



Unconscious & Conscious Bias, Implicit Bias or Hidden Bias

For
**AAPPA 2019 Annual Conference
The Changing Role of HR Conference**



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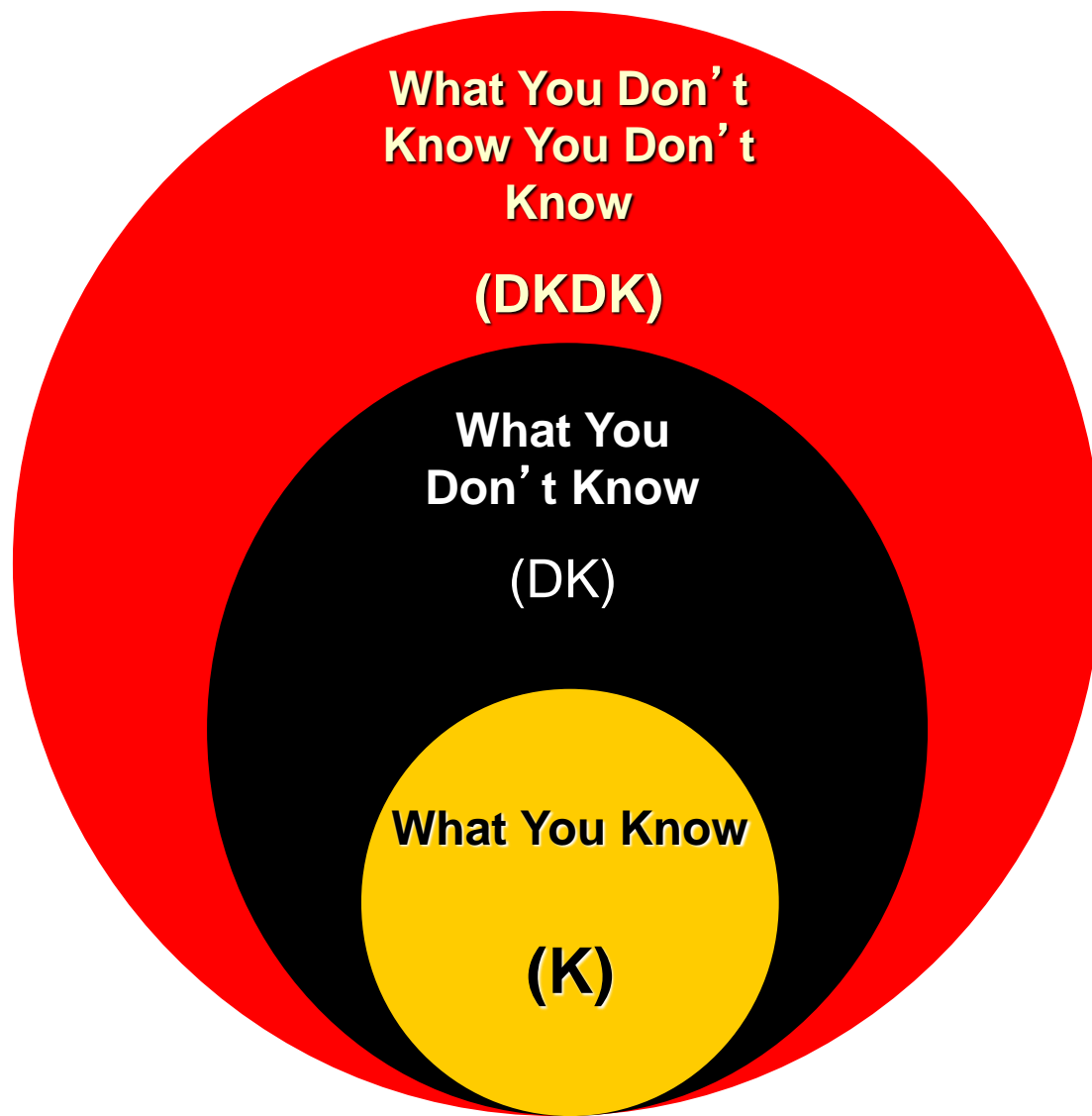




My Mission Today

- ★ Provoke Thought**
- ★ Facilitate Discussion & Learning**
- ★ Surprise You**
- ★ Entertain You**
- ★ Add Value**
- ★ Provide Subject Matter Expertise**

Opening Remarks





We all mean well but...

Intent

(What you meant to say)

vs.

Impact

(What you actually said)



What is bias?

What is unconscious bias?



Bias, Prejudice, Stereotypes

Bias – prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. (For example “there was evidence of bias against foreign applicants” – synonyms: favoritism, sexism, racism, etc.)

