

# **Mindbugs: Understanding Implicit Bias**

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**FLORIDA**

# Illusions

Apparent Motion

Thatcher Illusion (Thompson, 1980)

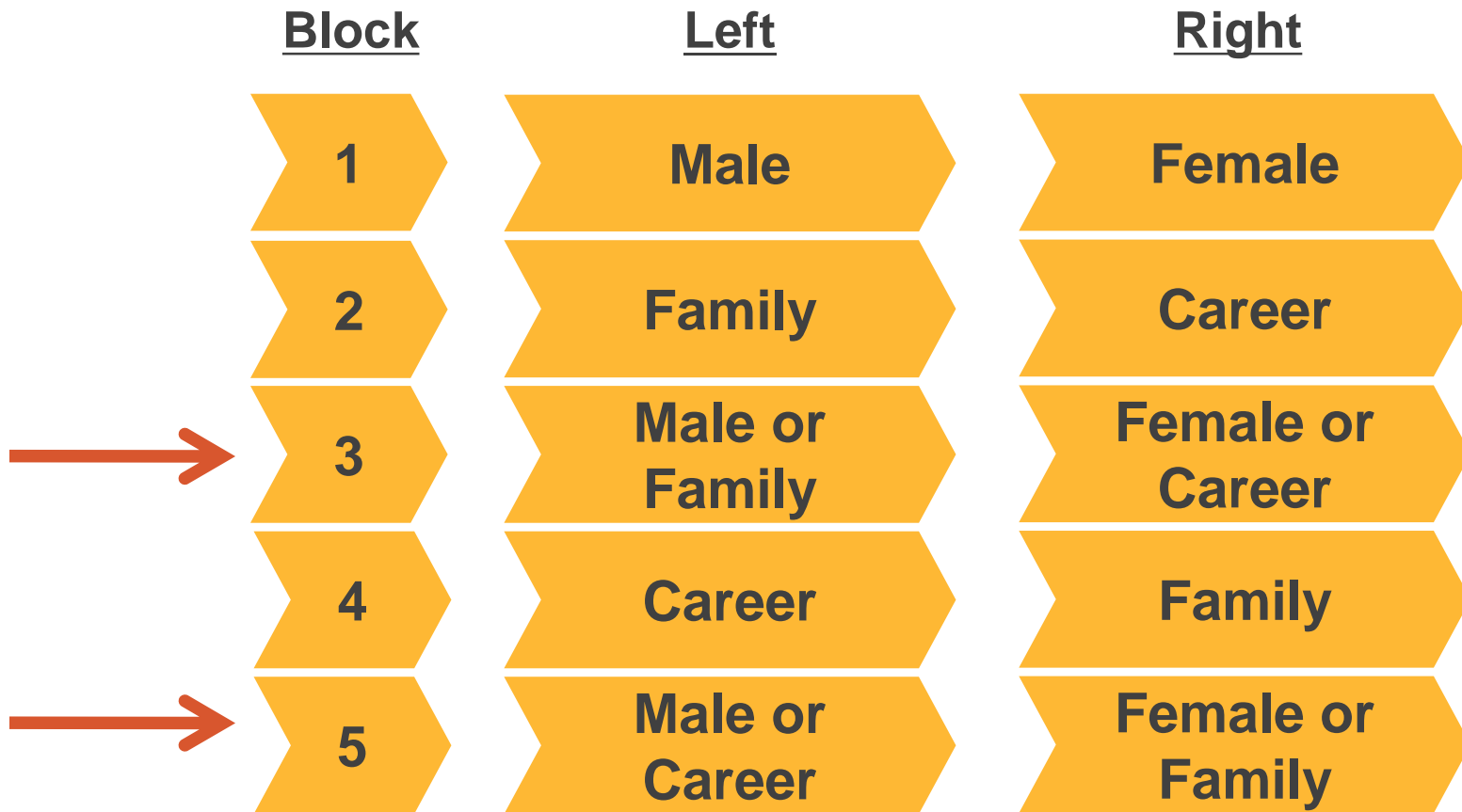
McGurk Effect (McGurk, 1996)

Checkerboards (Adelson, 1995)

A stylized illustration of a computer monitor with a black bezel and a light gray base. The screen is dark gray and displays the text 'Implicit Association Test (Greenwald et al., 1998)' in white, bold, sans-serif font. The monitor is centered on a white background.

