

Implicit Bias Podcast

What is Implicit Bias?

- **Negative evaluation** of individuals and groups
- Results from **associations** formed in our brains
- Can be towards different races, genders, sexual identities and preferences, and more
- Can **cause differential treatment** and **outcomes**



Identifying and Changing Implicit Bias

- We can recognize our implicit bias by being **cognizant of our media consumption, relationships, and more**
- **The Implicit Association Test** is a popular and easily-accessible tool to measure bias
- Research shows that **diversity in relationships and interactions** can **reduce implicit bias**

TAKE-AWAYS

- ✓ Implicit bias has harmful impacts, particularly for minority groups.
- ✓ Implicit bias is not the same as racism- rather, it is the associations our brains form about different groups and individuals.
- ✓ Recognizing our own implicit biases is an important first-step in changing them. You can start this process by taking the Implicit Association Test here: <https://implicit.harvard.edu/implicit/>

Sources:

- Reshamwala, S. (2016). Peanut butter, jelly and racism. [Video file]. Retrieved from <https://www.nytimes.com/video/us/100000004818663/peanut-butter-jelly-and-racism.html?playlistId=video/who-me-biased>
- Reshamwala, S. (2016). Check our bias to wreck our bias. [Video file]. Retrieved from <https://www.nytimes.com/video/us/100000004818668/check-our-bias-to-wreck-our-bias.html?playlistId=video/who-me-biased>
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