Prejudice – preconceived opinion that is not based on reason or actual experience. (For example “prejudice against foreigners” – synonyms: preconception, preconceived notion)

Stereotypes – a widely held but fixed and oversimplified image or idea of a particular type of person or thing – synonyms: typecast, pigeonhole, label, tag, etc.)

Traditionally it was thought..

All discrimination was conscious and “people know better” and the only people who discriminate are bad people.

Efforts were focused on identifying and finding the bad people (discriminatory people) and “fixing them” to make better choices – more equitable, fair and inclusive

But what if we are unaware – what we don't know we don't know about ourselves?

We know that many of our brain functions, emotional responses, and cognitive processes fall outside of our conscious awareness.





Implicit vs Explicit Bias

Implicit or unconscious bias is the **bias** in judgment and/or behavior that results from subtle cognitive processes (e.g., **implicit** attitudes and **implicit** stereotypes) that often operate at a level below conscious awareness – for example, we can unconsciously favor “people like ourselves.”

These biases form from past experiences and socializations (generalizations – stereotypes).

Explicit bias reflects the attitudes or beliefs that one endorses at a conscious level. (for example – “All blanks are blank – you say it out loud, speak what you are thinking).



More on Unconscious Bias

“Social categorization” - what Social Psychologists call it and we do this routinely and rapidly every day. One way to explain why discrimination still persists today.

These preferences can bypass or overwhelm normal, rational or logical-common sensical thinking.

We use these **“sorting or categorization processes”** we believe very effectively (some call it intuition or “gut”) but these categories can be illogical or not rational.



Kahneman – Fast & Slow Thinking

Fast thinking – System 1 – fast, intuitive, metaphorical, automatic, impressionistic and very hard to switch off, main source of explicit beliefs and deliberate choices of System 2

Slow Thinking – System 2 – slow, deliberate, and effortful. Requires attention and is disrupted when distracted. Conscious, reasonable self.



Vedantam & Gladwell

The Hidden Brain - A host of brain functions, emotional responses, and cognitive processes that happen outside our conscious awareness but have a decisive effect on how we behave. – Shankar Vedantam

A kind of prejudice you have that you aren't aware of, that affects the kinds of impressions and conclusions that you reach automatically, without thinking. – Malcolm Gladwell, in Blink



IAT

- Project Implicit- non-profit org / international collaboration between researchers interested in implicit social cognition - thoughts and feelings outside of conscious awareness and control
- Founded in 1998 by three scientists – Tony Greenwald (*University of Washington*), Mahzarin Banaji (*Harvard University*), and Brian Nosek (*University of Virginia*)
- Goal - educate the public about implicit social cognition & provide a “virtual laboratory” collecting data on the Internet.
- For more information about the Project Implicit research group, see <https://www.projectimplicit.net>

Dominant vs Non-dominant

Dominant or In Group – an exclusive, typically small, group of people with shared interest or identity – inner circle, in-crowd, popular crowd (mentoring, grooming, high potential)

How do you know when you are in the dominant group? *“Person is capable, qualified...”*



Non-dominant, Out-Group or Subordinate Group – those that do not belong to in-group (not mentored)

How do you know when you are in the out-group? *“Has this person done the job before?”*

Key dynamic - under certain conditions people will prefer and have affinity for one's in-group over the “other” out-group

The Halo Effect

Is a type of cognitive bias in which our overall impression of a person influences how we will feel and think about his or her character. We see this in current events all of the time.



So given what you learned so far

About Unconscious or Implicit or Hidden Bias and

What you learned about yourself.....

1. What might be the cost or consequence of allowing our unconscious biases to go unchecked?
2. How do we combat unconscious bias?





So how do we do this?

- ❖ **We have to be more self-aware (more aware of our own biases and prejudices)**
- ❖ **We have to be more skilled, more equipped**
- ❖ **We have to apply these new skills and tools**
- ❖ **We have to hold not only ourselves to a higher standard, but we also have to hold those around us to a higher standard**

