



# Defining and Deterring Bias

IMPLICIT ASSOCIATION TEST



Puget Sound Regional Council

# Different Dimensions of Racism



## Internalized Racism

Private beliefs and biases about race, influenced by our culture (e.g., prejudice towards others of a different race; negative beliefs about oneself by people of color).



## Interpersonal Racism

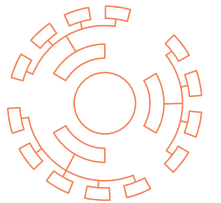
Bias that occurs when individuals interact with others and their personal racial beliefs affect their public interactions.

## Institutional Racism



Discriminatory policies and practices of particular institutions (e.g., planning dept.) that produce inequitable outcomes for people of color and advantages for white people.

## Structural Racism



Cumulative effects of history, culture, ideology and interactions of institutions and policies that systematically privilege white people and disadvantage people of color.



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# Today's Goals

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- Develop a shared understanding
- Interrupt implicit bias by increasing awareness
- Explore strategies to reduce impact of bias





A large crowd of people is gathered outdoors on a sunny day. In the background, a large Starbucks logo is visible on a building facade, featuring the words "STARBUCKS" and "COFFEE TEA SPICES". The crowd consists of people of various ages and ethnicities, some looking towards the camera and others looking away. The scene appears to be a public event or festival.

## Read the following paragraph out loud

“If you can raed tihs praapragh, it’s bcsecuae our mnids are vrey good at ptuting tgoehter peiecs of ifnroamtoin in a way taht is esay for us to make snese of. Our mnids do tihs atoumtaicllay, whituot our cosncoius cotnrol.”







## The region's vision for equity...

All people have the means to attain the resources and opportunities that improve their quality of life and enable them to reach full potential. Differences in life outcomes cannot be predicted by race, class, or any other identity. Communities of color, historically marginalized communities, and those affected by poverty are engaged in decision-making processes, planning, and policy-making.



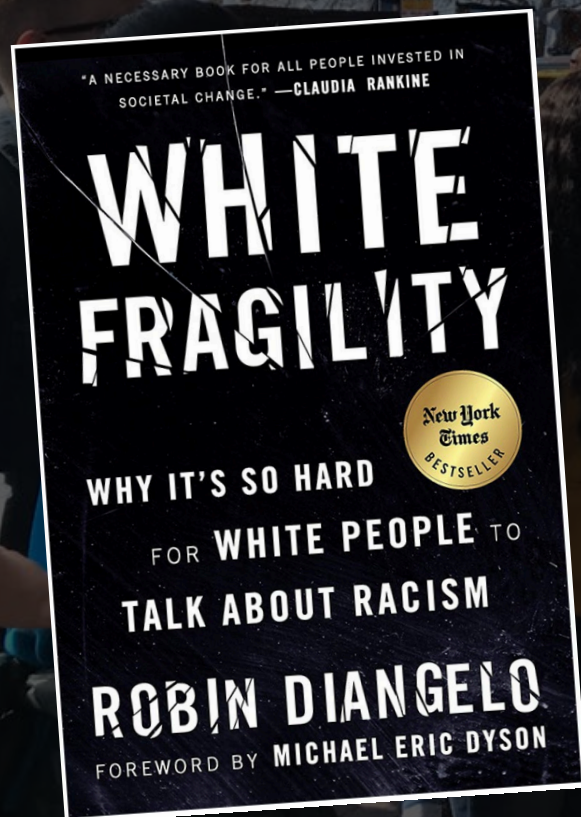
Puget Sound Regional Council





# Good/Bad Binary

- Limits who is considered racist to “bad people” engaging in blatant acts of racial discrimination
- We focus on deflecting charges of racism rather than reflecting on our behavior
- Makes it difficult to even talk about racism, much less interrupt it





# Good/Bad Binary

- Excuses us from doing anything outside of not being blatantly mean and intentionally discriminatory
- Topic is not limited to white people



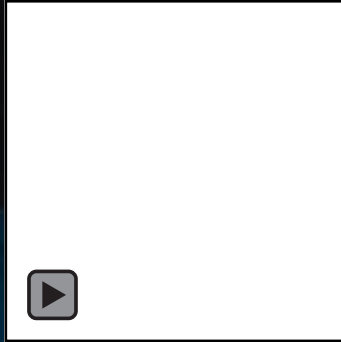
# Good/Bad Binary & the IAT

- Discomfort with IAT results could lead to an urge to deflect rather than reflect (e.g., challenge validity of test)
- Focus attention of exploring strategies to interrupt implicit bias





