



THE HIDDEN BIASES OF GOOD PEOPLE

Beth Crist
Youth Services

Jean Marie Heilig
Fiscal Officer



COLORADO
Department of Education
Colorado State Library

OUTCOMES

- Identify your personal biases
- Understand the impact of unconscious bias
- Identify the types of bias behavior
- Learn how to think and behave differently

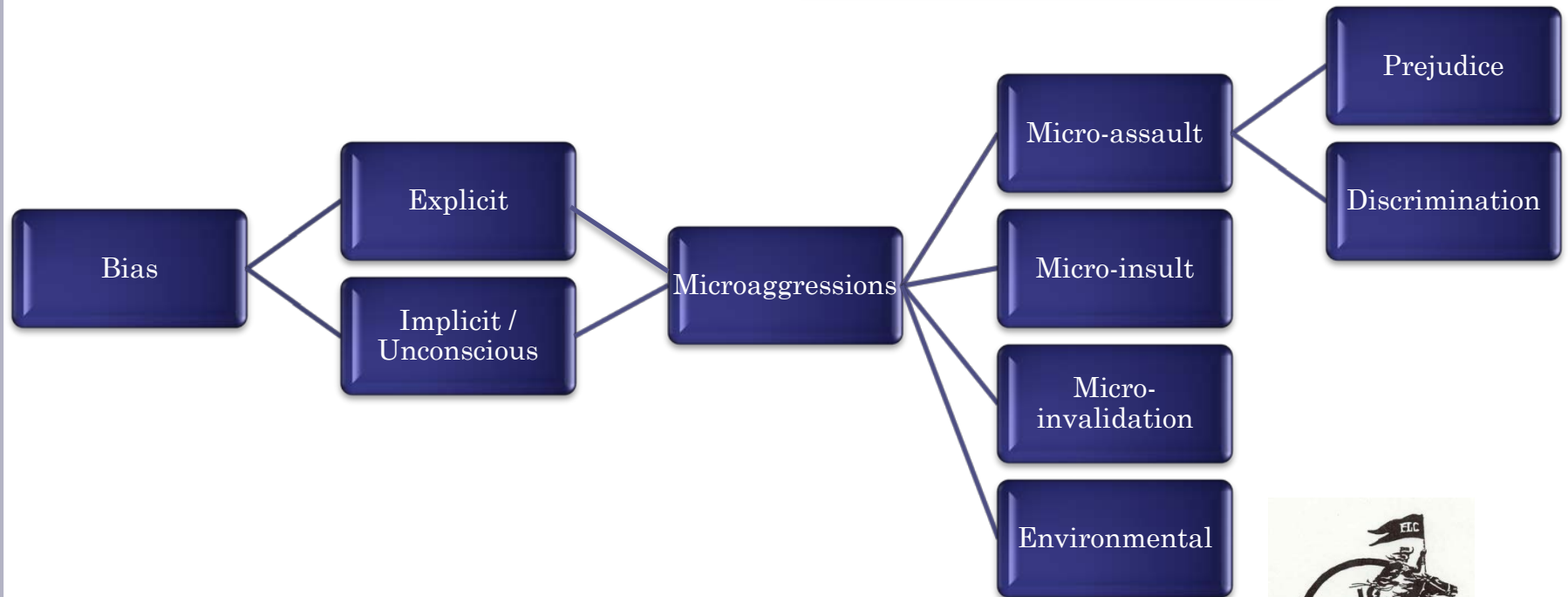


“If you have a brain you’re biased”

-Dr. Heidi Grant
NeuroLeadership Institute



I'M SO CONFUSED!