This is a skill-based workshop

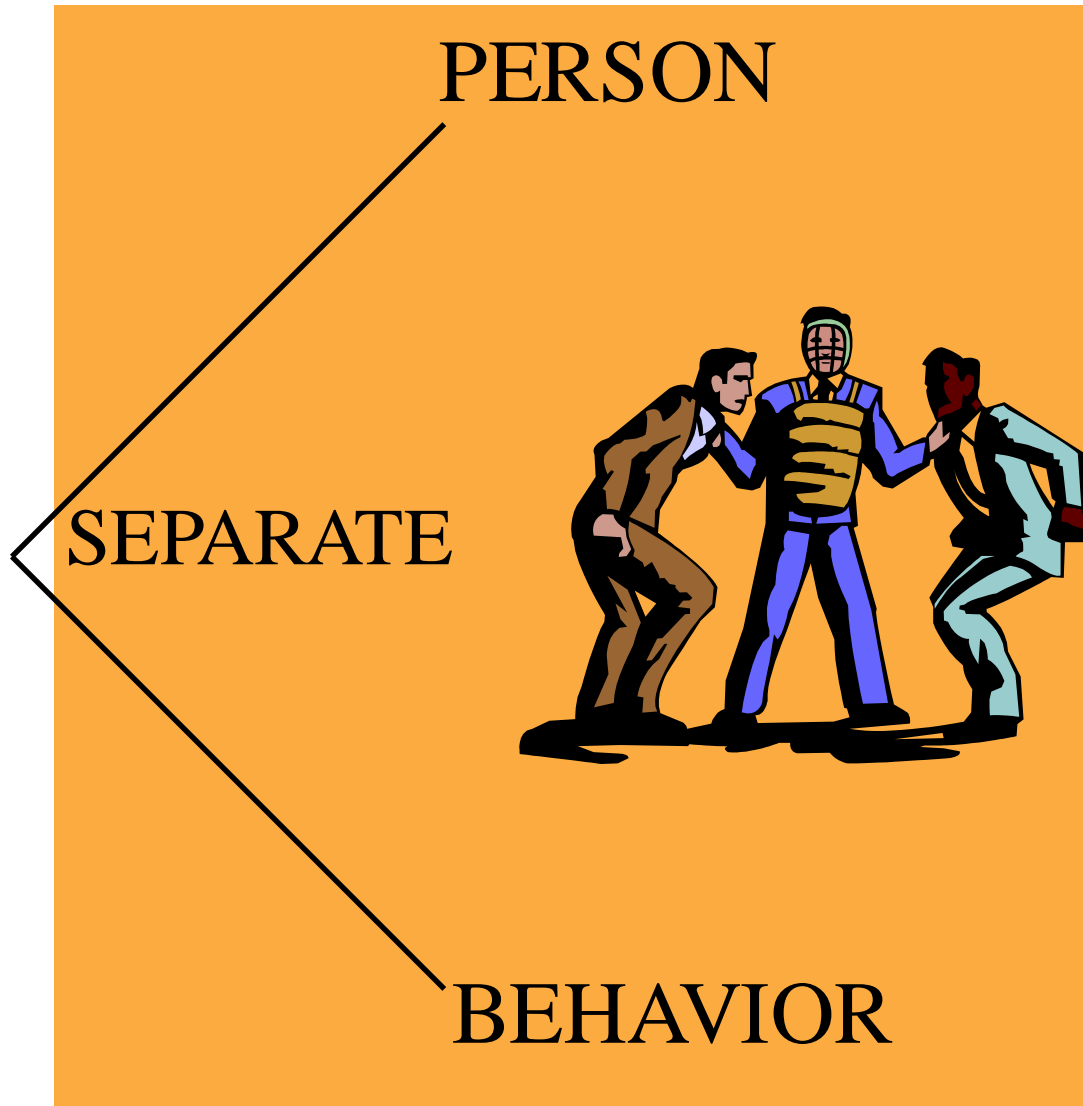




So when you witness or hear a bias

- ★ **“Ouch!”**
- ★ **“Wow!”**
- ★ **“Really?”**
- ★ **“Come on now!”**
- ★ **“Just repeat what they said.....”**
- ★ **“How does that add value to what we are doing?”**
- ★ **“How does that help us honor our mission and live our values?”**

Approach to Tools





Stop - Start Message

Start with a Positive

Please stop _____
(describe negative/unproductive behavior)

Start _____
(describe new, more appropriate/positive behavior)

Continue _____
(describe ongoing positive behavior)

End with a Positive



I-Statement

How do I coach someone when I feel my differences are being held against me?

(Start with a Positive)

When you _____, I feel _____
(describe behavior) (impact of behavior)

I would prefer _____
(new behavior – more appropriate/productive)

OR

I feel _____, when you _____
(impact of behavior) (describe behavior)

I would prefer _____
(new behavior – more appropriate/productive)

OR

When I see _____, it makes me feel _____
(describe behavior) (impact of behavior on you/group)

I would prefer _____
(new behavior – more appropriate, more productive)

(End with a Positive)



Saw this quote somewhere...

When you experience a great leader, you hope you don't let them down.

When you experience a poor leader, you hope they don't let you down.



Andy Stanley

“Leaders who don’t listen will eventually be surrounded by people who have nothing to say.”



Don't forget to Action Plan

- ★ **What are you going to do with what you learned today?**
- ★ **What specific actions will you take?**
- ★ **Write it down or you will forget!**
- ★ **I am interested in your Commitment, Not Wishes or Promises – we often do not get to those**



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