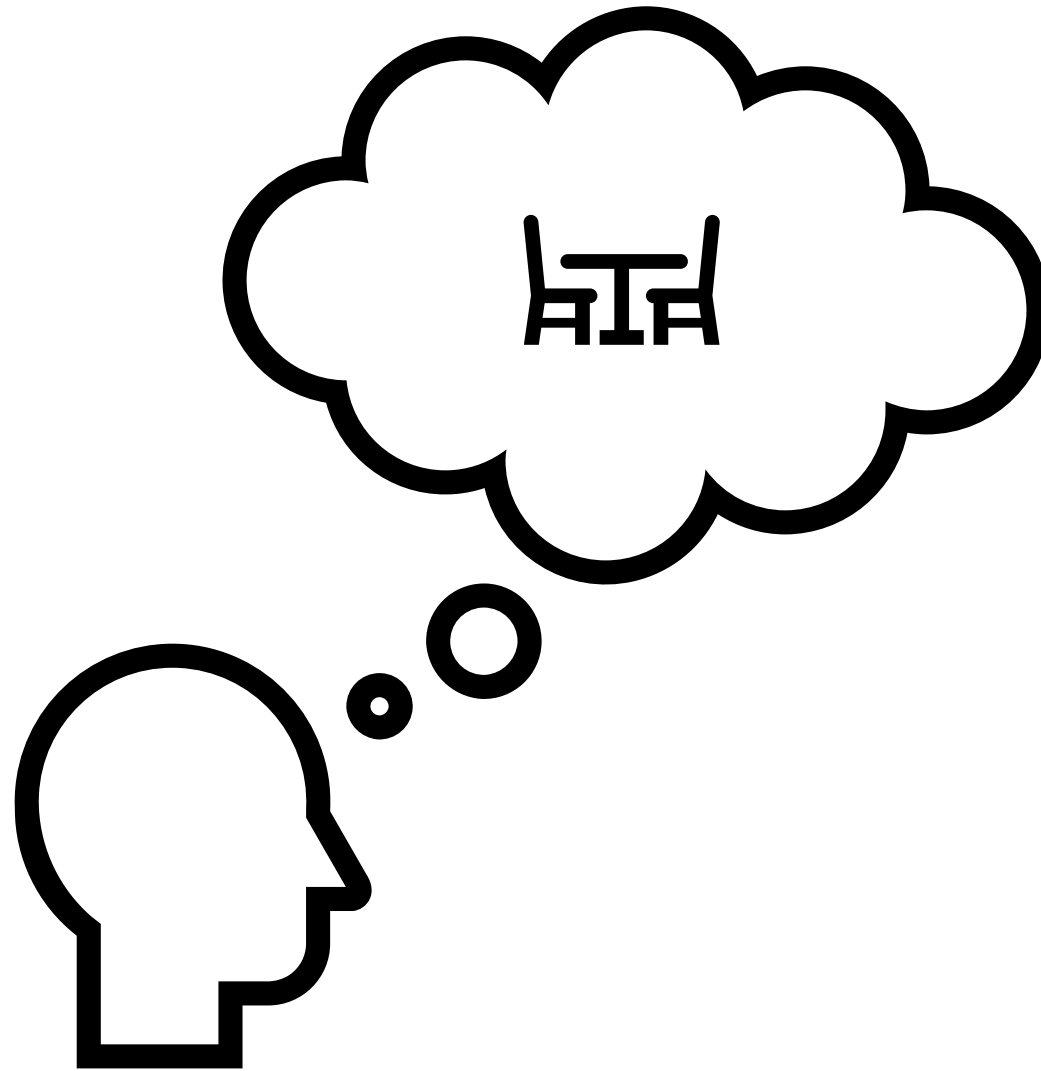
# The Good/Bad Binary vs. Continuum of Racism



- Racism woven into fabric of society
- No one is on a fixed position on the continuum of racism
- Goal: Actively seek to interrupt racism







# Schemas

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Process for sorting information into broader categories subconsciously.

Mental shortcuts that help us navigate the world efficiently.



# Associations

- Process for linking words, ideas, things together
- Often unaware and unintentional
- Like spam in your inbox





# How would you finish this phrase?

Night and ...

Dog and ...

Cookies and ...





# Night and Day Dog and Cat Cookies and Milk







# An Innate Process

The way our brains create shortcuts to quickly make sense of data is innate.

The messages that shape the process are not.





