DIVERSITY WHEEL
[Source: Adapted from Northcentral University and Dimensions of Diversity Wheel by Marilyn Loden]

WHAT’S IN A NAME?

GROUP EXPERIENCES
Also known as implicit bias, unconscious bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.

Unconscious biases:
- develop over the course of a lifetime beginning at a very early age through exposure to direct and indirect messages. In addition to early life experiences, the media and news programming are often-cited origins of implicit associations.
- encompass both favorable and unfavorable assessments.
- are activated involuntarily, without an individual's awareness or intentional control.
- cause us to have feelings and attitudes about other people based on characteristics such as race, ethnicity, age, and appearance.

A Few Key Characteristics of Unconscious Biases
- Unconscious biases are pervasive. Everyone possesses them, even people with avowed commitments to impartiality such as judges.
- The implicit associations we hold do not necessarily align with our declared beliefs or even reflect stances we would explicitly endorse.
- We generally tend to hold implicit biases that favor our own ingroup, though research has shown that we can still hold implicit biases against our ingroup.
- Implicit biases are changeable. Our brains are incredibly complex, and the implicit associations that we have formed can be gradually unlearned through a variety of debiasing techniques.
TEN STEPS TO IDENTIFY AND ADDRESS UNCONSCIOUS BIAS

Adapted from:

1. Recognize that you have biases.

2. Identify what those biases are.
   The most effective tool available for testing one’s own unconscious bias is the Implicit Association Test (IAT), created and maintained by Project Implicit, a group consisting of researchers from Harvard University, the University of Virginia, and the University of Washington. To take the test, without charge, go to https://implicit.harvard.edu/implicit/

3. Dissect your biases.

4. Decide which of your biases you will address first.

5. Look for common interest groups.

6. Unlearn your biases! Replace stereotypes with exposure to positive, counter-stereotypical images.

7. Unlearn your biases! Find positive role models who display behaviors counter to stereotypes

8. Intentionally remove of negative category associations; think individual people in individual situations

9. Seek out genuine interactions and relationships across lines of disagreement and difference

10. Be mindful of bias kick back. This is a continuous process that will include setbacks.

In short, be conscious, self-aware, and consistently question your own perceptions and choices.