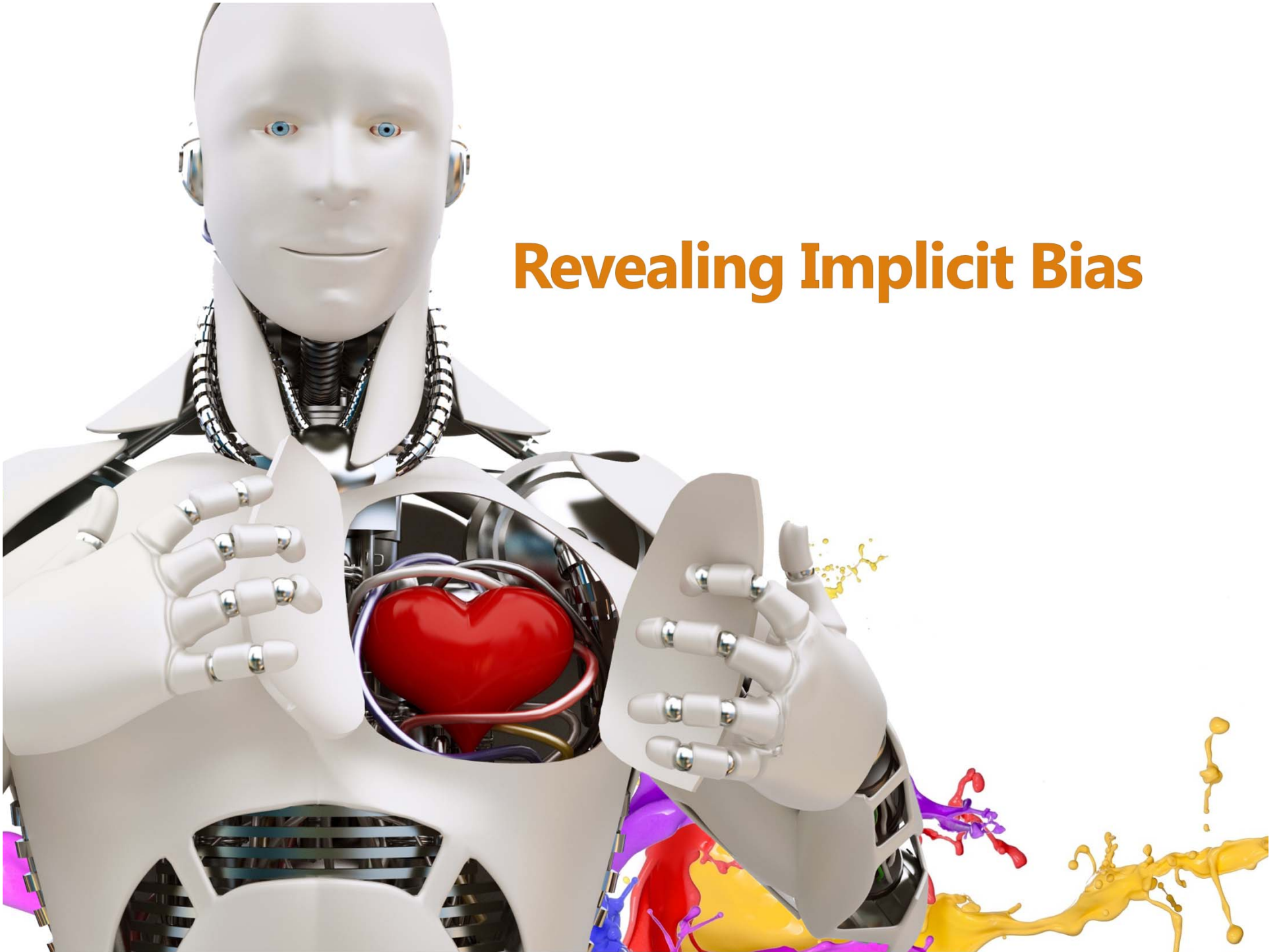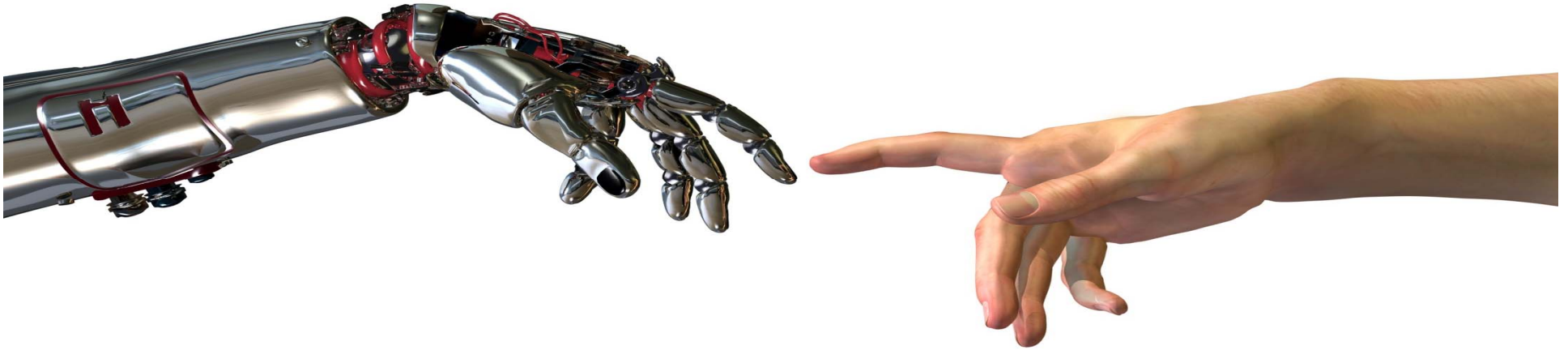