# Volunteer?



# What color are the following lines of text?

Brown

Green

Red

Orange

Blue

Red

Brown

Orange

Red

Blue

00 : 00 : 00

>

TimeUp Reminder (Optional): -- v

-- v

-- v





# Volunteer?



# What color are the following lines of text?

Red

Blue

Orange

Brown

Green

Blue

Orange

Red

Brown

Red

00 : 01 : 00

>

TimeUp Reminder (Optional):





# Stroop Task

- Psychological task that looks at automatic processing
- Automatic inclination (force of habit) to read words
- You need your conscious mind to step in and do the heavy lifting to place the color in the right category.



# Stroop Task & Implicit Bias

- Vulnerable to associations and habits of our mind
- Bias and discrimination can be as habitual as reading the word “blue” instead of “red”





# Sensory Information

We can only consciously process between 5 and 9 stimuli at a time

- Constantly leaning on unconscious





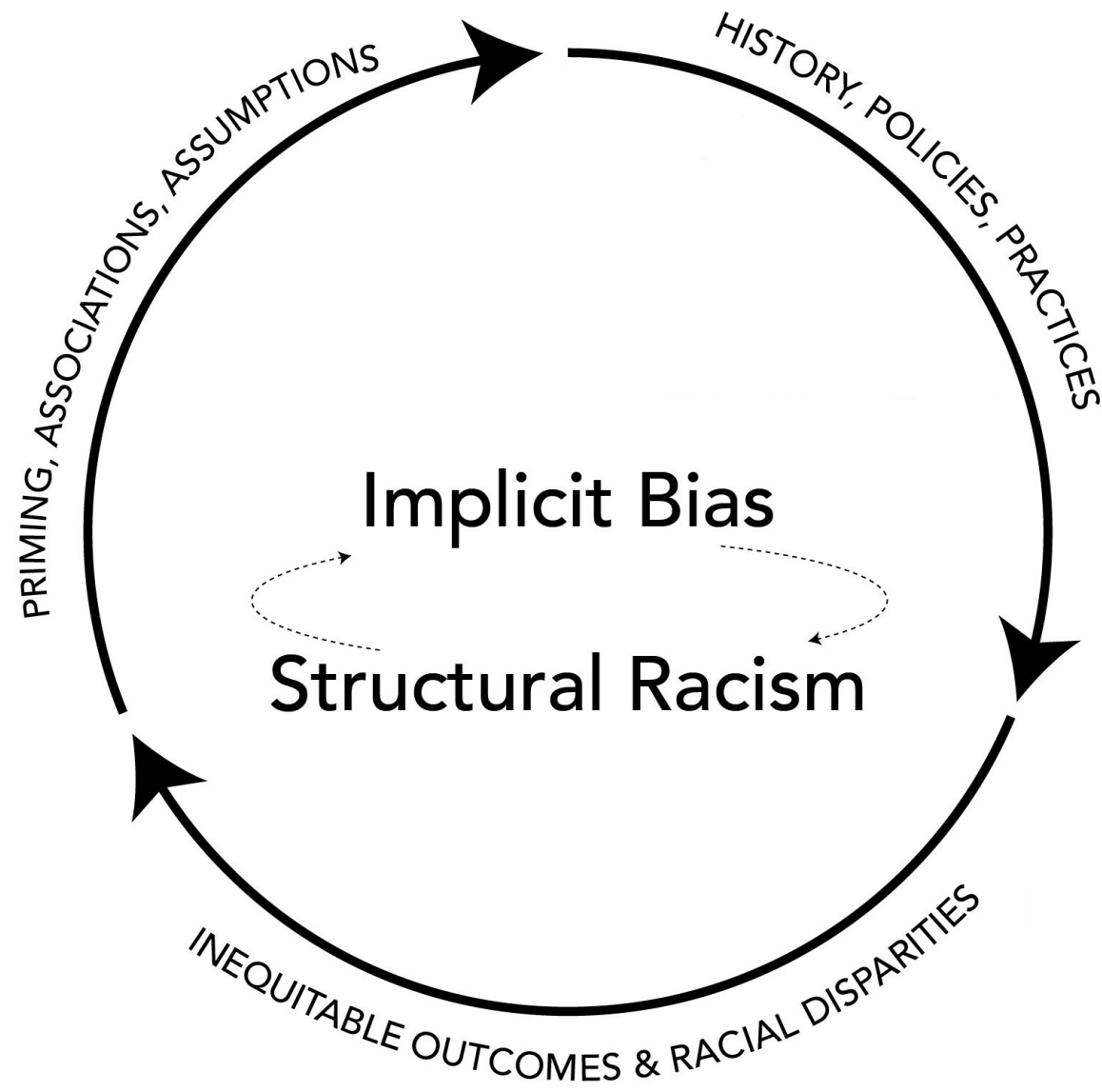
# Moving Beyond the Good / Bad Binary

Racist messages circulate 24/7, regardless if agree with them or not

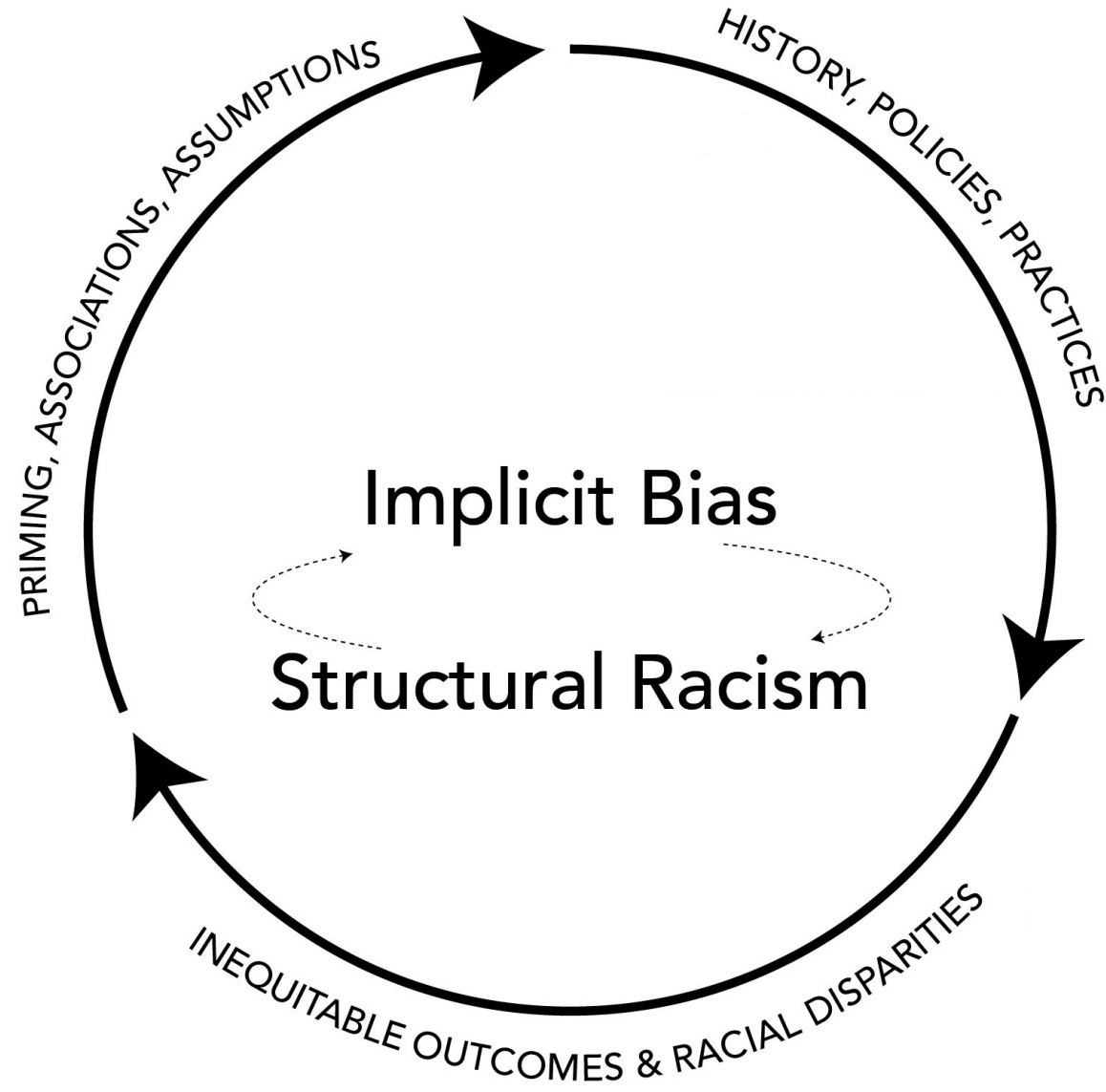
Stopping racism more important than convincing others we're not racist







- Wealth is one of the strongest indicators of a household's quality of life.
- Why do white households have about **10x more wealth** than black households?



