

Plate 1.



enei
employers
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& inclusion

Unconscious bias

Dr. Pete Jones

Inspiring others



❖ Introduction to unconscious Bias (UB)

- What is unconscious bias?
- How UB affects us, our decisions and the career decisions of girls in Maths and Science
- UB Triggers
- Stereotype threat
 - How might UB and ST be affecting our practice?

❖ What to do about it

What is unconscious bias?

“Unconscious biases are the result of our **limited cognitive capacity**; we implicitly and automatically both group and categorise people to avoid having to conduct completely new assessments for every new person”

“Unconscious biases are our **unintentional** people **preferences**, formed by our socialisation and experiences, including exposure to the media. We unconsciously assign positive and negative value to the categories we use.”

A bat and ball cost £1.10

The bat costs one pound more than the ball.

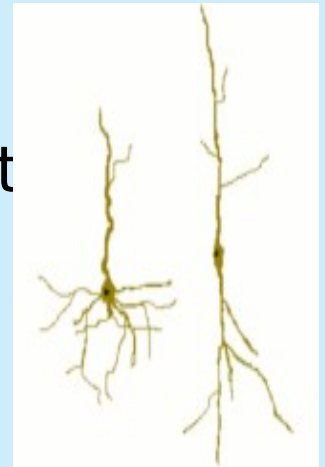
How much does the ball cost?





The neurology of Bias

- The brain uses **categories** to sort and store information to make life manageable
- The brain is a **formidable pattern** matching machine
- What the brain fires together, it wires together forming **emotional associations**
- Emotion **interferes** with bias control and makes you vulnerable to your biases becoming behaviour