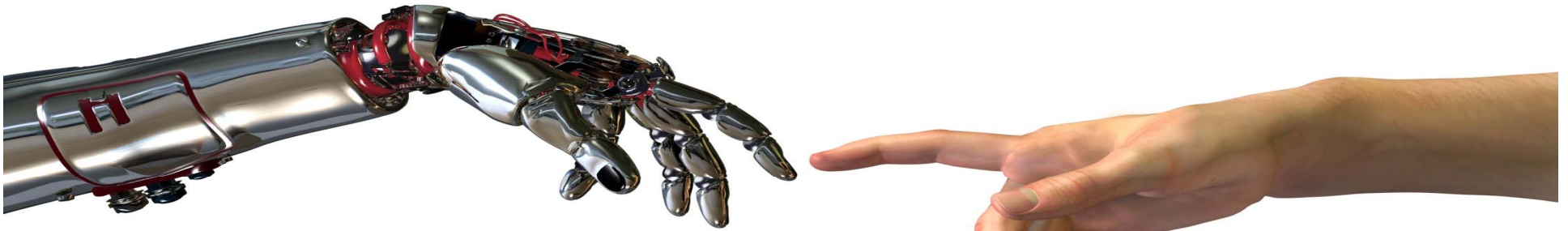# Revealing Implicit Bias

