

Reducing Implicit Bias

- ✓ **Educate Yourself: Review Resources & Take the IAT!**
- ✓ **Stereotype Replacement:** How does this response reflect a stereotype? Why did this response occur? How do we prevent biased responses from happening in the future? Replace the biased response or example with an unbiased response or example (Monteith, 1993)
- ✓ **Counter-Stereotypic Imaging:** What is the counterstereotype? (Blair et al., 2001)
- ✓ **Individuation:** What specific information do I have about this person or about group members so that I am evaluating them based on personal attributes? (Fiske & Neuberg, 1990)
- ✓ **Perspective Taking:** How would I/might I experience the world if I were this person? (Galinsky & Moskowitz, 2000)
- ✓ **Increasing Opportunities for Contact:** Seeking out a variety of positive interactions with out-group members (Devine et al., 2012)
- ✓ **Always doubt your objectivity** (Pronin, 2007)
- ✓ **Think Slow!** (Kahneman, 2001)
- ✓ **Use data**
- ✓ **Self-Reflection:** What is my reaction to their race, complexion, culture, gender, perceived sexual orientation, weight, age, perceived religion, perceived veteran status, perceived socio-economic class, etc.? Do my thoughts reflect implicit bias or unconscious bias?
- ✓ **Take Action!**

Sources: State of the Science: Implicit Bias Review (Kirwan Institute, 2016); The Science of Equality, Vol 1: Addressing Implicit Bias, Racial Anxiety, and Stereotype Threat in Education and Health Care (Perception Institute, 2014)