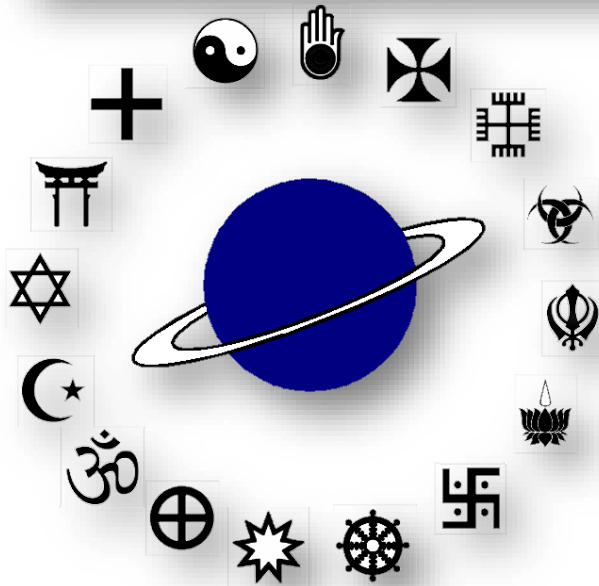
WHAT DO YOU THINK?

What kind of Asian are you?

<https://www.youtube.com/watch?v=DWynJkN5HbQ>



THINGS PEOPLE CAN BE BIASED ABOUT



WHERE DO THESE BIASES COME FROM?

Direct Experiences

(with other people, events, situations)

Vicarious Experiences

(those relayed to us through other people, stories, books, movies, media and culture)



HOW CAN WE IDENTIFY OUR BIASES



HOW CAN WE IDENTIFY OUR BIASES?

Implicit Association Test (IAT)

Race

Gender

Sexual
Orientation

Religion

Weight

Self-esteem

Anxiety

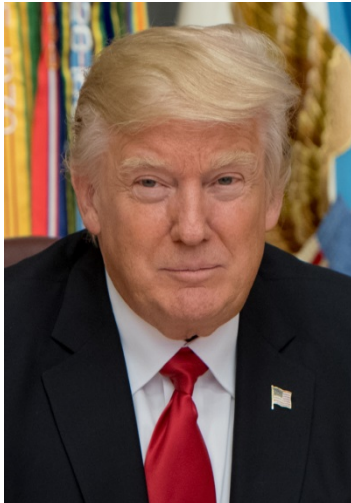
Alcohol

Disability

Age

THE IAT

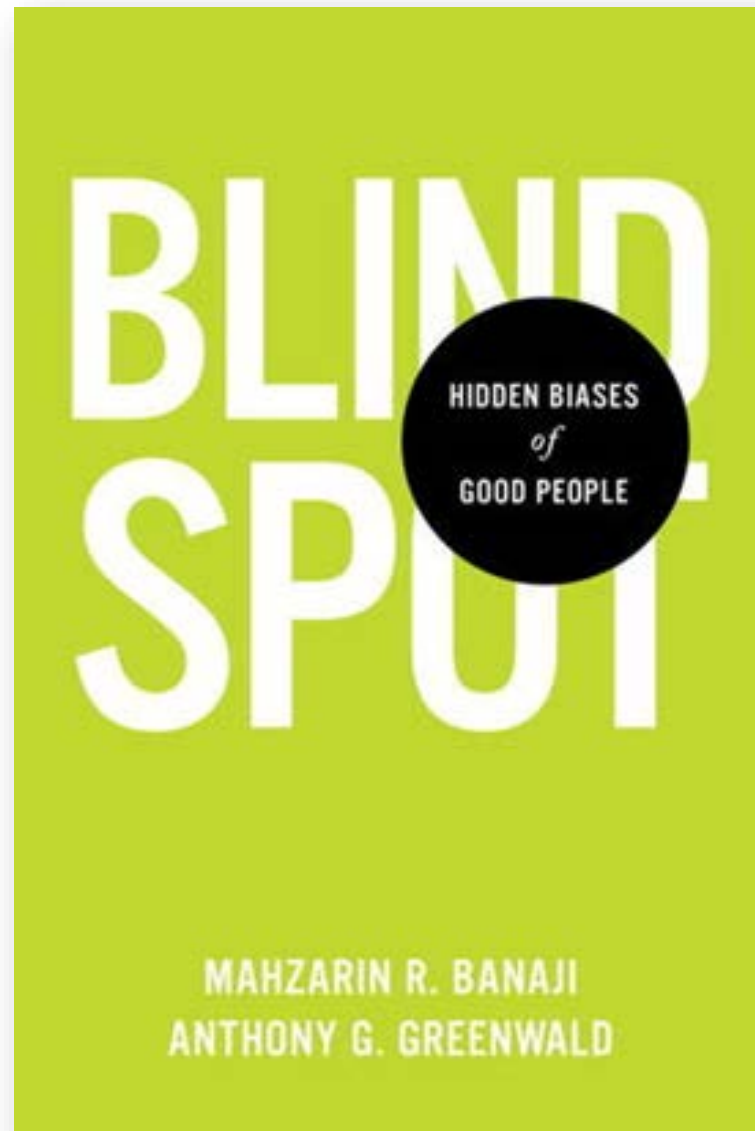
- Good: Excitement, Magnificent, Laughing, Beautiful, Terrific, Pleasure, Spectacular, Celebrate
- Bad: Tragic, Pain, Evil, Poison, Gross, Horrific, Disaster, Rotten