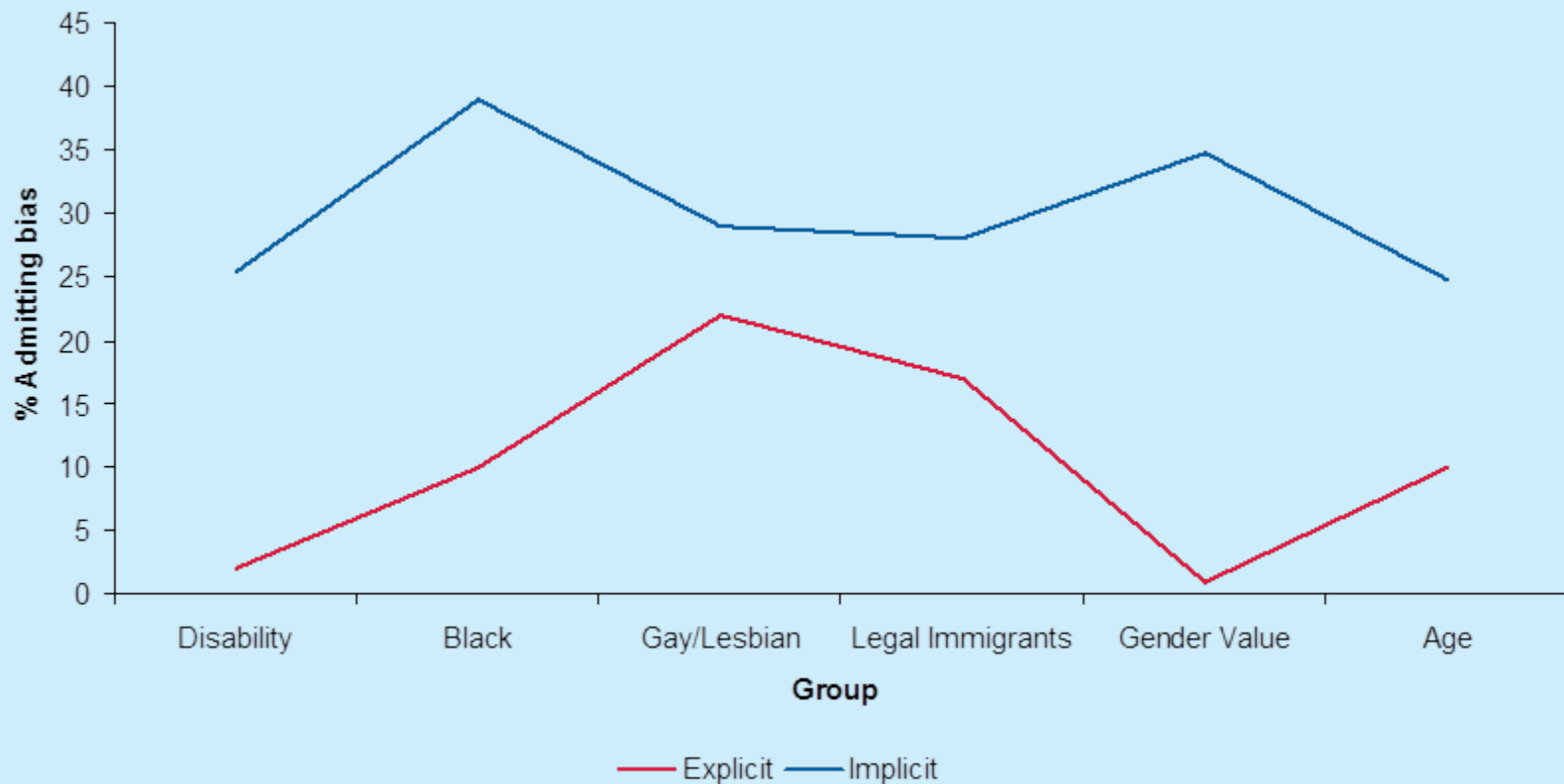
The Gender-Career Association

The Gender-Science
Association

The Gender-Maths Association

- 75% of men have a strong Women-Home Male-Work association
- 80% of women have a strong Women-Home Male-Work association
- Women with the Prince Charming-Romantic Partner association are less likely to seek positions of power
- Male-Science association predicts SAT scores
- Women with strong Male-Science association less likely to major in science
- Gender-science association predicts science majors better than explicit gender-science stereotypes and SAT scores
- Internationally, the stronger the gender-science association the greater the boy/girl differences in performance at Year 8 in maths and science

