

UNCONSCIOUS BIAS

WHAT IS IT? HOW DOES IT AFFECT PEOPLE?

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WHAT IS BIAS?

Biases are a set of (generally preconceived) thoughts, feeling or prejudices that cause us to act or show inclination FOR or AGAINST someone or something.

Everybody has biases.

Bias could be:

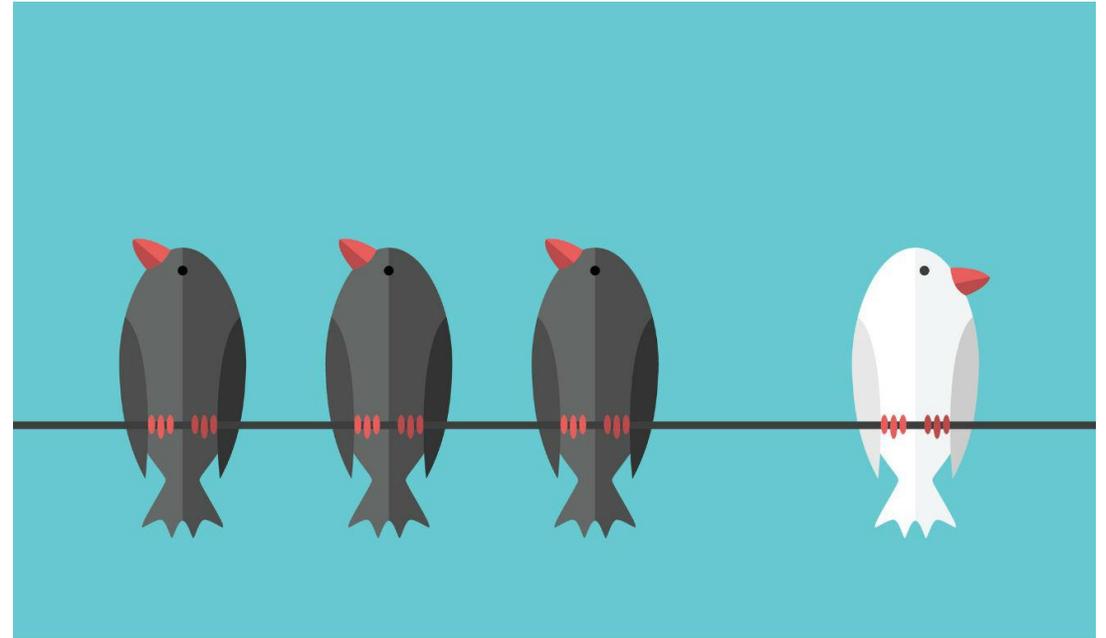
- Assuming that someone with a dirty shirt doesn't wash their clothes, when they could have actually had an accidental spillage that day or;
- Wrongly assuming that the girls in your class are physically weaker than the boys.

BIASES AND RACE

As humans, we tend to form friendships and relationships with people who look similar to ourselves.

Because of this, we tend to develop biases against people who are different to us.

We often call these 'prejudices' which means judging people without knowing their background.



<https://www.everywoman.com/my-development/learning-areas/articles/how-spot-and-change-unconscious-bias>

UNCONSCIOUS BIASES

Despite racial discrimination being illegal and AGAINST the law – society is still unequal.

Unconscious biases are prejudices which are formed from our surroundings become an inherent part of our character. They are automatic and without thought; they are deeply ingrained.

Therefore they influence the way we think, we act and the way we behave.



UNCONSCIOUS BIAS

TRIBALISM

STEREOTYPES

SEXISM



PREJUDICE

DISCRIMINATION

RACISM

UNCONSCIOUS BIAS

"Implicit bias is not primarily a trait of individuals but rather a feature of social contexts"

B. K. Payne, H.A.Vuletich, K. B. Lundberg, The bias of crowds: How implicit bias bridges personal and systemic prejudice. *Psychol. Inq.* 28, 233–248 (2017).