- **Redlining and restrictive covenants** create residential segregation and restricts wealth building through homeownership
- **Urban renewal** builds highways and destroys communities of color
- **Mortgage loan and home appraisal discrimination** compound the erosion of wealth for people of color today





# Consequences of Bias & Structural Racism

- Constricting opportunity and achievement for people of color
- Robbing people of color of the opportunity to reach their full potential
- Constricting the makeup of who asks questions, shaping what questions are asked
- Undermining talent and resources available to our entire region





# Implicit Association Test (IAT)





# IAT

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Harvard Univ. (1998) test  
evaluates strength of  
associations by measuring  
reaction times

Millions of people have  
taken the test

Results are statistically  
significant (i.e., not due to  
random chance)





# IAT

Results may be challenging but ...

There is value in:

- 1) Knowing about your bias
- 2) Acknowledging that we are all exposed to racist messages
- 3) Pausing, reflecting, and pushing back





# Implicit Association Test

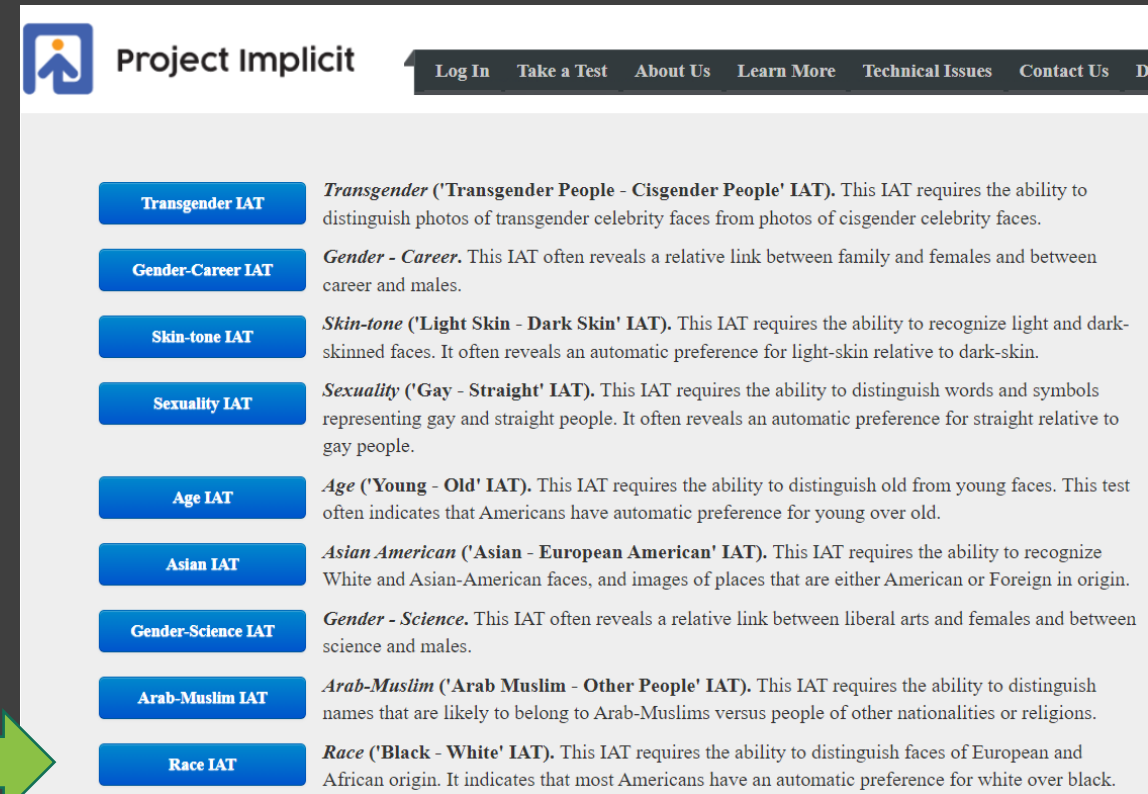
- Scroll to bottom and click “I wish to proceed”
- Select “Race IAT”
- Follow the prompts on each screen
- Anonymously share your results

I am aware of the possibility of encountering interpretations of my IAT test performance with which I may not agree. Knowing this, **I wish to proceed**