**Implicit Association Test  
(Greenwald et al., 1998)**

# Implicit Association Test (IAT)



**Race IAT**

**Race ('Black - White' IAT).** This IAT requires the ability to distinguish faces of European and African origin. It indicates that most Americans have an automatic preference for white over black.

**Weight IAT**

**Weight ('Fat - Thin' IAT).** This IAT requires the ability to distinguish faces of people who are obese and people who are thin. It often reveals an automatic preference for thin people relative to fat people.

**Presidents IAT**

**Presidents ('Presidential Popularity' IAT).** This IAT requires the ability to recognize photos of Barack Obama and one or more previous presidents.

**Asian IAT**

**Asian American ('Asian - European American' IAT).** This IAT requires the ability to recognize White and Asian-American faces, and images of places that are either American or Foreign in origin.

**Age IAT**

**Age ('Young - Old' IAT).** This IAT requires the ability to distinguish old from young faces. This test often indicates that Americans have automatic preference for young over old.

**Gender-Science IAT**

**Gender - Science.** This IAT often reveals a relative link between liberal arts and females and between science and males.

**Weapons IAT**

**Weapons ('Weapons - Harmless Objects' IAT).** This IAT requires the ability to recognize White and Black faces, and images of weapons or harmless objects.

**Gender-Career IAT**

**Gender - Career.** This IAT often reveals a relative link between family and females and between career and males.

**Sexuality IAT**

**Sexuality ('Gay - Straight' IAT).** This IAT requires the ability to distinguish words and symbols representing gay and straight people. It often reveals an automatic preference for straight relative to gay people.

**Arab-Muslim IAT**

**Arab-Muslim ('Arab Muslim - Other People' IAT).** This IAT requires the ability to distinguish names that are likely to belong to Arab-Muslims versus people of other nationalities or religions.

**Disability IAT**

**Disability ('Disabled - Abled' IAT).** This IAT requires the ability to recognize symbols representing abled and disabled individuals.

