

# IMPLICIT BIAS

TWENTY-ONE

A LOOK AT PERSONAL UNCONSCIOUS BIAS



# IMPLICIT BIAS

## *What is implicit bias?*

Thoughts or feelings that we are not aware of that influence our judgment.

Occurs automatically and unintentionally, it affects decisions, and behaviors



The human brain can process 11 million bits of information per sec. However, our conscious mind can only handle 40-50 bits per sec. This causes our brains to take what the experts call "**cognitive shortcuts**" that can lead to unconscious/implicit bias.

# IMPLICIT BIAS

## *Where does it come from?*

Social scientists believe children begin to acquire prejudices and stereotypes as toddlers. Many studies have shown that as early as age 3, children pick up certain terms of prejudice without really understanding their significance.

- ✓ How was one raised (who? (grandma vs foster care), where? (Texas vs Italy)
- ✓ Culture (religion, race/ethnicity, 2000 vs 1970)
- ✓ Social media
- ✓ Social and cultural interactions



# IMPLICIT BIAS

*Who is affected by it?*

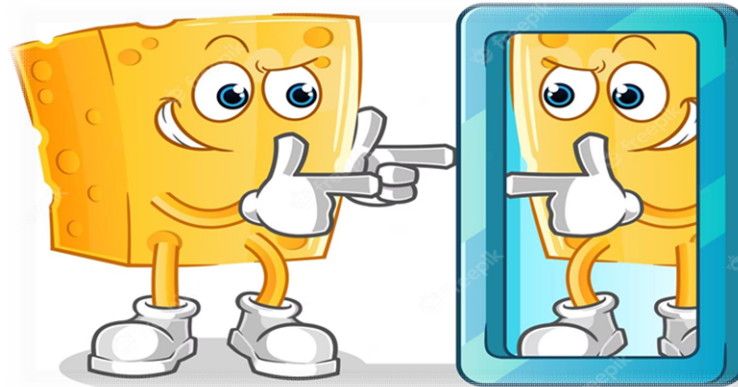


We may think we're objective, but we all come with our own values, expectations, and experiences. Our perceptions are as diverse as our exposure.

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*Who is affected by it?*

Your willingness to examine your own possible biases is an important step in understanding the roots of stereotypes and prejudice. Are you willing to take a honest look in the mirror?



# IMPLICIT BIAS

## *The impact on the call taker*

Professionally, implicit bias impacts the opinions we form about individuals (callers, co-workers). Judgements that are based on stereotypes, impact our ability to effectively communicate and interact with others.

How do you respond to:

- ✓ A caller who does not speak English?
- ✓ A caller from the LGBTQ+ community?
- ✓ 18-25yoa co-workers (as a seasoned telecommunicator)?





# IMPLICIT BIAS

TWBTCTJ. RTW2

Once learned, stereotypes and prejudices resist change, even when evidence fails to support them or points to the contrary are present. Right or wrong, people usually hold fast to their beliefs.

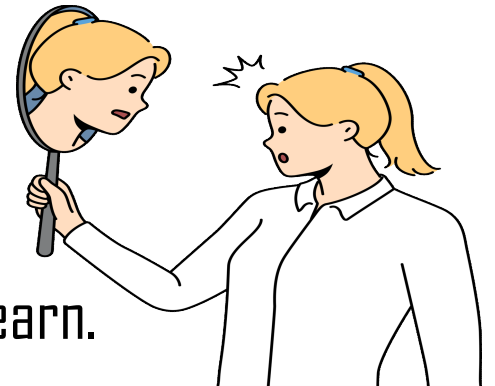


People will embrace anecdotes that reinforce their biases, but disregard experience that contradicts them. Approach each day and call for service with an open mind.

# IMPLICIT BIAS

## *Managing implicit bias*

- Become aware of individual perceptions, stereotypes, and their impact on decision making.
- Engage in opportunities to learn about diverse cultures.
- Engage in courageous conversations to increase knowledge.
- Approach everyone and every situation with a willingness to learn.
- See others as different instead of wrong





# IMPLICIT BIAS

Judgements or characteristics attributed to specific groups of people – races, genders, age groups, etc. – that may or may not be true for any one specific individual within that group.

**STEREOTYPES**

**MICROAGGRESSIONS**

Subtle verbal or nonverbal insults, indignities, or denigrating messages directed toward an individual due to their marginalized identity. Often committed by well-intentioned people who are unaware of the hidden messages conveyed or the impact of their statements.

**IMPLICIT BIAS**

Subconscious attitudes, perceptions and stereotypes that influence our understanding, actions, and behavior when interacting with various identities.

**University of NC at Chapel Hill**

Stereotypes Prejudice Unfair  
Groups Research Behavior Beliefs  
**IMPLICIT BIAS** Subtle  
Disrespect Unconscious  
Psychologists Reaction Train  
Corporations Decisions Race  
People Social Subconscious  
Judgement Hidden Ethnicity  
Cognition Preferences Gender

THANK YOU



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