Our Mission:

We EMPOWER human services professionals by providing them with the knowledge, skills, and resources needed TO SERVE those most in need in their communities

UCDAVIS EXTENSION
CENTER FOR HUMAN SERVICES

Areas of Training

- Technical Training
- Mandated Training
- Professional Development
- Strategic Support
- Leadership

Goals of this training:

1. Identify the ways in which bias can be unconscious and automatic

2. Discuss how prejudice, stereotyping and discrimination impact how we react and relate to one another

3. Increase awareness of unconscious bias and perceptual filters in order to minimize the impact on the families we serve

4. Gain additional knowledge and insight into the service needs of various cultural, ethnic and marginalized populations
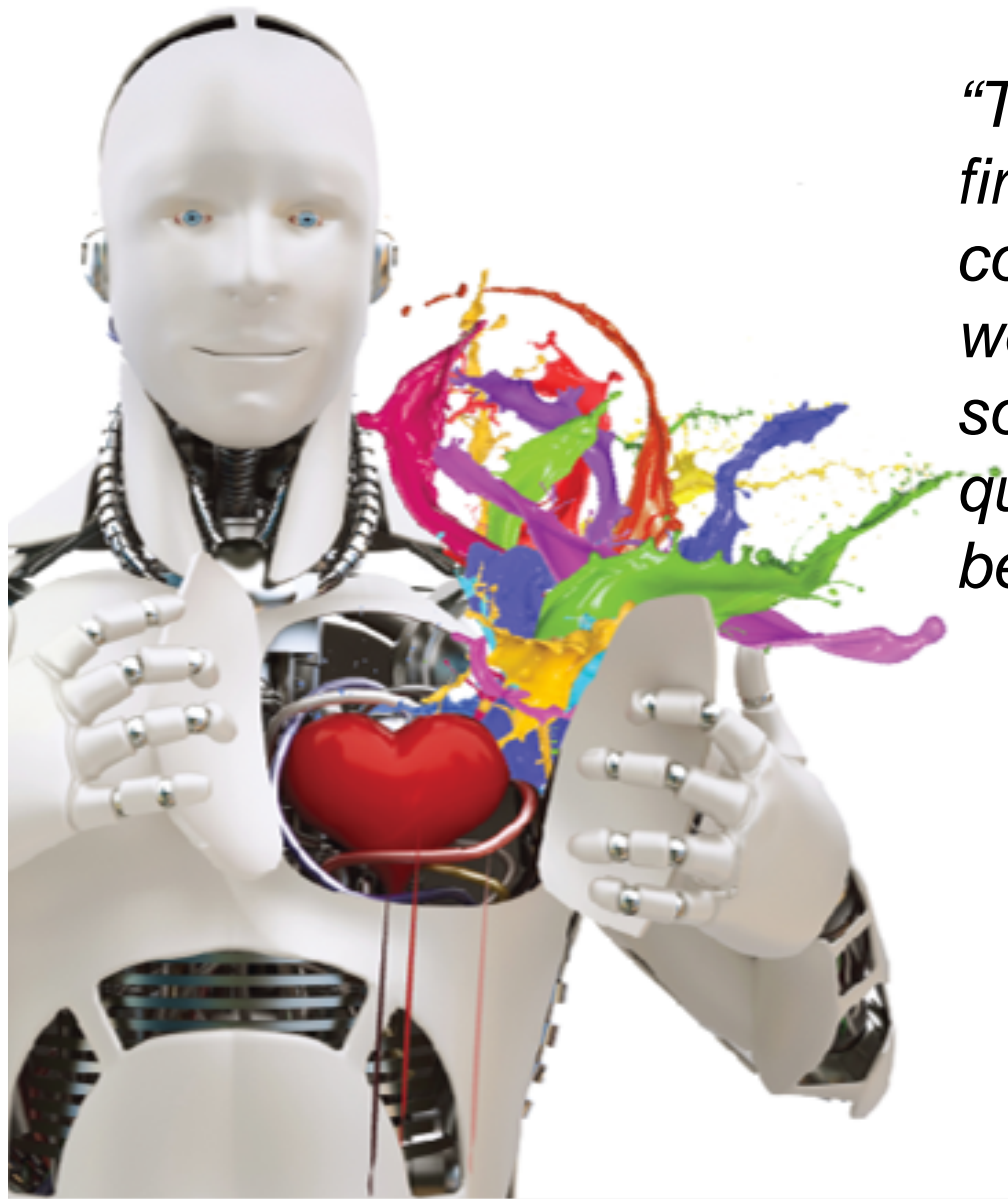
"To reach others, we have to first know ourselves. And to contact the deeper truth of who we are, we must engage in some activity or practice that questions what we assume to be true about ourselves."

- Adapted from A.H. Almaas
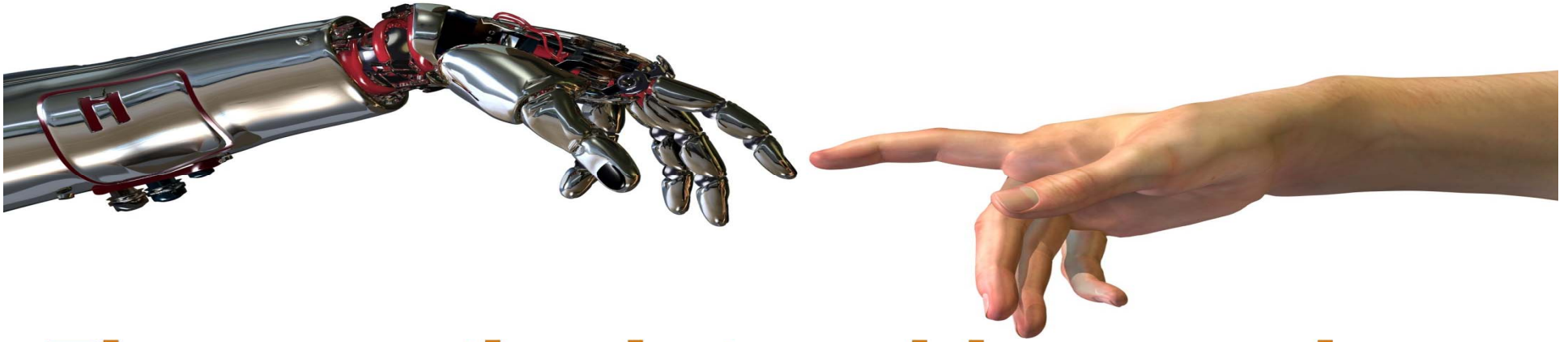
Three methods to address and overcome bias:

1. Start with you – Self-awareness

2. Check your privilege (and your ego)

3. Listen, don't judge

Why is everyone biased but me?