UNCONSCIOUS BIASES – WHY ARE THEY HARMFUL?

As a black person, white person, Asian person, we know that we form friendships and alliances with people that look like us.

These alliances are then able to cause harm, when the groups with ‘power’ use their unconscious biases *against* those without.



WHY STEREOTYPES



ARE HARMFUL



<http://www.archstreetpress.org/why-stereotypes-are-harmful/>

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HOW DO THEY CAUSE HARM?

Stereotypes are oversimplified and generalized beliefs, about a group of people.

- “Black people are lazy”
- “Muslim people are dangerous”
- “Black people are uneducated.”

When people responsible for your jobs, your further education, your social standing, stereotypes such as these become ways to withhold opportunities and progress.

UNCONSCIOUS BIAS - RESEARCH:

1. People with white-sounding names are nearly twice as likely to get call backs for jobs than people with ethnic sounding names.- 10.7% of applicants with a white sounding name received a positive response, compared with 6.2%¹
2. University Lecturers are more likely to reply to students with white sounding names.²
3. Black, Asian or other Ethnic Minority Groups are three times as likely to be thrown out of or denied entrance to a restaurant or bar.³



GENDER BIAS

Prejudice against women which can take place across several settings.

Most commonly, the workplace.

Gender bias is the biggest factor in what we call the 'Gender Pay Gap'.

On average, women earn just under 20% less than men in the UK, despite the Equal Pay Act of 1978.

