



















## **Halo effect**

We see one thing we like about a person. Then we let the halo glow from that thing drown out our view of any negative traits

## **Horns effect**

We see one thing we dislike about a person. Then we let that thing cloud our view of any positive traits

# What we see impacts our perception

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High levels of TV viewing in children

4-year-olds were more likely to believe boys and men are better than girls and women<sup>4</sup>

Media use among early adolescents

More accepting of sexual harassment and dating violence<sup>4</sup>

Exposure to racial bias on TV

Increased racial bias among viewers (even though they didn't notice the TV bias)<sup>5</sup>

Exposure to anti-refugee sentiment on social media

Predicts violent crimes against refugees<sup>6</sup>

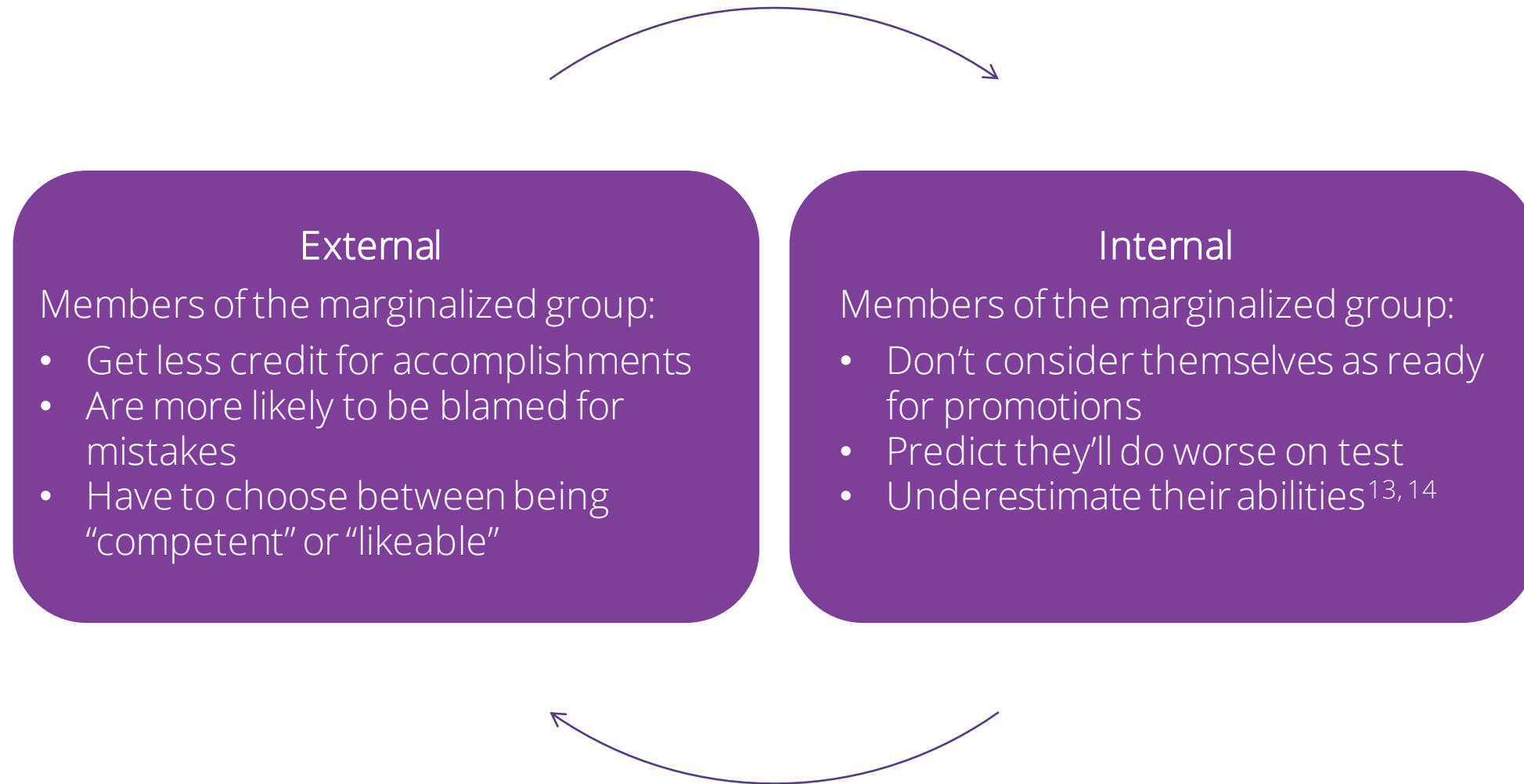






# Bias can be internalized

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**“A recent study even shows that [unconscious bias] trainings can backfire and make people more likely to stereotype because they’re told everyone has bias.**

**That makes it seem more socially acceptable and lessens the motivation to avoid it.”<sup>15</sup>**

**Committing to  
change**





You can use your conscious mind to challenge your subconscious thinking and put in organizational safeguards