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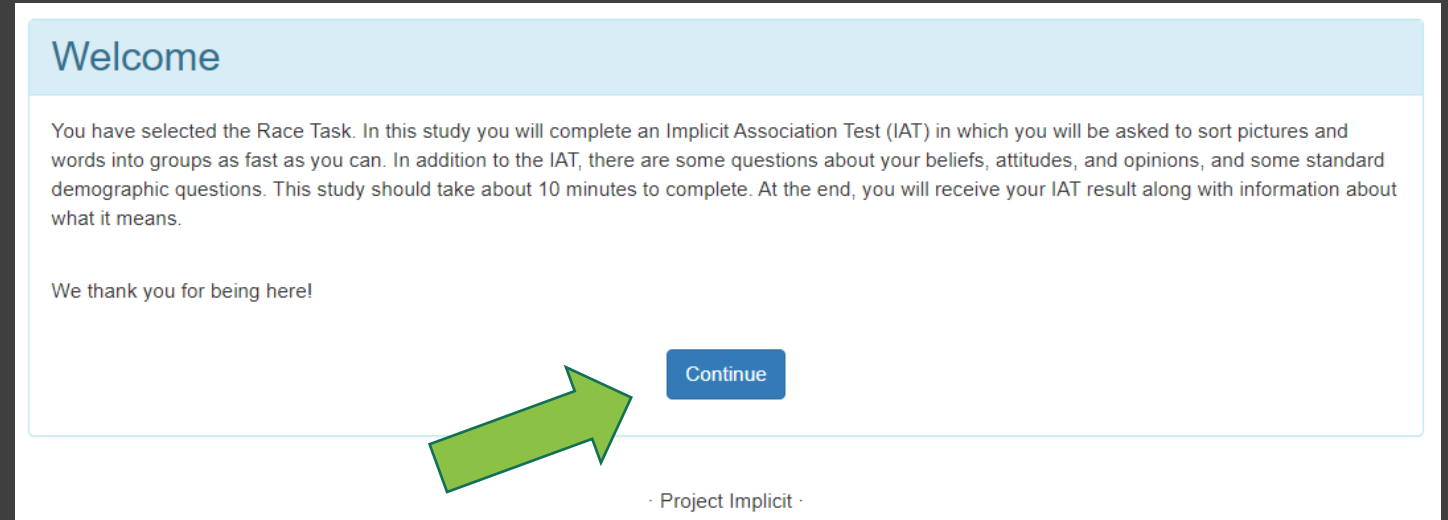
The screenshot shows the Project Implicit website interface. At the top, there is a navigation bar with links: Log In, Take a Test, About Us, Learn More, Technical Issues, and Contact Us. Below the navigation bar, a list of IAT tests is displayed, each with a blue button and a description. A large green arrow points to the 'Race IAT' button at the bottom of the list.

IAT Test	Description
<a href="#">Transgender IAT</a>	<i>Transgender ('Transgender People - Cisgender People' IAT).</i> This IAT requires the ability to distinguish photos of transgender celebrity faces from photos of cisgender celebrity faces.
<a href="#">Gender-Career IAT</a>	<i>Gender - Career.</i> This IAT often reveals a relative link between family and females and between career and males.
<a href="#">Skin-tone IAT</a>	<i>Skin-tone ('Light Skin - Dark Skin' IAT).</i> 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.
<a href="#">Sexuality IAT</a>	<i>Sexuality ('Gay - Straight' IAT).</i> 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.
<a href="#">Age IAT</a>	<i>Age ('Young - Old' IAT).</i> This IAT requires the ability to distinguish old from young faces. This test often indicates that Americans have automatic preference for young over old.
<a href="#">Asian IAT</a>	<i>Asian American ('Asian - European American' IAT).</i> This IAT requires the ability to recognize White and Asian-American faces, and images of places that are either American or Foreign in origin.
<a href="#">Gender-Science IAT</a>	<i>Gender - Science.</i> This IAT often reveals a relative link between liberal arts and females and between science and males.
<a href="#">Arab-Muslim IAT</a>	<i>Arab-Muslim ('Arab Muslim - Other People' IAT).</i> This IAT requires the ability to distinguish names that are likely to belong to Arab-Muslims versus people of other nationalities or religions.
<a href="#">Race IAT</a>	<i>Race ('Black - White' IAT).</i> 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.