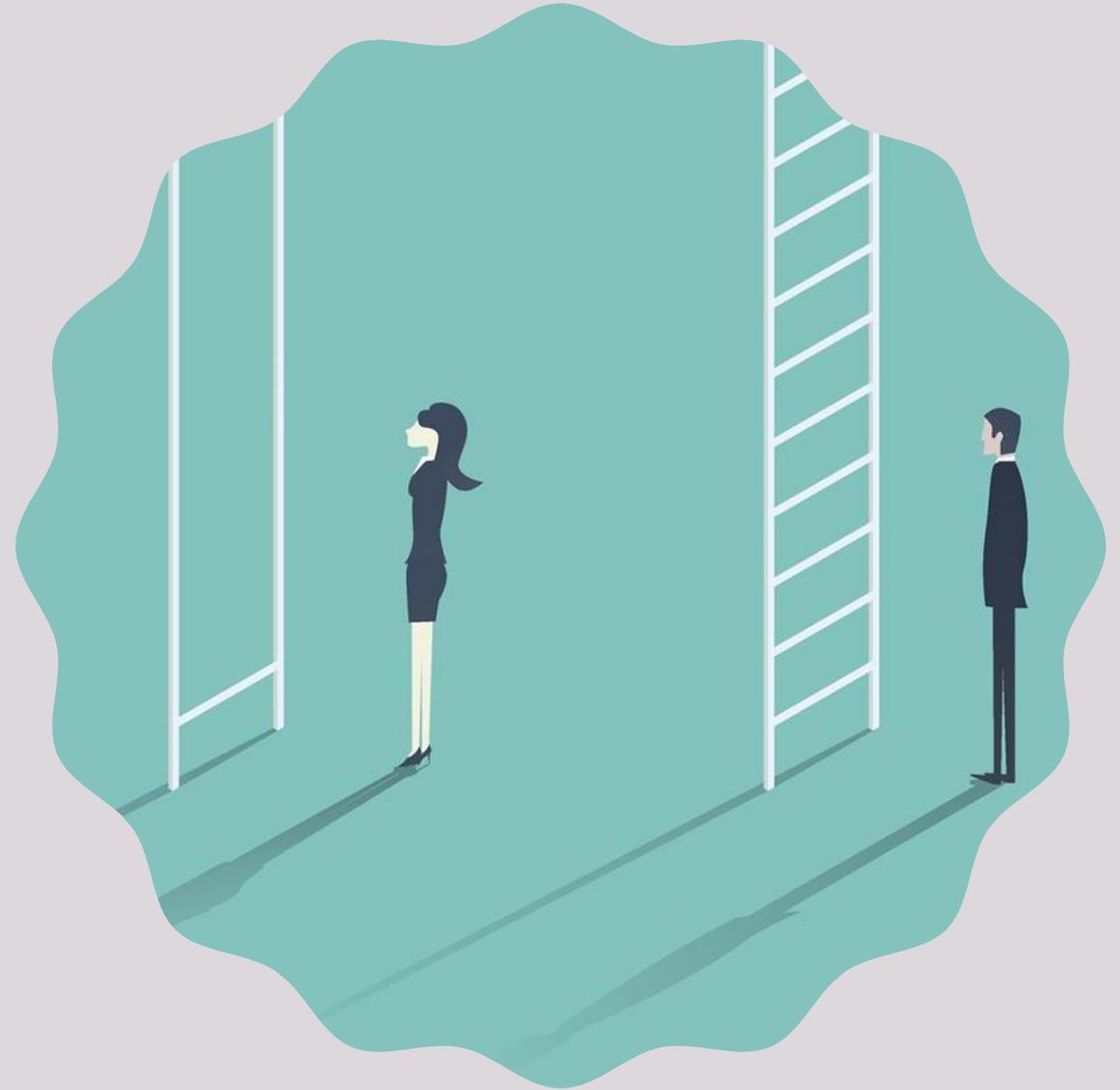


Photo: Thinkstock/jozefmicic

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AFFINITY BIAS

As humans we have the strongest affinity to people who look like us, talk like us, have similar backgrounds to ours.

In job recruitment, many employers want people who fit in the work 'culture'. With only 5 CEOs in the UK of a FTSE 100 company being Black, Asian, Minority Ethnic and only ONE that is Black, the 'culture' is still very much a white dominated hemisphere.

When the 'culture' doesn't align with our own, and affinity bias very much present, this brings 'harm' to a person's career opportunities.



CONFORMITY BIAS

People tend to act similarly to those around them, regardless of what their own personal beliefs may be. This is essentially peer pressure.

But how does this become harmful?

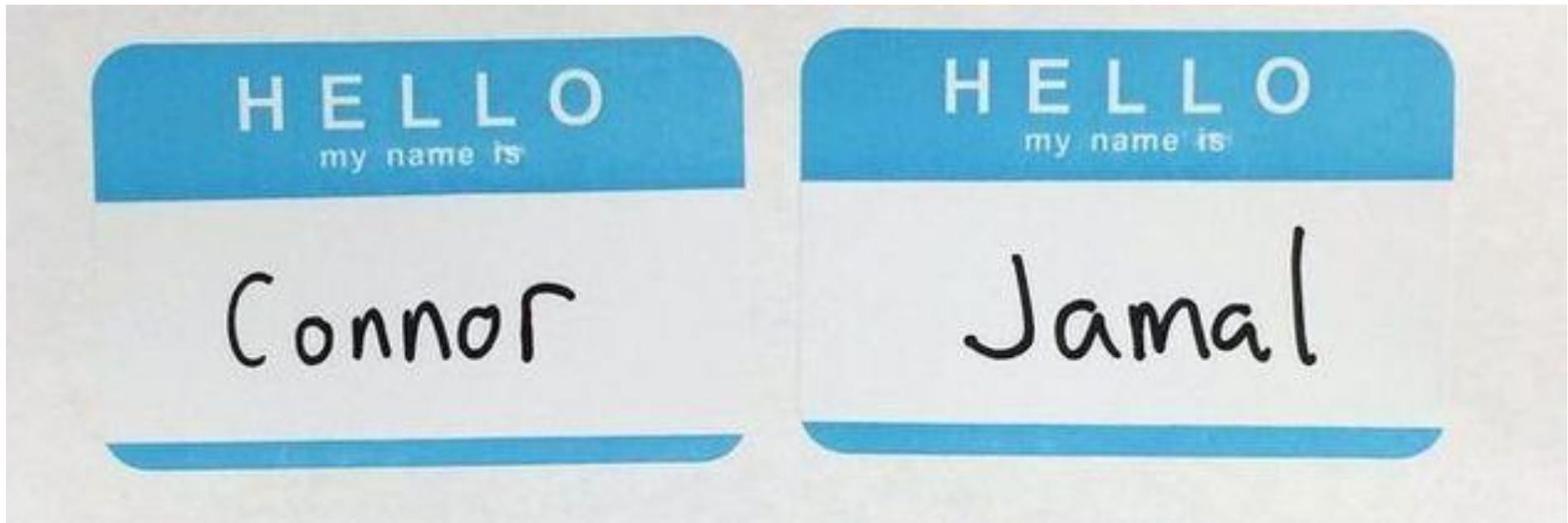
Thinking about interviews, whether for college, 6th form or work, if individuals within a group of people responsible for accepting/hiring don't necessarily agree, because of their pressure to conform, this can negatively impact our futures.