# The Stroop Test

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**red**

**blue**

**yellow**

**purple**

**yellow**

**blue**

**green**

**red**

**blue**

**purple**

**green**

**red**

**yellow**

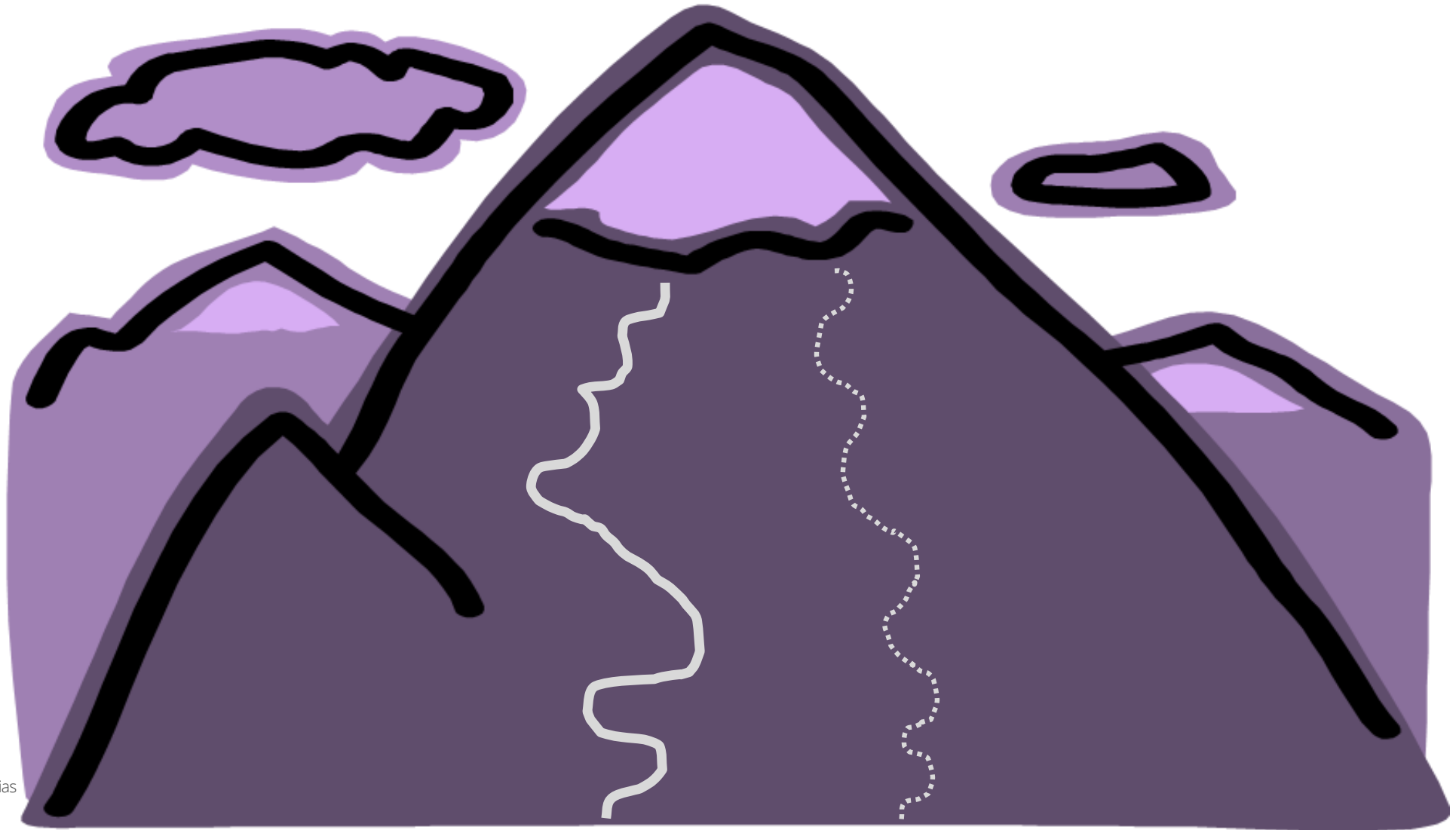
**blue**

**red**

**green**

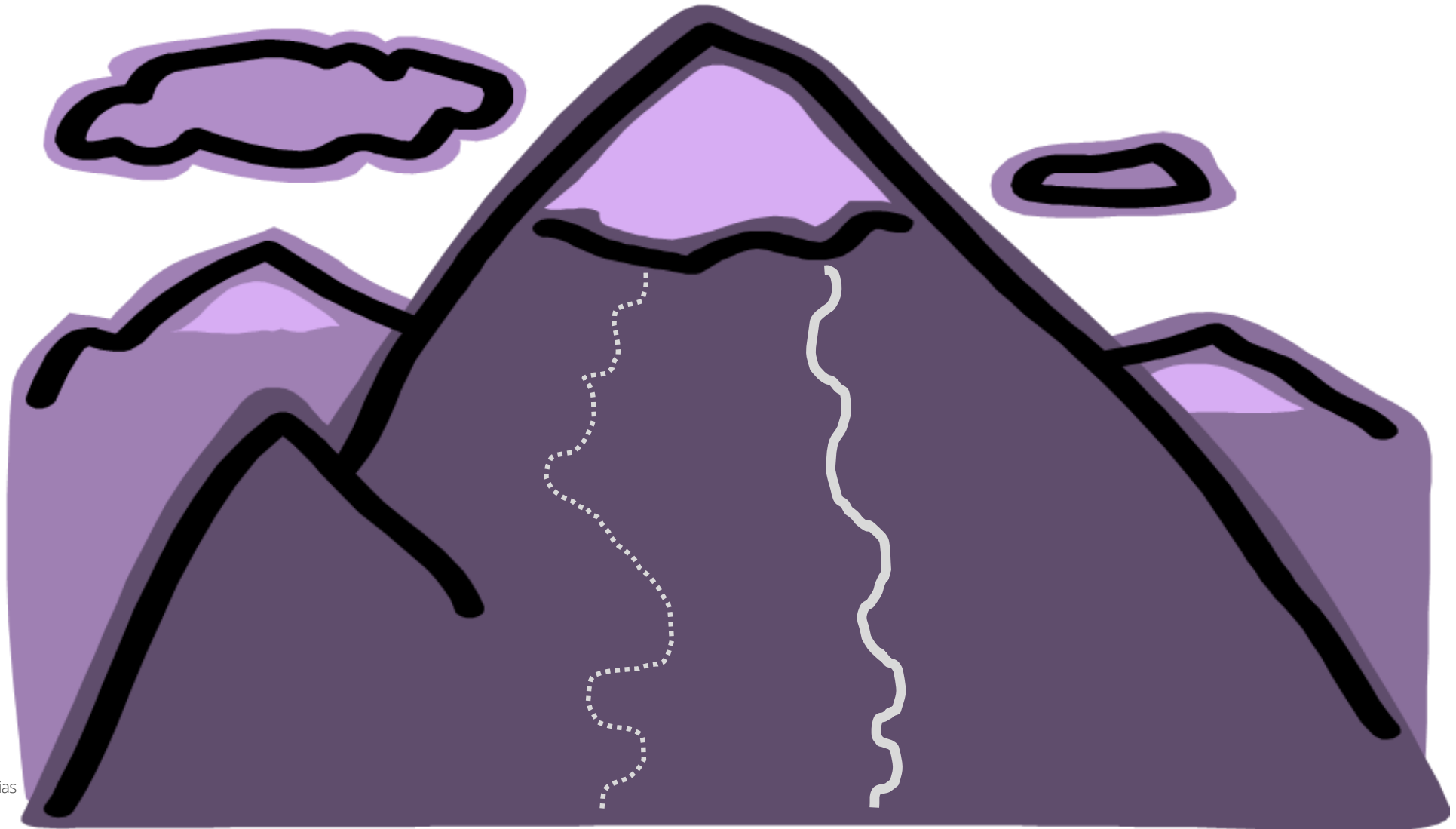
# Change is possible

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# Change is possible

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# The Stroop Test

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**red**

**blue**

**yellow**

**purple**

**yellow**

**blue**

**green**

**red**

**blue**

**purple**

**green**

**red**

**yellow**

**blue**

**red**

**green**

# Get uncomfortable!

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You can't change your thinking without letting go of what's comfortable

- Many of us were raised so we don't know how to talk about race, religion and diversity
- Many of us associate "racism" and "sexism" with "intentional, hateful thoughts and actions"
- Many of us were taught that prejudice is wrong so we want to deny its existence within ourselves
- Many of us learned that the best way to deal with diversity is to pretend differences don't exist (being "colorblind")



# Identify your bias

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## You can't address what you don't know

- Notice your own bias, especially when you have a strong reaction to someone, whether positive or negative
  - Your thoughts
  - Your feelings
  - Your actions
- Try to avoid the knee-jerk reaction to respond, “Not me,” when bias is discussed
- Get feedback from others on how your bias shows up
- Listen to and learn from people in marginalized groups



# Changing your own bias

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## Reframe your thinking

- How would you feel if the behavior by the “in group” person was done by someone in the “out group” and vice-versa?

## Answer these questions:

- “What’s one thing I can do to change my bias?”
- “What’s one thing I can do to prevent my bias from leading to discrimination?”





# Challenge bias in others

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- Engage in empathic conversations with others
- Avoid terms that can feel judgmental to the other person:
  - Racist
  - Privileged
  - Sexist
  - Xenophobic
  - Homophobic
  - Prejudiced



# Closing thoughts

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Unconscious bias is normal and natural. And raising awareness of bias is only the beginning<sup>16</sup>

- Accept that bias affects you
- Be concerned about the consequences
- Take steps to make sure your actions more closely match your values



**“The difficulty isn’t  
that we have negative  
thoughts. The  
problem comes when  
we believe our  
thoughts are true.”**

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Barbara Markway, Ph.D



# Thank you for attending!

All calls are confidential, except as required by law.

Information is believed to be accurate as of the production date;  
however it is subject to change.

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