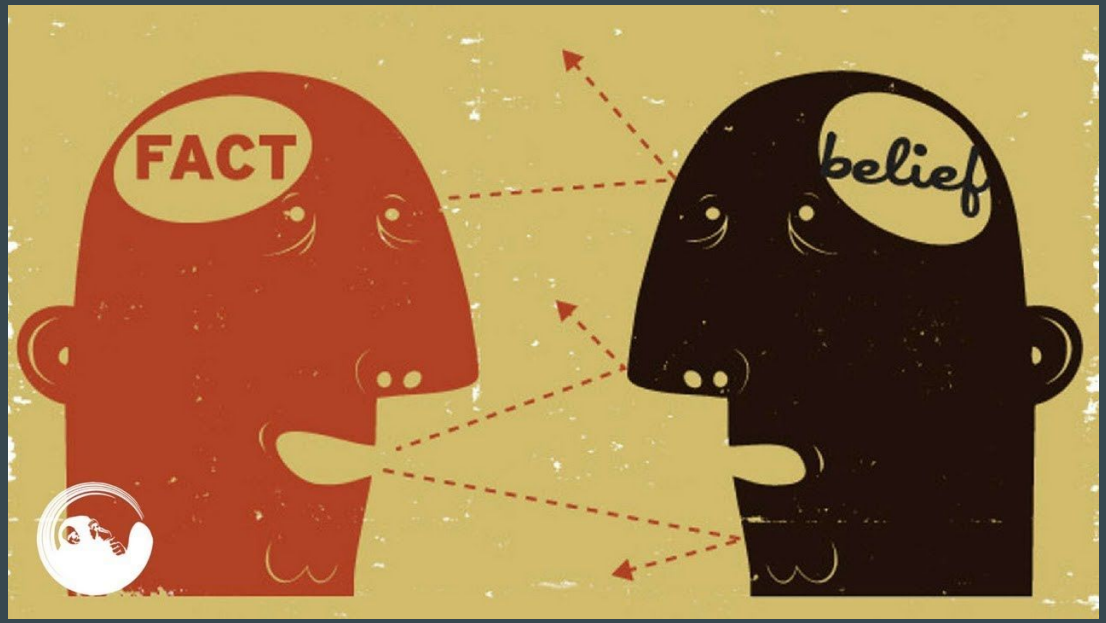
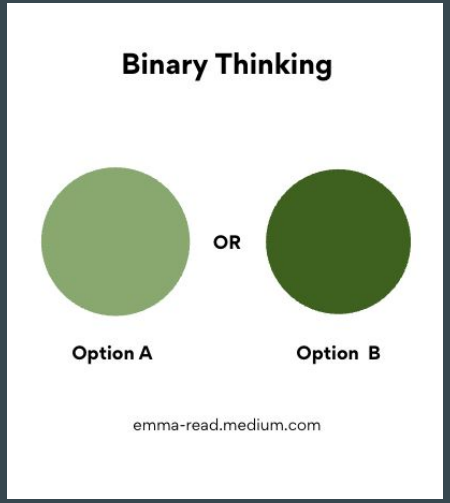
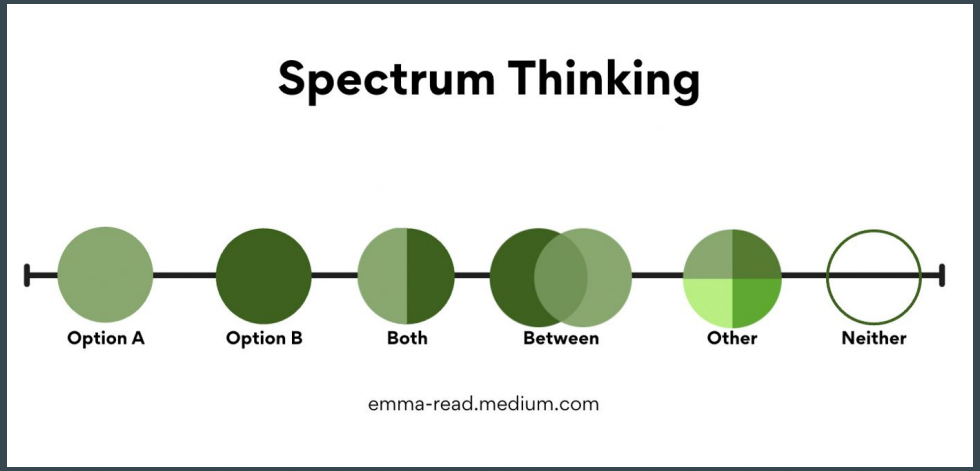