NAME BIAS

People with names that sound more 'British' are more likely to be accepted for a job or role, as opposed to those whose name sounds more 'ethnic'.

Research from the Nuffield College's Centre for Social Investigation (CSI), found that Black, Asian and Minority Ethnic people had to send 60% more applications than those who were white.

This is damaging to people who possess the right skills, education and attributes for a role but bias against their name stops progression.



WHAT ABOUT US?

Ask yourself the following questions, where they might apply to you and your biases.

- Why do I believe that boys are better at sports?
- Why do I think people with a British accent are more educated than those without?
- Why might I think the most beautiful fashion models or celebrities are white?

Many of our ideas and beliefs are shaped by society.

We see people like Piers Morgan and Susanna Reid presenting the news, or other British people that are 'well spoken'. We see most sports on our TVs being played by males. We see adverts and magazine covers of beautiful white women and believe that is the only face of 'beauty'.

These aren't necessarily our own personal experiences.

HOW CAN WE PREVENT OUR OWN BIASES DAMAGING OTHERS?

Becoming aware

Our own biases need to be reflected on in order for us to make a change.

Where is one area you may have bias?

- Is it in school?
- Or is it your wider community?
- Do you think of others differently for no tangible reason?



HOW CAN WE PREVENT OUR OWN BIASES DAMAGING OTHERS?

Expose yourself to new and different contexts.

- Read, watch and listen to literature, poetry, films and music that you wouldn't normally choose.
 - Poetry by Benjamin Zephaniah – “The British”,
 - Traditional Somali music by Aar Maanta (popular Somali musical artist)
 - Becoming by Michelle Obama
- Get out of your comfort zone
 - Visit a new place of worship, outside of your own faith
 - Attend a cultural festival or celebration
 - Cook a new dish!



HOW CAN WE PREVENT OUR OWN BIASES DAMAGING OTHERS?

Most importantly, we can and should treat each other with respect, dignity and care. Value the individual.

Society, as it stands, has enough unfairness and inequality.

We are all unique, with our own backgrounds and experiences, value each person for who they are and not what you presume them to be.

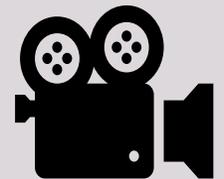
Invictus is our community – work hard, show commitment and treat each other as we ourselves would want to be treated.

TASK FOR TODAY

Watch the video what 'Racial Bias means to these students, in the US. This was in 2015, after the death of a Black man called Michael Brown, in Ferguson.

After watching, think about what Unconscious Bias means to you.

Create a piece which describes and explains your feelings and thoughts on the subject and how you think you can personally overcome the bias/es you hold.



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