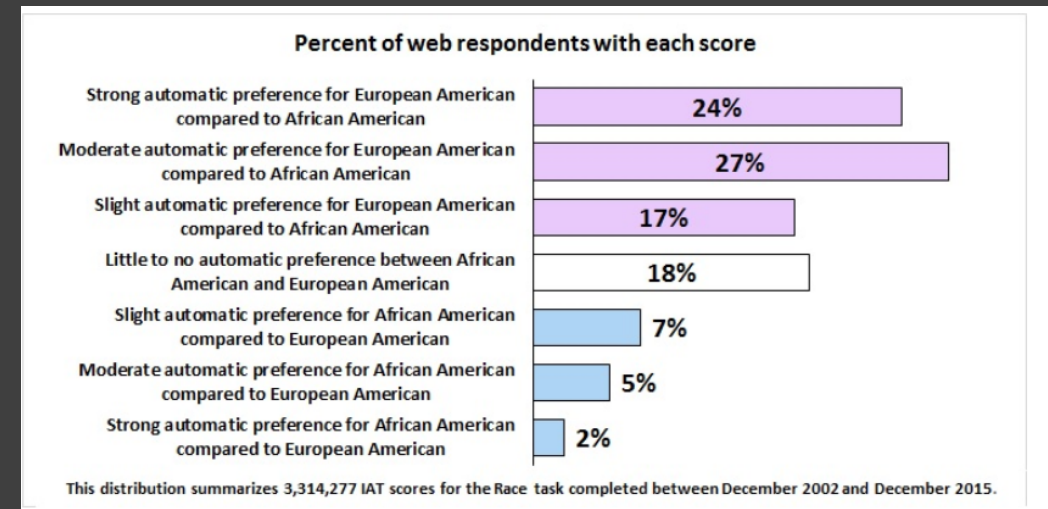
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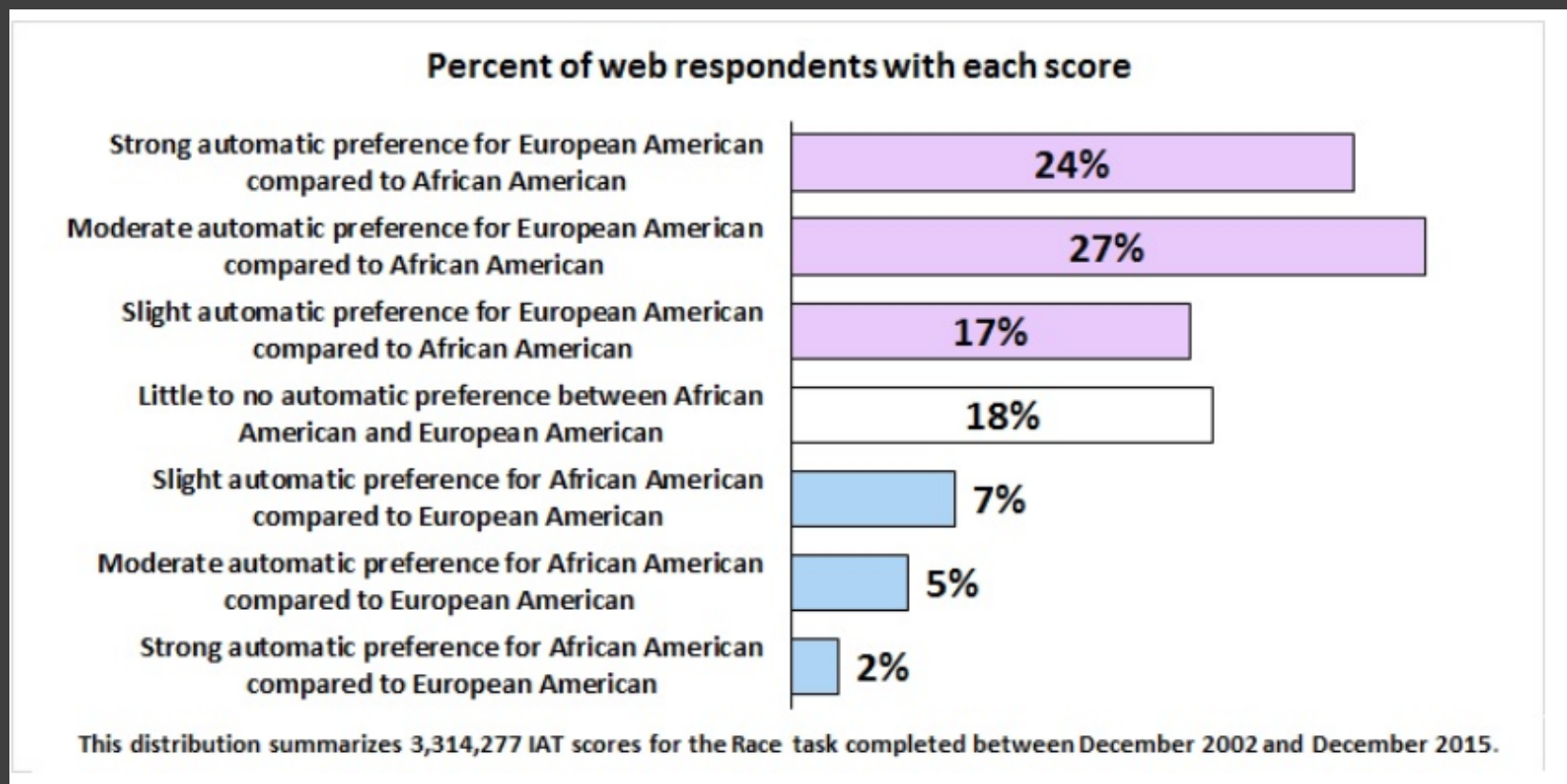
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- Anonymously share your results
  - Go to: <https://www.menti.com/gvanywdomb> (Link #3)
  - Or go to menti.com and use code 8061 6335
  - When sharing results:
    - AA = African American
    - EA = European American
  - Make sure you click “submit” to share results