AFTER THE IAT

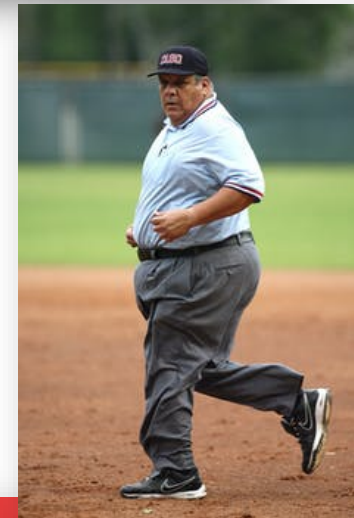
- What did you expect?
- What was your reaction?
- What can/will you do with this information?





IMPACT OF UNCONSCIOUS BIAS

Economic



500

FORTUNE 500

This year's *Fortune* 500 marks the 64th running of the list. In total, *Fortune* 500 companies represent two-thirds of the U.S. GDP with \$12.8 trillion in revenues, \$1.0 trillion in profits, \$21.6 trillion in market value, and employ 28.2 million people worldwide.



IMPACT OF UNCONSCIOUS BIAS

- Physiological effects



IMPACT OF UNCONSCIOUS BIAS

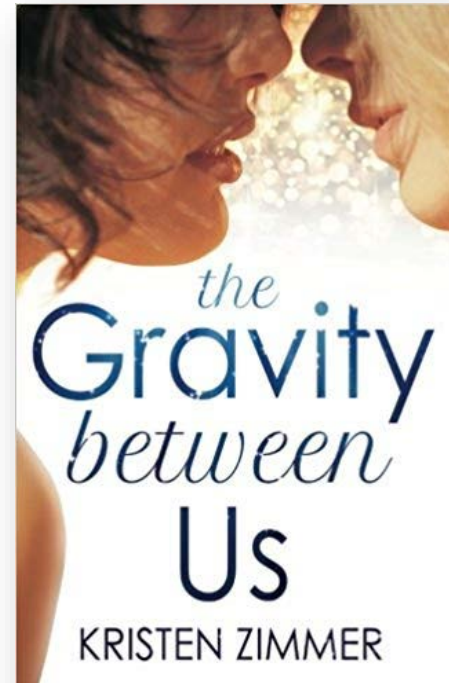
○ Customer service:

- Speed in responding
- Politeness in responding
- Equitable service
- Body language and tone of voice
- Loaded words