Blind Spot

● *Scotoma* – Blind spot in the retina of each eye. This region has no light-sensitive cells. Therefore light arriving at that spot has no path to the visual areas of your brain.   ✚
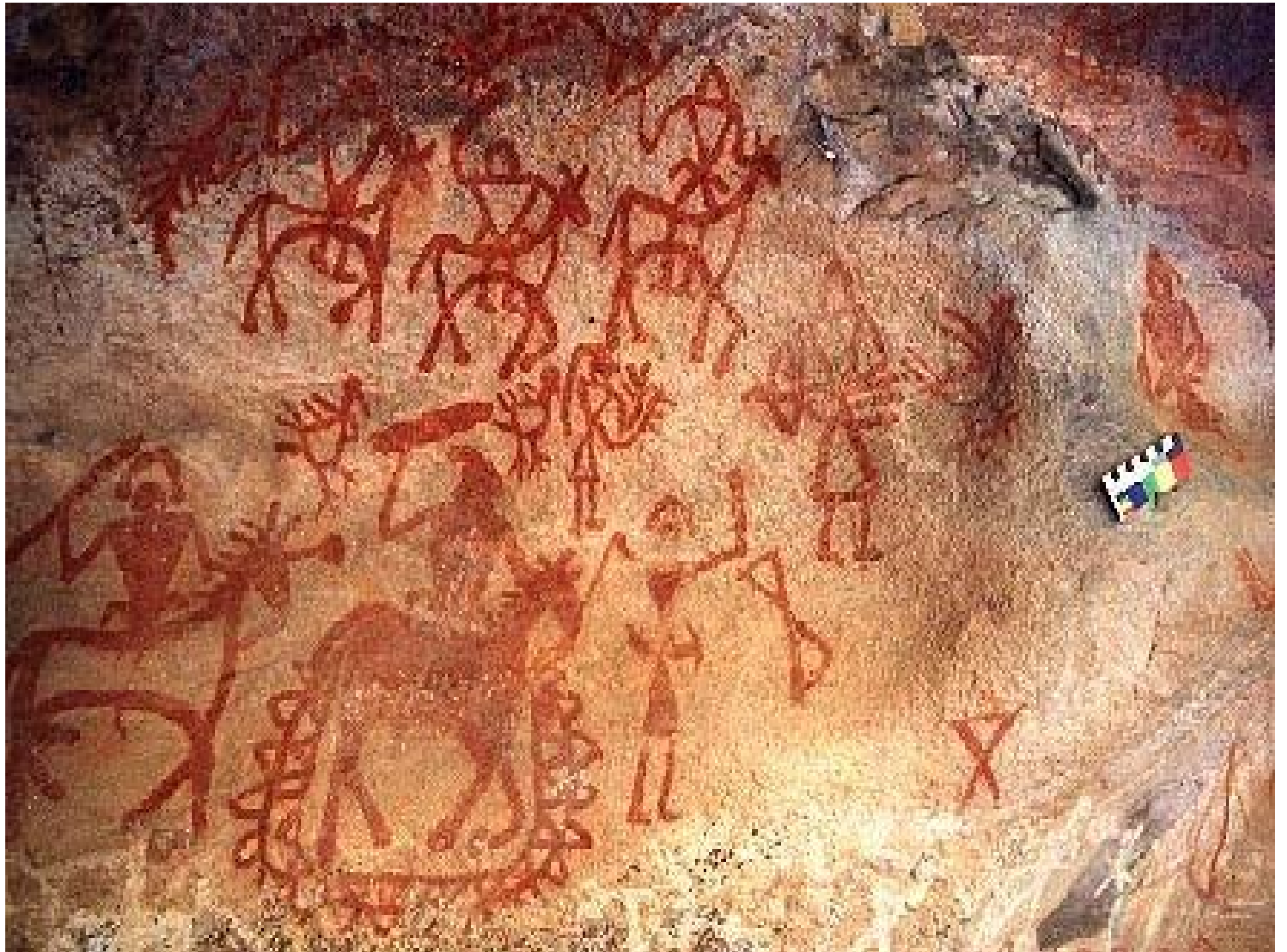
We receive 11 million bits of information every moment

We can only consciously process 40 bits

99.999996%
UNCONSCIOUS

What happens to the rest?