Unconscious/Implicit Bias

Instinctive thinking

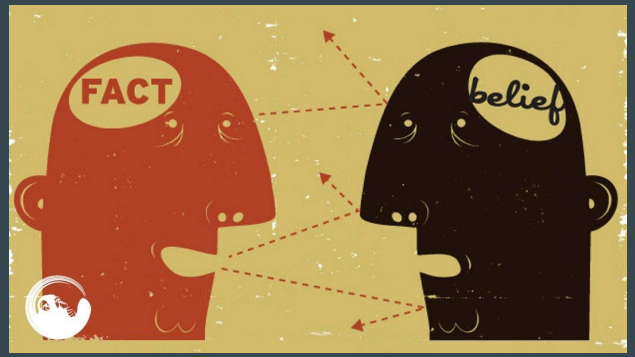




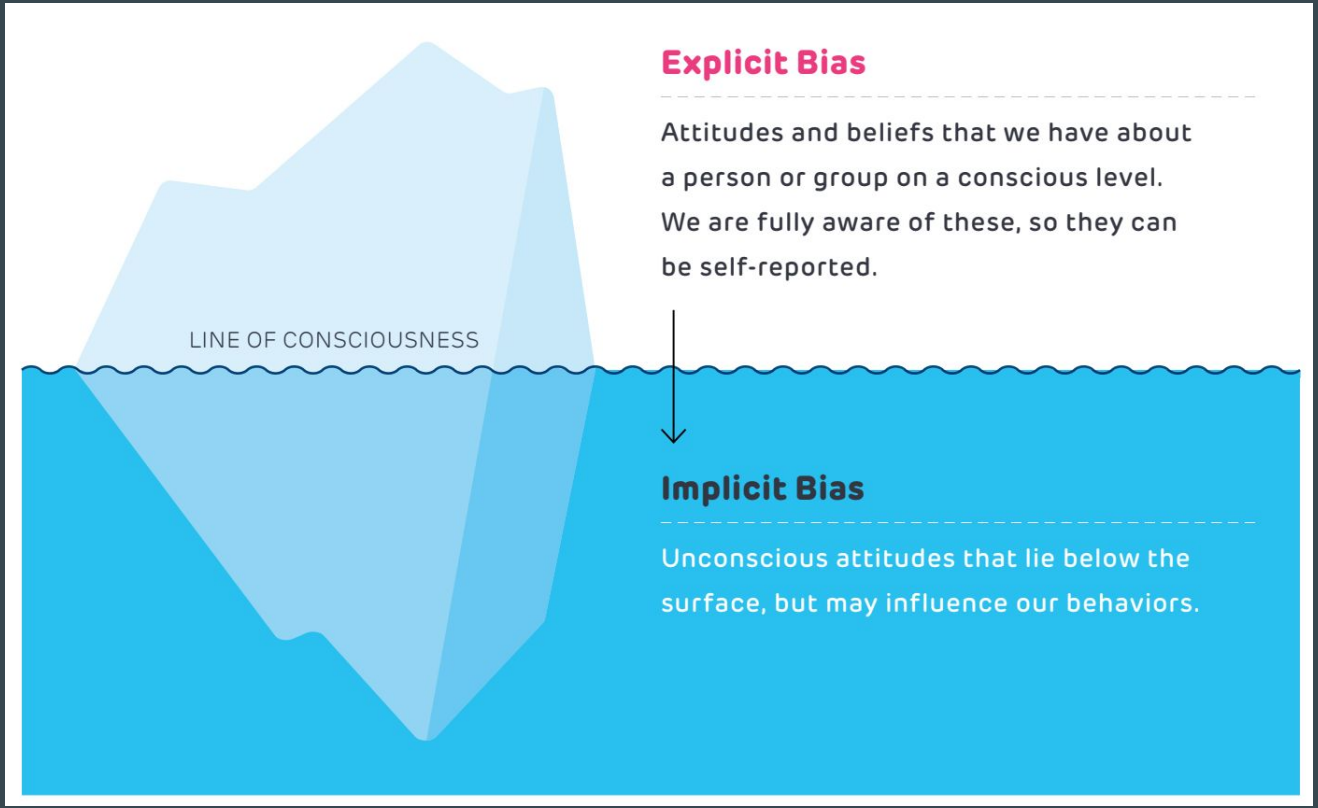
Requires deeper thinking

Bias

a judgement or assumption made from one's experiences and without all points of view. Can be unfair if this leads to decisions made without factual information.