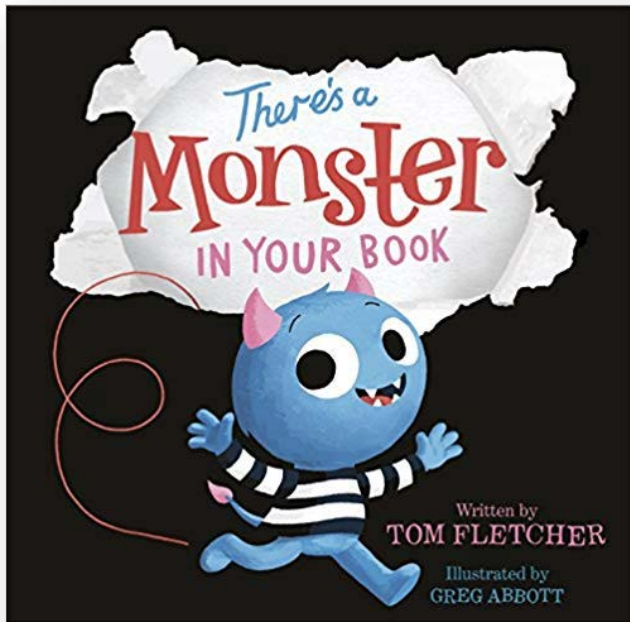


IMPACT OF UNCONSCIOUS BIAS

- Collection development/ reader's advisory



BIAS IN CHILDREN'S LITERATURE



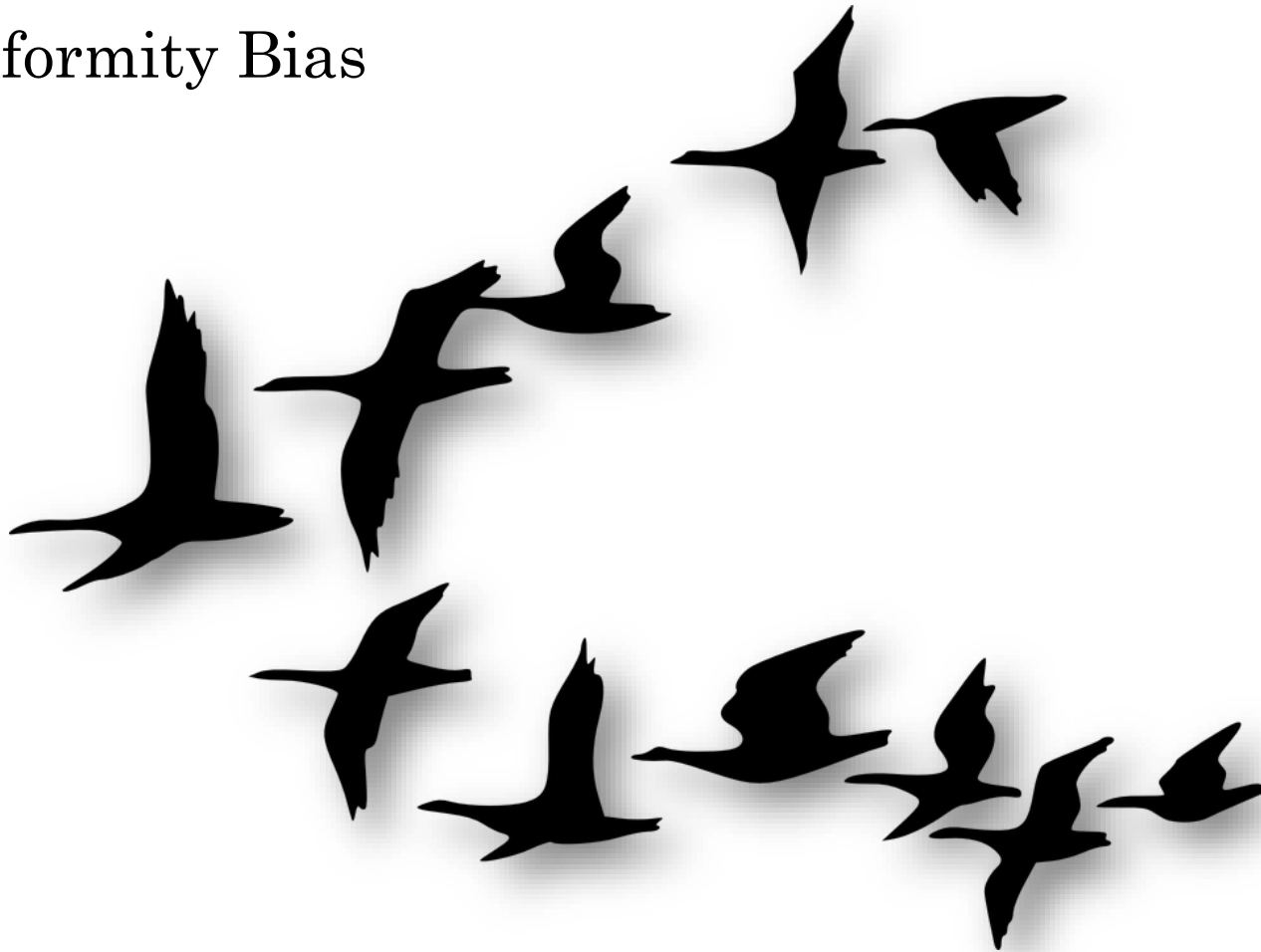
UNCONSCIOUS BIAS BEHAVIORS

- Confirmation Bias



UNCONSCIOUS BIAS BEHAVIORS

Conformity Bias



UNCONSCIOUS BIAS BEHAVIORS

- Perception Bias

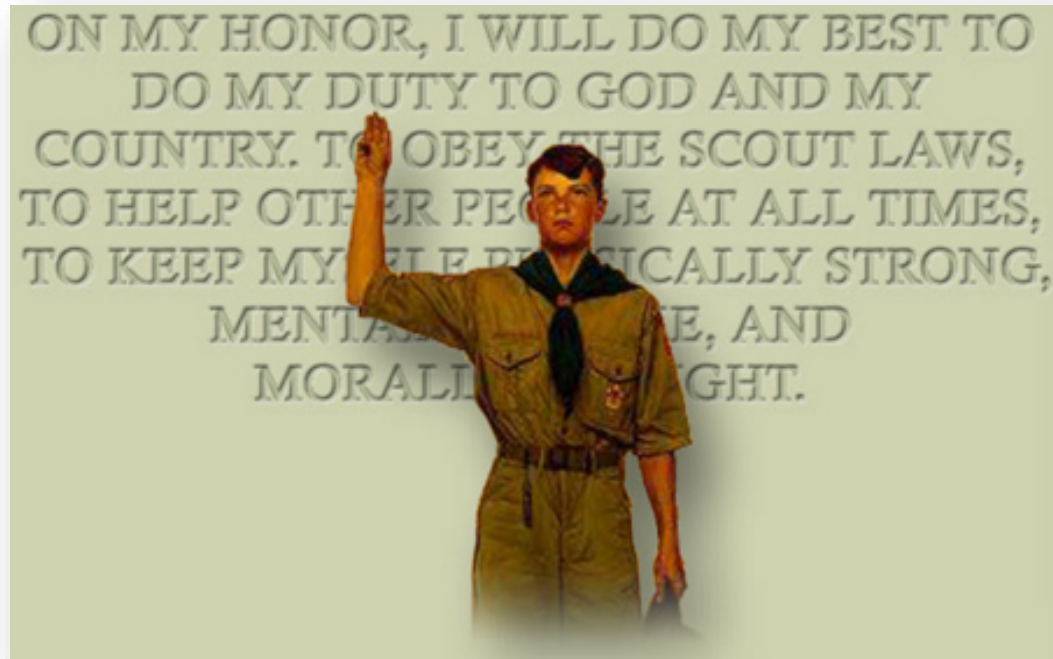
Carlsberg stunts with bikers in cinema

<https://www.youtube.com/watch?v=RS3iB47nQ6E>



UNCONSCIOUS BIAS BEHAVIORS