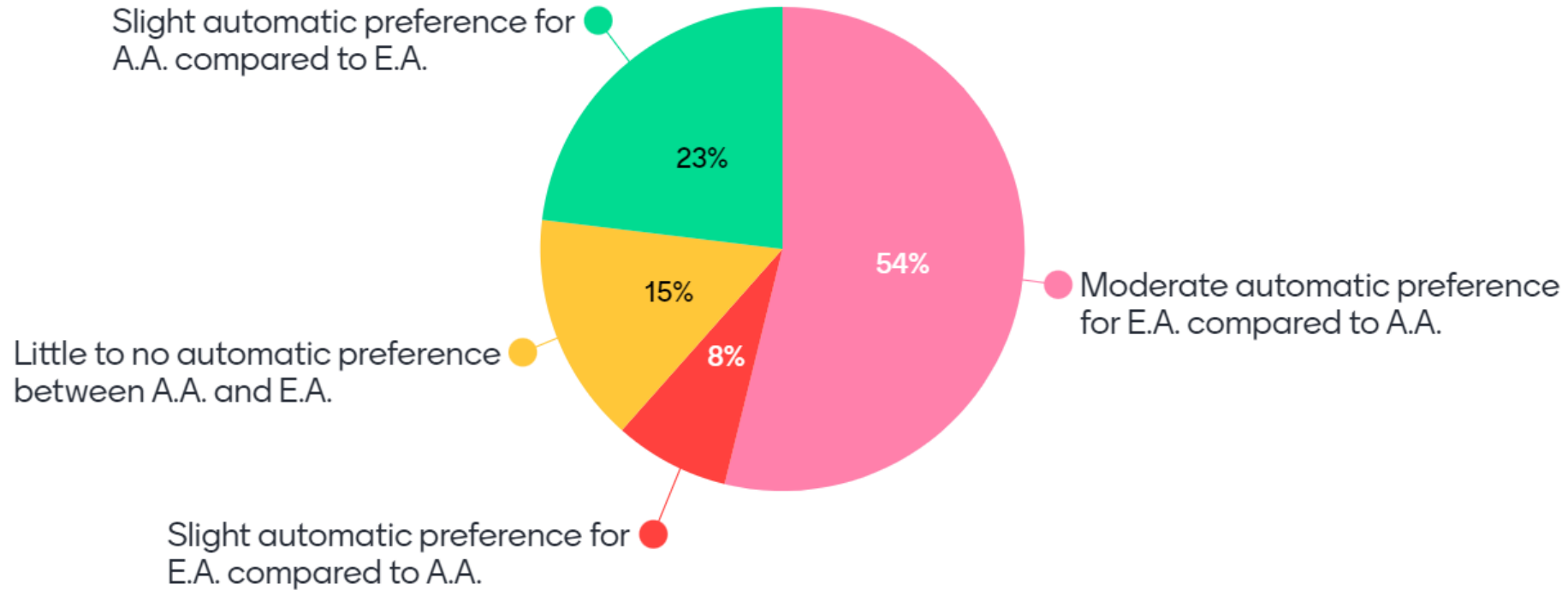




# Implicit Association Test



# Share your results of the "Race IAT"





# Questions

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What strategies can be used to minimize the influence of bias at PSRC and for our member jurisdictions?



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# Strategies to Minimize Bias

- There are strategies we can engage in to reduce our unwanted biases
- One of the best ways to prevent and intervene against bias, is by knowing when you are more susceptible to it, such as moments of high ambiguity, subjectivity, or stress.
- We should be skeptical of the decisions we make during these times and hold ourselves accountable.



# Strategies to Minimize Bias

- Take breaks
- Use standardized policies and tools to inform decisions
- Be transparent and accountable
- Track data to identify trends so staff can intervene
- Include people from different backgrounds in decision-making and create a safe space to share insights






# Questions

- What thoughts, feelings or reactions did you have upon learning the IAT results for the group?
- What parts of our processes leave room for bias and what strategies can we use to minimize the influence of bias?







Charles Patton, PhD  
Program Manager, Equity Policy & Initiatives  
[Cpatton@psrc.org](mailto:Cpatton@psrc.org)

Thank you.