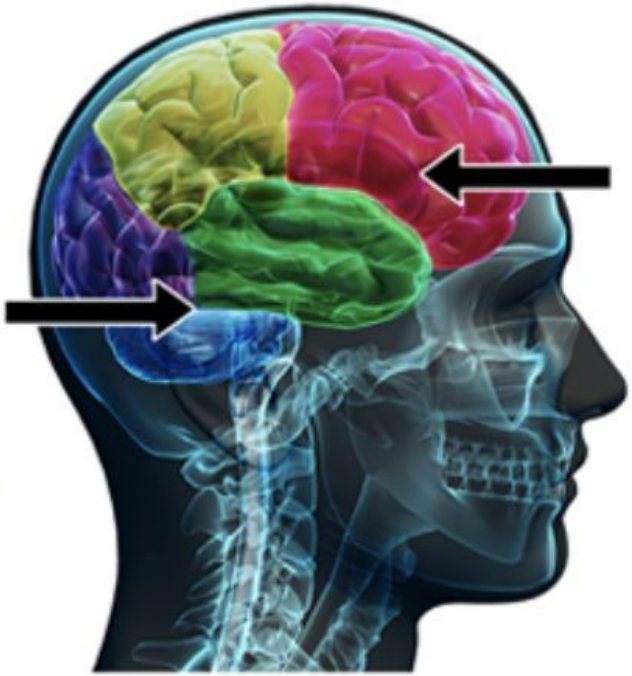
Explicit Bias vs Implicit Bias



Emotional
Decision Making

Very Fast
Involuntary
Associative

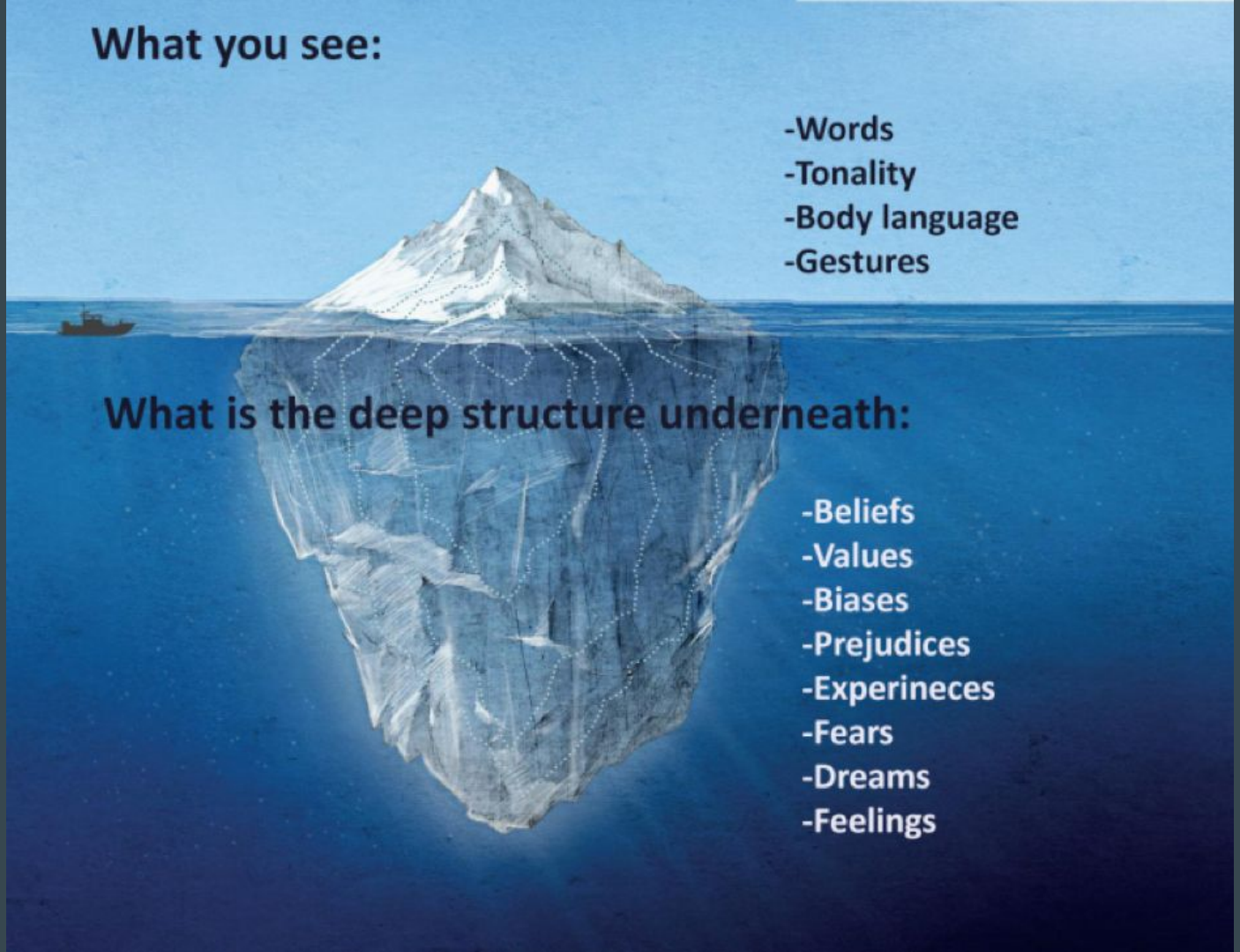
Implicit Response



Value Based
Decision Making

Slow
Controlled
Logical

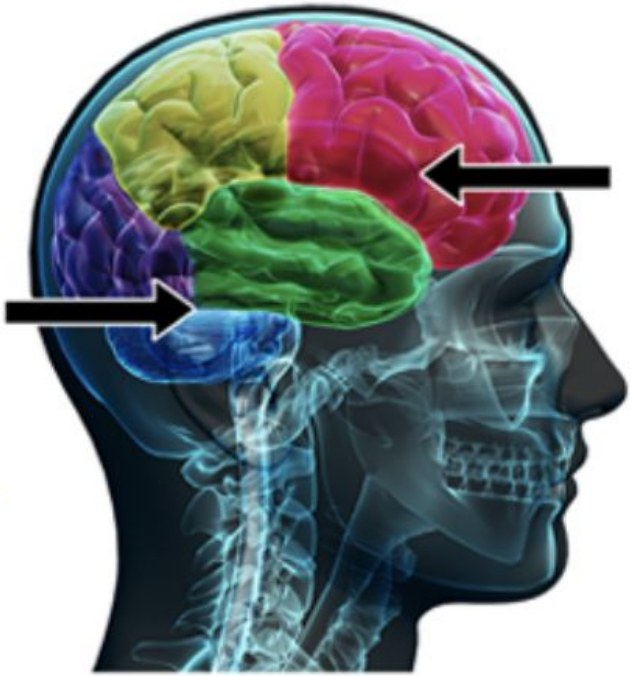
Explicit Response


What you see:
-Words
-Tonality
-Body language
-Gestures
What is the deep structure underneath:
-Beliefs
-Values
-Biases
-Prejudices
-Experineces
-Fears
-Dreams
-Feelings

Emotional
Decision Making

Very Fast
Involuntary
Associative

Implicit Response



Value Based
Decision Making

Slow
Controlled
Logical

Explicit Response

Implicit Association Test

Take a Demo Test

https://implicit.harvard.edu/implicit/canada/takeatest.html

Gender	***Gender*** **(Gender-Science IAT).** This IAT often reveals a relative link between humanities and females and between science and males.
Sexuality	***Sexuality*** **(Gay-Straight IAT).**This IAT requires the ability to distinguish words and symbols representing gay and straight people. It often reveals an automatic preference for straight people relative to gay people.
Countries	***Countries*** **('Canada-United States' IAT).** This IAT requires the ability to recognise photos of national leaders and other national icons. The results revealed by this test provide a new method of appraising nationalism.
Race	***Race*** **(Black-White IAT).** This IAT requires the ability to distinguish faces of European and African origin. It indicates that most people have an automatic preference for white over black.
Age	***Age*** **(young-old IAT).** This IAT requires the ability to distinguish old from young faces. This test often indicates that people have automatic preference for young over old.
Weight	***Weight*** **(Fat-Thin IAT).**This IAT requires the ability to distinguish faces of people who are obese and people who are thin. It often reveals an automatic preference for thin people relative to fat people.
Skin-tone	***Skin-tone*** **(Light Skin-Dark Skin IAT).**This IAT requires the ability to recognise light and dark-skinned faces. It often reveals an automatic preference for light-skin relative to dark-skin.

Physiology, genetics, sensations, mental and physical ability/health, left–right brain
Learning, memory, personality, values, beliefs, attitudes, problem-solving, decision-making, language
Family, friends, community, ancestry, heritage, chosen family, relationship to land and place
Developmental milestones, life transitions, experiences, education, career
Cultural identity, sociocultural-economic-political contexts, barriers & opportunities, privilege & marginalization
Who am I? How did I get here?

“There is evidence that impression formation can be strongly influenced by stereotypic expectations than actual knowledge about the individual.”

- Reihl et al (2015)

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