brain's familiarity and expand your point of view. This creates "safety" associations in the brain.

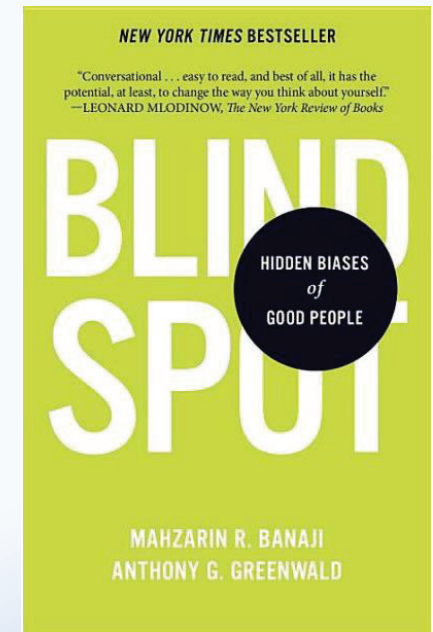
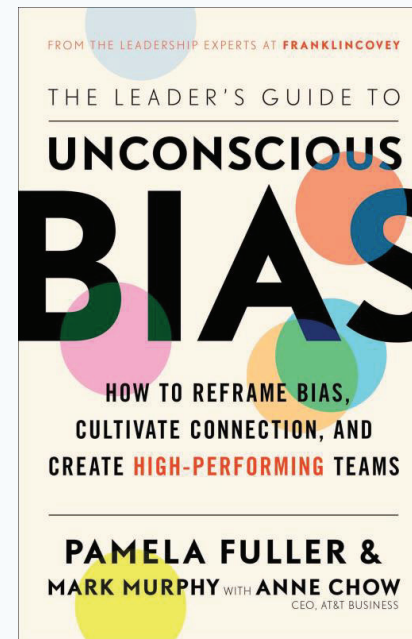
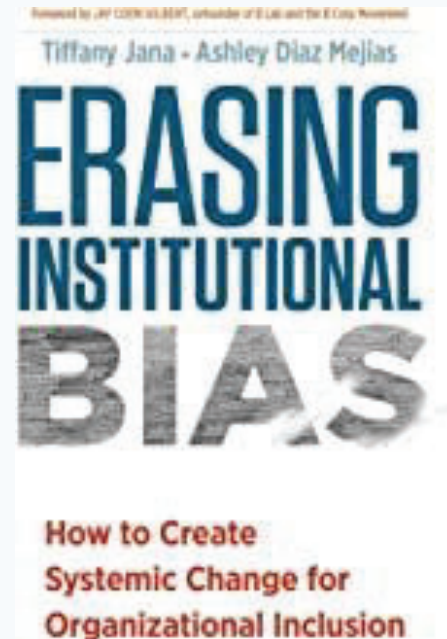
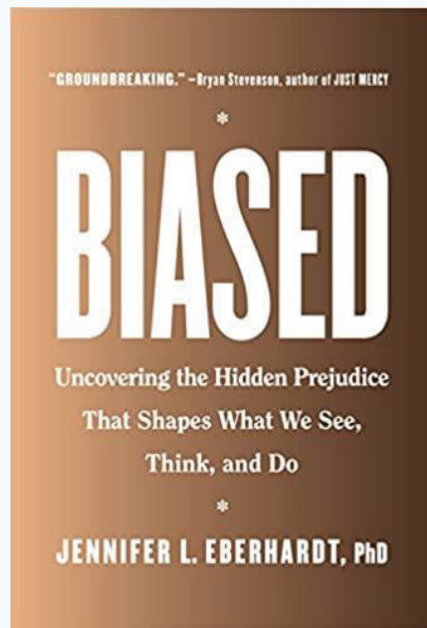
The Mindful Reflection Protocol

A Process for Checking Implicit Bias

Evaluate + **Describe** + **Consider** + **Interpret**

Source: Gudykunst, W. B., & Kim, Y. Y. (2003). *Communicating with strangers: An approach to intercultural communication* (4th ed.). New York, NY: McGraw-Hill.

Implicit Bias Books





Gracias por su tiempo
y atención esta noche.

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