



Understanding Our Bias

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Getting to Know Dr. Key

Dr. Marketta Key

- Michigan (Urban City)
- Mother and Pet Lover
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- Love Ethnic Food
- Professor and Researcher



Goals for Today

- ❖ Gain understanding of bias
- ❖ Explore how bias impacts various cultures
- ❖ How our bias impacts our decisions

Definitions

- ❖ **Bias-** is a **prejudice in favor of against one thing, person** or group compared with another, it is usually a way to be unfair.
- ❖ **Unconscious /Implicit Bias-** Implicit Bias are social **stereotypes about certain groups of people** that individuals form outside their own conscious awareness. Everyone holds unconscious beliefs about various social and identity groups, and these biases stem from one's tendency to organize social worlds by categorizing. Unconscious bias **is far more prevalent than conscious prejudice and often incompatible with one's conscious values.** Certain scenarios can activate unconscious attitudes and beliefs. For example, biases may be more prevalent when multi-tasking or working under time pressure.
- ❖ **Bias-Means to identify them, be aware of them and set them aside** do accomplish your goal

How do we knowingly or unknowingly become bias?

- Experiences
- Environment
- Upbringing
- Experiences of others
- Storytelling
- Society
- Television

Unconscious Bias



EVERYDAY



HARDWIRED



AUTOMATIC



NO ONE IS
IMMUNE



The same things that makes us unique is where bias can come into play.

Types of Bias

Affinity Bias-is the unconscious tendency to **get-along with others who are like us.**

Gender Bias-is a preference or prejudice toward **one gender over the other**

First Impressions- making a decision about a person based on **initial encounter**

Stereotype Bias-bias against individuals based on **common stereotypes**

Contrast Bias-is the tendency to **promote or demote something in a large grouping after a single comparison** with one of its peers.

Non-verbal Bias-occurs when people exhibit **relatively negative (less positive) nonverbal behavior** toward specific social group

Race Bias-**discriminate** based on race

Personal Discomfort-common characteristic that their effect is to **promote behavior that is comfortable rather than reasoned**

When is Unconscious Bias Most Active?



**Cognitively
Strained**

Emotionally
stressed (fear,
frustration,
anger..)

Under time
constraints

Distracted



**Auto-pilot- acting without
being self-reflective and
mindful of one's motivations
and thinking**



Dimensions of Diversity

- diversity
- age
- Ethnicity
- gender
- physical abilities/qualities
- Race
- sexual orientation
- educational background
- geographic location
- Income
- marital or partner status
- military experience
- parental status
- religious beliefs
- work experience
- job classification



BIAS PROGRESSES
INTO
DISCRIMINATORY
PRACTICES.

Impact of Unconscious Bias

- Individual
- Organization
- Society



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Our Ethical Duty

- Treat everyone fairly
- Correct inequalities



Steps to Decreasing Unconscious Bias

- **Bracket Views**
 - Question both thoughts and emotions
- **Focus Within**
 - Tune into your emotions
 - Recognize how your experience has shaped your perspective
 - Stick to facts and don't make assumptions
 - Turn frustration into curiosity
- **Learn about others**
 - Recognize how their experiences have shaped their perspective
 - Consider how they might see the situation and what is important to them
 - Think about how your actions may have impacted them
- **Engage in dialogue**
 - Ask open ended questions
 - Listen to understand, not to debate
 - Offer your views without defensiveness and combativeness
 - Avoid blame, think contribution
- **Expand Options**
 - Brainstorm possible solutions
 - Be flexible about different ways to reach a common goal
 - Experiment and evaluate
 - Seek out diverse perspectives



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A dark gray rectangular area with a white border. At the top center, there is a teal-colored rectangle. The word "QUESTIONS" is written in white, uppercase letters in the center of the gray area.

QUESTIONS

Resources

- Bias Cleanse- <http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/>
- Check your bias - <https://implicit.harvard.edu/implicit/>

Dr. Key



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