Self-Awareness: What is bias?

Unconscious bias

- Implicit people preferences, formed by socialization

- Past experiences which influence our thinking in the background

- Exposure to others' views about groups of people

Implicit Association Test (IAT)

- Created by Harvard University

- Measures the strength of associations between concepts (e.g. people, gender, religion), and evaluations (e.g. good, bad) or stereotypes (e.g. athletic, clumsy)

- Main idea: Making a response is easier when closely related items share the same response key

Male   Female

Male   Female

                      Husband

Male   **Female**

               Grandpa

Male   **Female**

                    Son

Male   **Female**

                        Boy

Male   **Female**

                    Girl

Male   Female

                    Mother

Male   Female

            Daughter

Male

Female

Grandma

Male

Female

Wife

Liberal Arts

Science

Liberal Arts   Science

                Engineering

Liberal Arts   Science

Biology

Liberal Arts   Science

Music

Liberal Arts   Science

                    Chemistry

Liberal Arts   Science

                        Literature

Liberal Arts   **Science**

Geology

Liberal Arts   **Science**

                              English

Liberal Arts   **Science**

Humanities

Liberal Arts   **Science**

Physics

Liberal Arts   **Science**

Math

Female
or
Liberal Arts

Male
or
Science

Female
or
Liberal Arts

Male
or
Science

Music

Female
or
Liberal Arts

Male
or
Science

Mother

Female
or
Liberal Arts

Male
or
Science

Philosophy

Female
or
Liberal Arts

Male
or
Science

Father

Female
or
Liberal Arts

Male
or
Science

History

Female
or
Liberal Arts

Male
or
Science

Wife

Female
or
Liberal Arts

Male
or
Science

Engineering

Female
or
Liberal Arts

Male
or
Science

Son

Female
or
Liberal Arts

Male
or
Science

Chemistry

Female
or
Liberal Arts

Male
or
Science

Physics

Male
or
Liberal Arts

Female
or
Science

Male
or
Liberal Arts

Female
or
Science

Father

Male
or
Liberal Arts

Female
or
Science

Engineering

Male
or
Liberal Arts

Female
                                                                            or
Science

Music

Male
or
Liberal Arts

Female
or
Science

Daughter

Male
or
Liberal Arts

Female
or
Science

Uncle

**Male
or
Liberal Arts**

**Female
or
Science**

Math

Male
or
Liberal Arts

Female
or
Science

Girl

**Male
or
Liberal Arts**

**Female
or
Science**

Literature

Male
or
Liberal Arts

Female
or
Science

Husband

Male
or
Liberal Arts

Female
or
Science

Physics

IAT REFLECTION

- Which was harder?

  - 75% of the population taking this test has a harder time associating Women/Science and Men/Liberal Arts

  - The order doesn't matter

*In what ways might implicit association impact the work we do?*

Self-Awareness: Where does bias come from?

- **Culture**

  - Defined: A way of life – our customs and traditions – transmitted through learning, which plays a vital role in modeling our beliefs and behaviors

  - Groups – Shared aspects (language, food, beliefs)