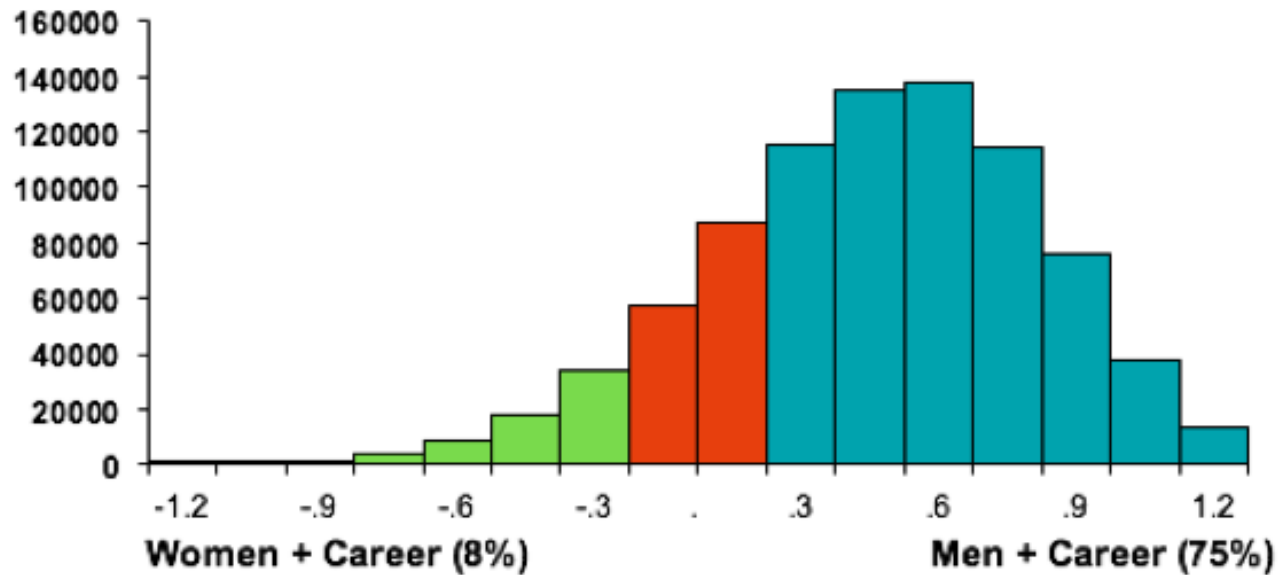
**Religion IAT**

**Religion ('Religions' IAT).** This IAT requires some familiarity with religious terms from various world religions.

**Skin-tone IAT**

**Skin-tone ('Light Skin - Dark Skin' IAT).** This IAT requires the ability to recognize light and dark-skinned faces. It often reveals an automatic preference for light-skin relative to dark-skin.




# Overall Results



**N = 846,020 Project Implicit Participants**

# Three Simple Ideas

(that are difficult to believe)

-  Much of mental life occurs outside of conscious awareness
-  Mental life that occurs outside of conscious awareness can contradict our conscious beliefs
-  Behavior is shaped by thoughts intended and unintended (implicit bias)

# Disparity Studies

Implicit Bias and Health Care (Green et al., 2007)

Implicit Bias and Police Shooting (Correll et al., 2007)

Academic Resume Study (Moss-Racusin et al., 2012)



# Mitigating Implicit Bias

## **Bias is influential when...**

**Information is ambiguous, complex, and/or incomplete**  
**Decision-making criteria are unclear**

## **To mitigate the effects of bias we could...**

**Develop and prioritize evaluation criteria in advance**  
**Judge all candidates in comparison to criteria**  
**Know which factors are related to performance**

# Mitigating Implicit Bias

## Bias is influential when...

Decisions must be made quickly

One is tired, stressed, or otherwise depleted

## To mitigate the effects of bias we could...

Slow down; calm down

Plan to evaluate during your best time of day

# Mitigating Implicit Bias

## **Bias is influential when...**

**Groups of likeminded people conduct evaluations**

## **To mitigate the effects of bias we could...**

**Actively search for counterevidence for decisions**

**Assign diverse committees**

**Avoid sharing evaluations with others prematurely**

# Mitigating Implicit Bias

## Bias is influential when...

We are overconfident in our own objectivity

## To mitigate the effects of bias we could...

Honestly consider your practices; be humble

Create your practices with the idea that you are biased

### Questions to ask yourself:

Have this person's accomplishments been attributed?

Are your standards applied consistently?

Are you analyzing potential or actual success?

Are stereotypes about family or "fitting in" at play?



Project Implicit®

### PROJECT IMPLICIT SOCIAL ATTITUDES

Log in or register to find out your implicit associations about race, gender, sexual orientation, and other topics!

**LOGIN**

**REGISTER**

Or, continue as a guest by selecting a country below:



United States (English)

**GO!**

### PROJECT IMPLICIT MENTAL HEALTH

Find out your implicit associations about self-esteem, anxiety, alcohol, and other topics! **GO!**

### PROJECT IMPLICIT FEATURED TASK

Measure your implicit race evaluations! Whom do you implicitly prefer among Whites, Blacks, Asians, and Hispanics? **GO!**

**Project Implicit**

**<http://projectimplicit.net>**

**PI Research Site**

**<https://implicit.harvard.edu>**

**Academic Site**

**<http://kateratliff.com>**