- Perception Bias



UNCONSCIOUS BIAS BEHAVIORS

Halo Effect



UNCONSCIOUS BIAS BEHAVIORS

- Horns Effect



UNCONSCIOUS BIAS BEHAVIORS

- Beauty Bias



UNCONSCIOUS BIAS BEHAVIORS

- Similarity Bias



UNCONSCIOUS BIAS BEHAVIORS

Write down 10 people you really
trust that are not family

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



UNCONSCIOUS BIAS BEHAVIORS

Gender

Race/Ethnicity

Age



UNCONSCIOUS BIAS BEHAVIORS

Sexual Orientation

Education

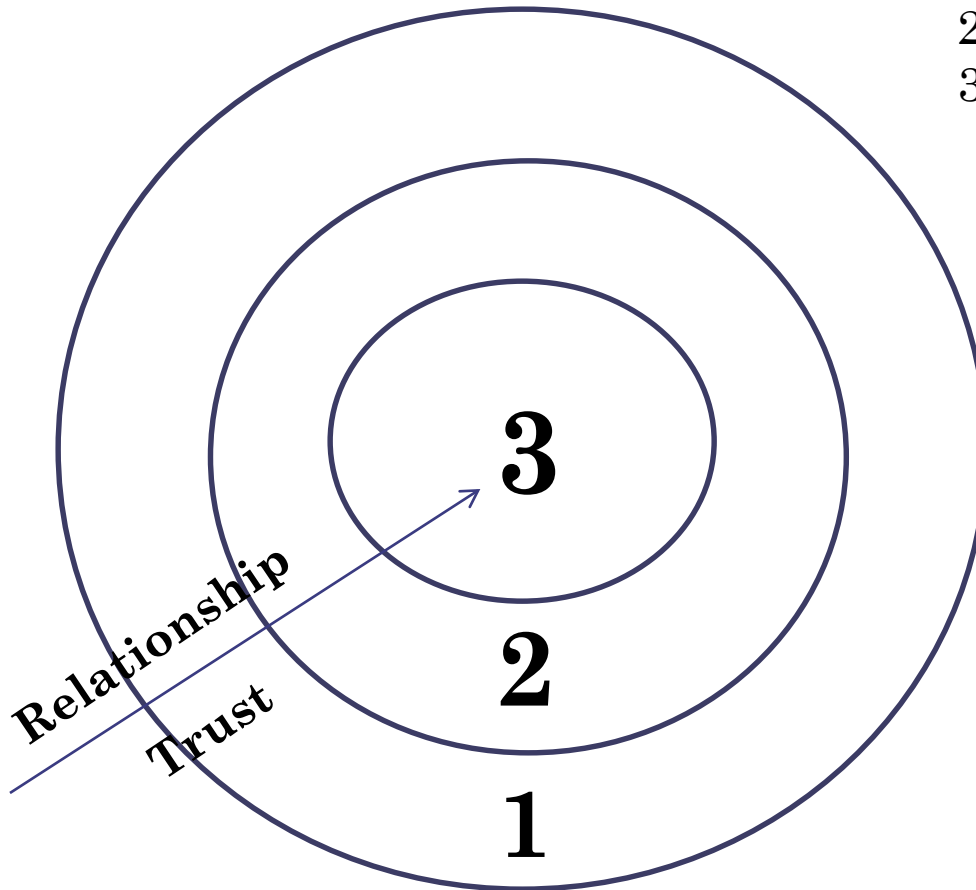
Disability Yes/No

Marital Status



UNCONSCIOUS BIAS BEHAVIORS

1. “Hi Ya!”
2. “COMFY”
3. “Trust”



LEARN TO THINK AND BEHAVE DIFFERENTLY

Take the IAT test

Identify Situations

Make an effort!

Awareness

Hanging Out

Expose Yourself to Media



Bias Cleanse- Lookdifferent.com



day 3: an unlikely teacher about bias enters the ring: it's the WWE!

Welcome to Day 3 of Look Different's LGBTQ bias cleanse! Today, we're going to look at a photo that might make you do a double take.