  - Complex and multidimensional

  - Commonality = familiarity = safety

One person : Many Cultures
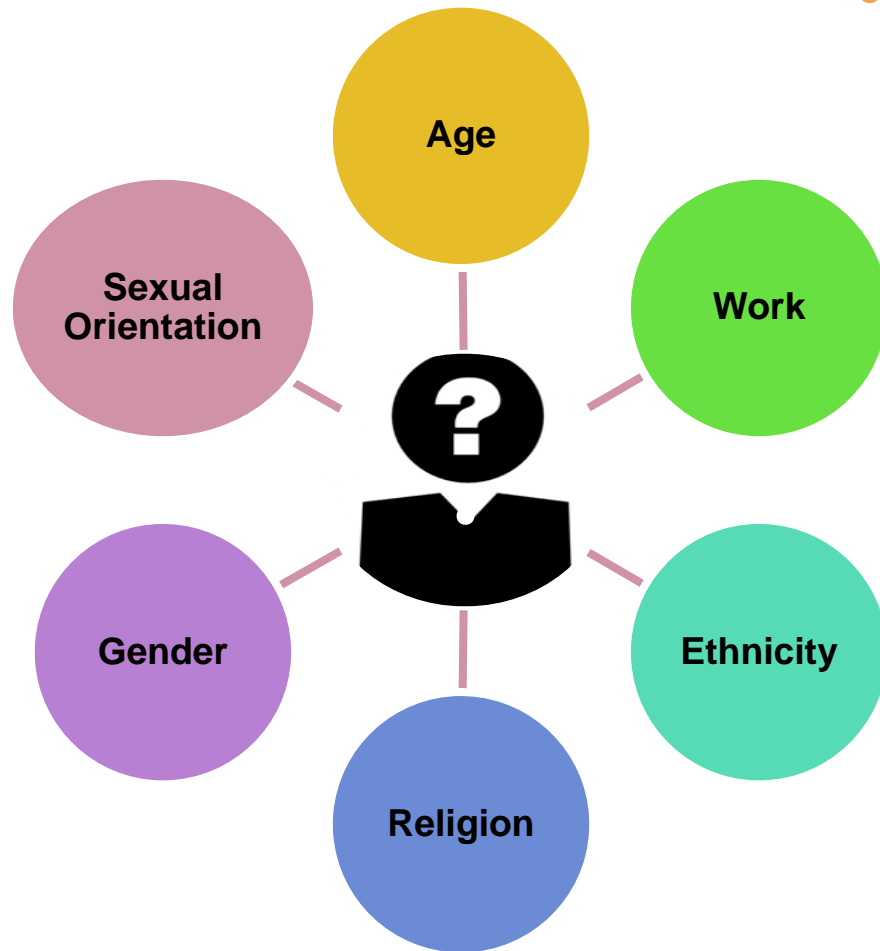
- During the socialization process, we learn about other cultures through

  - Direct contact with these groups

  - Information and perceptions from other people

  - Books, news, newspapers and other forms of mass media

What's the Impact?

Consequences of biased assumptions

Understanding stereotypes by understanding ourselves

During childhood:

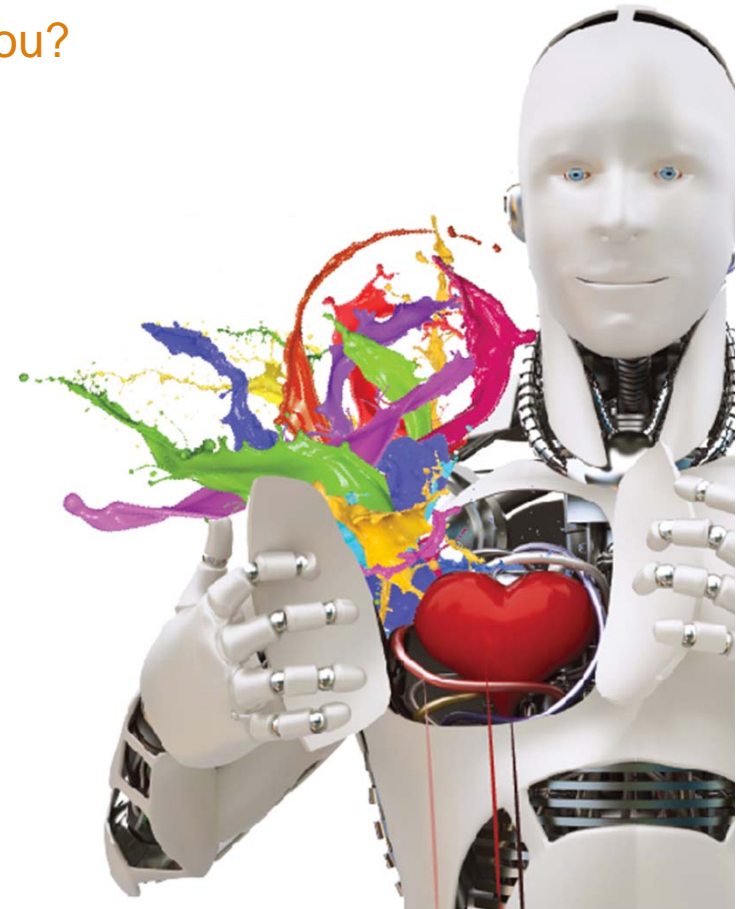What messages did you receive about people like you?

What messages did you receive about strangers?

What messages created fear about certain people?

