

# Unconscious Bias

## *Risk Factors*

(J.A. Goodman, n.d.)

- **Ambiguity**
  - e.g., vague basis of judgement, unfamiliar
- **Certain emotional states**
  - e.g., anger, distrust
- **Salient social categories**
  - e.g., “race”
- **Low effort cognitive processing**
  - e.g., less deliberative
- **Distracted or pressured decision-making**
  - e.g., various conditions
- **Lack of feedback**
  - e.g., uncritical peers/supervisors/leaders

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## *Mitigating Strategies*

(Bohnet, 2016; Devine, Forscher, Austin, & Cox, 2012)

- **Practicing mindfulness** – Be aware of potential, understand the bias, get/give feedback
- **Stereotype replacement**—Label the response as stereotypical and reflect on why the response occurred. Consider how the biased response could be avoided in the future and replaces it with an unbiased response.
- **Counter-stereotypic imaging**—This strategy involves imagining in detail counter-stereotypic others. The strategy makes positive exemplars salient and accessible when challenging a stereotype's validity.
- **Individuation**—Prevent stereotypic inferences by obtaining specific information about group members to evaluate members of the target group based on personal, rather than group-based, attributes.
- **Perspective taking**—take the perspective in the first person of a member of a stereotyped group to increase psychological closeness to the stigmatized group, which ameliorates automatic group-based evaluations.
- **Increasing opportunities for contact**—Seek opportunities to encounter and engage in positive interactions with out-group members to ameliorate implicit bias through a wide variety of mechanisms, including altering the cognitive representations of the group or by directly improving evaluations of the group.