What messages did you receive about age?

What messages did you receive about people with disabilities?

What messages did you receive about gay, lesbian, bisexual, or transgendered people?

Check your privilege: Marginalized Groups

Marginalization = The social disadvantage and relegation to the fringe of society.

Table talk: Who do you think are the top 7 groups that are considered marginalized in America?

Marginalized Groups

Marginalized Groups

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Center Groups

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Marginalized Groups

Marginalized Groups

- 1. People of color
- 2. Women
- 3. People with disabilities
- 4. People in poverty
- 5. LGBTQIA people
- 6. Non-Christians
- 7. Immigrants

Center Groups

- 1. White people
- 2. Men
- 3. Able-bodied people
- 4. People not in poverty
- 5. Heterosexuals
- 6. Christians
- 7. Natural-born U.S. Citizens

What privilege do you have?

Listen – Don't judge
# Impact to the families we serve

Mental Models

- **The assumption is that everyone knows what you know**

- **An internal picture of how the world works**

- **Exist below awareness**

- **Are theories-in-use**

- **Determine how we act**

- **Can help or interfere**

For a dialogue to occur, we must suspend our mental models

Mental Model - Poverty

- **Driving Forces:**
  - **Survival**
  - **Relationships**
  - **Entertainment**

- **Power linked to personal respect**

- **Ability to fight**

- **Belief that you can't stop bad things from happening**
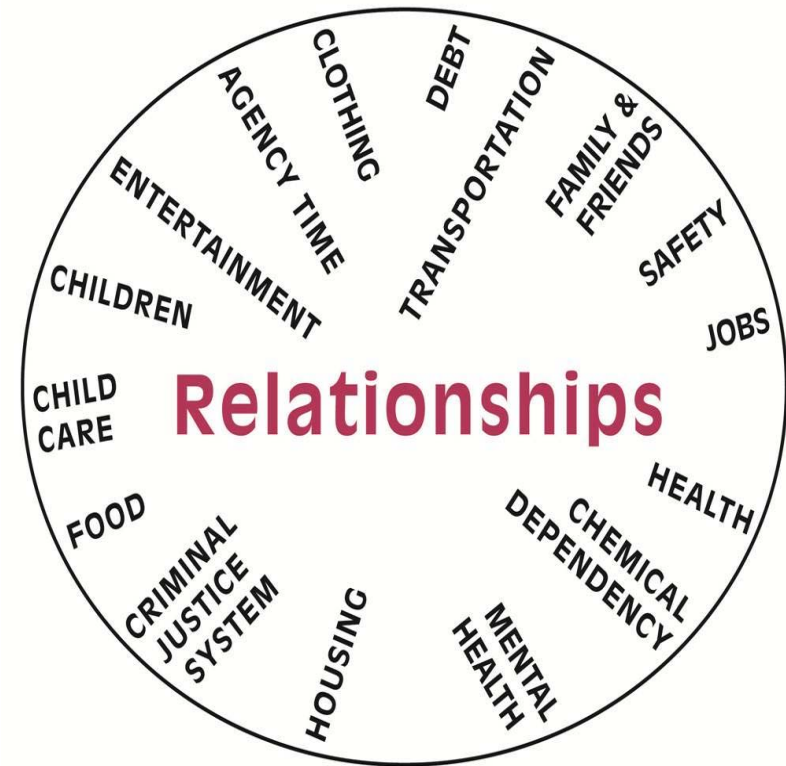
Mental Model – Middle Class

- **Driving Forces**
  - **Work**
  - **Achievement**

- **Power / Respect are separate**

- **Responds to position**
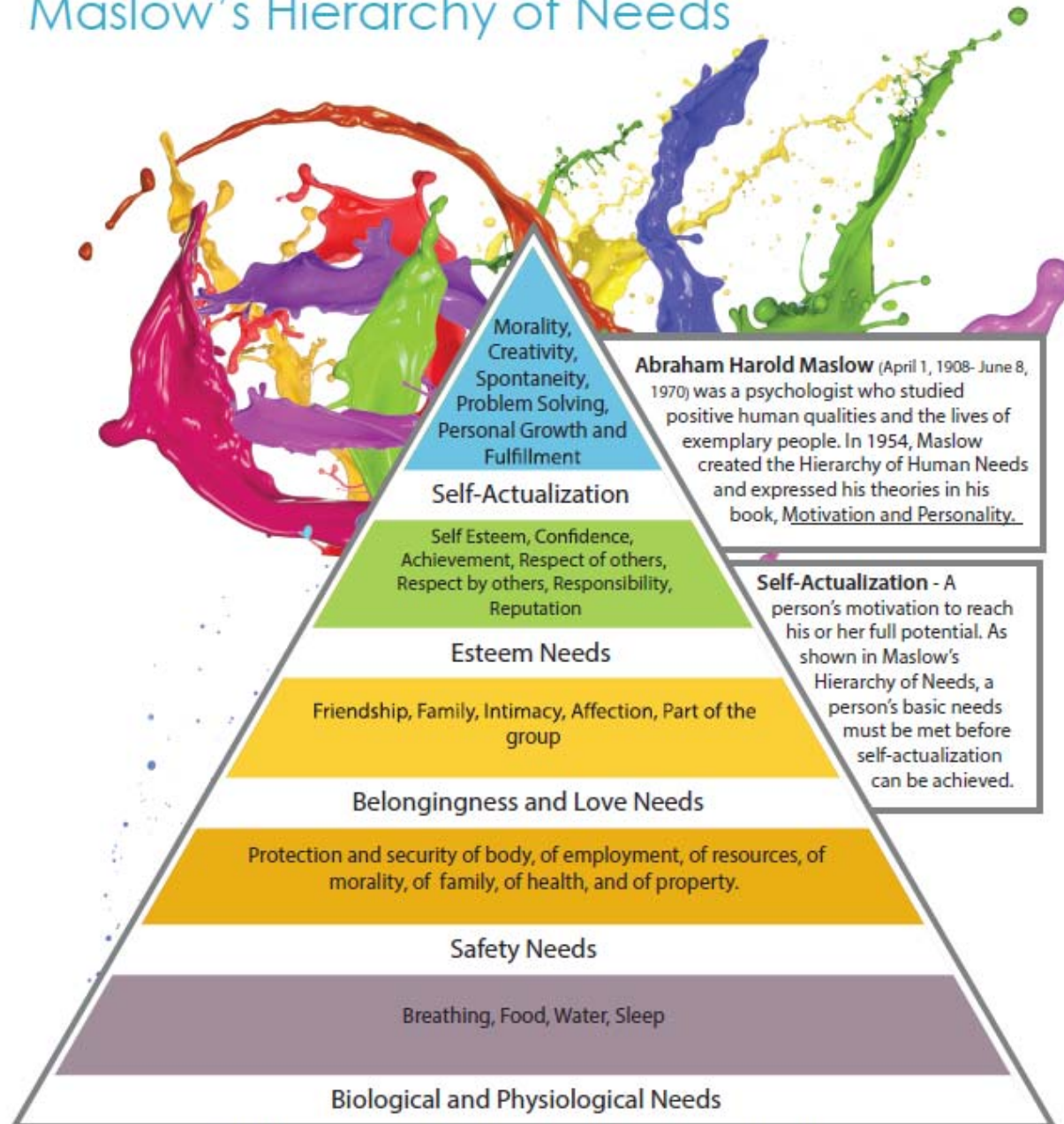
- **Power in information**

Mental Model – Wealth

- **Driving Forces**
  - **Financial, political and social connections**

- **Power in expertise & connections**

- **Influences policy and direction**

Maslow's Hierarchy of Needs

Morality, Creativity, Spontaneity, Problem Solving, Personal Growth and Fulfillment

Self-Actualization

Self Esteem, Confidence, Achievement, Respect of others, Respect by others, Responsibility, Reputation

Esteem Needs

Friendship, Family, Intimacy, Affection, Part of the group

Belongingness and Love Needs

Protection and security of body, of employment, of resources, of morality, of family, of health, and of property.

Safety Needs

Breathing, Food, Water, Sleep

Biological and Physiological Needs

Abraham Harold Maslow (April 1, 1908- June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, Motivation and Personality.

Self-Actualization - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.

Walk your talk

Talking points to navigate through bias

Underline the phrases you would feel most comfortable saying to someone when having a conversation about bias

And/Or

*Put a star by the bullet points that represent your own attitude/beliefs about bias

Transfer of Learning – My Action Plan

One Action I will commit to…

- Start with you – Self awareness

- Check your privilege (and your ego)

- Listen, don't judge

My Action Plan…

- One bias I will re-examine is…

- One thing I learned about myself today is….

- One thing I can begin to use immediately is….

Every experience is an opportunity to learn and grow

Thank you for your participation!