Explicit vs Implicit Social Bias



(Abrams & Houston 2006) Jones, P 2005 Implicitly 3000

Affinity bias

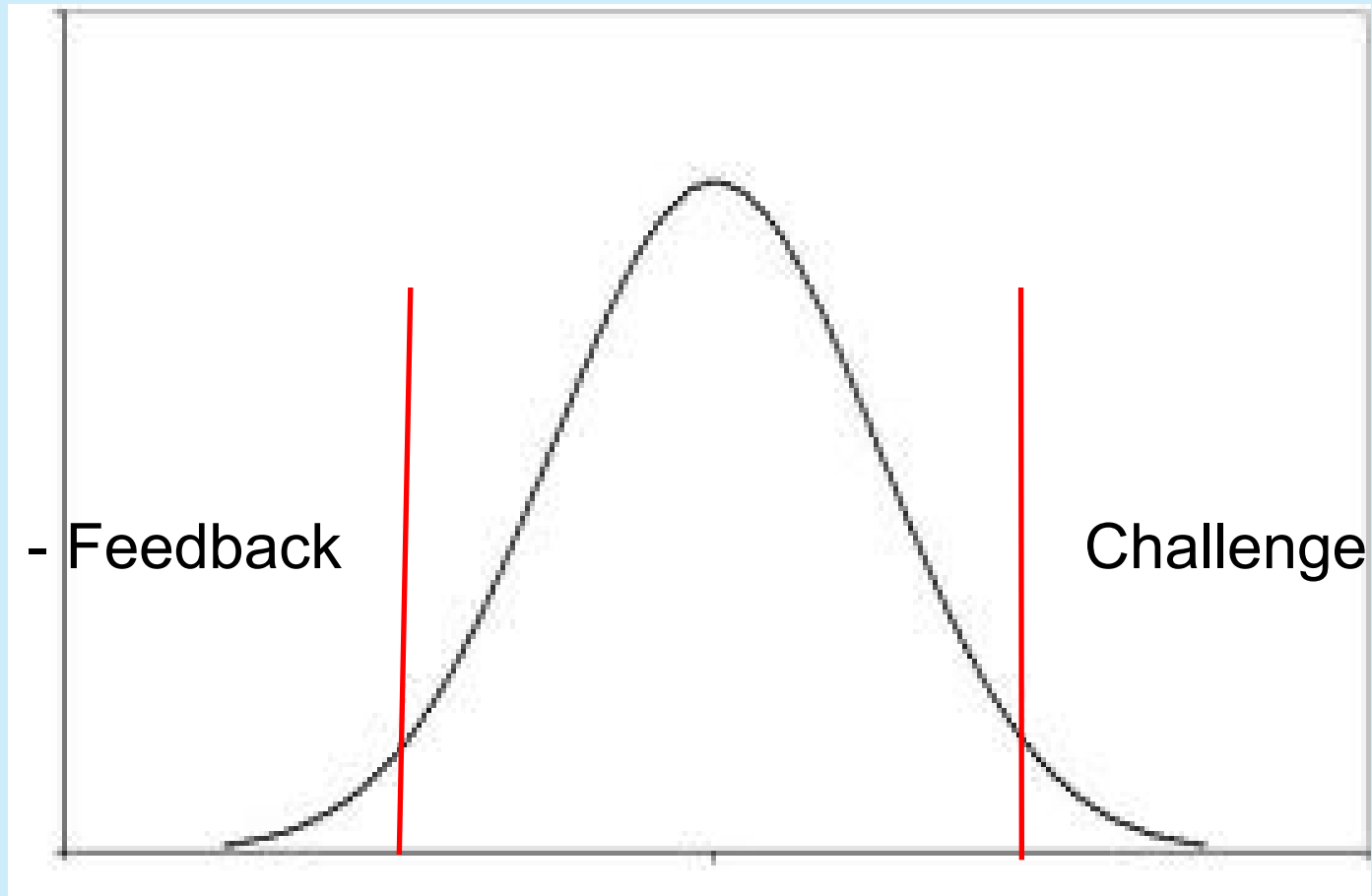
Affinity (like me) bias: leads us to favour people who are like us.

Commonness leads to

Comfort leads to

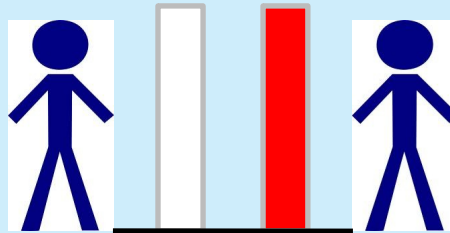
Competence

The Talent Pipeline

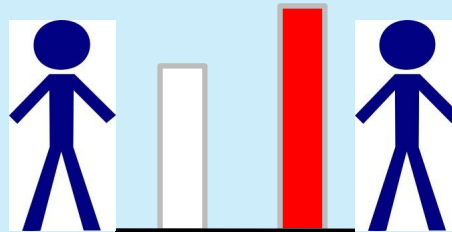


Stereotype Threat: Steele and Aronson (1995)

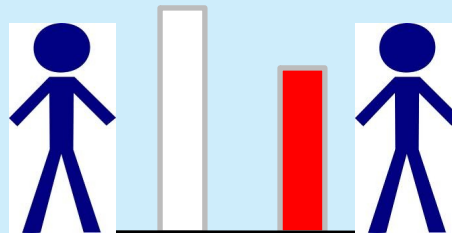
Neutral game



“Natural athletic ability”



“Strategic sports decision making”

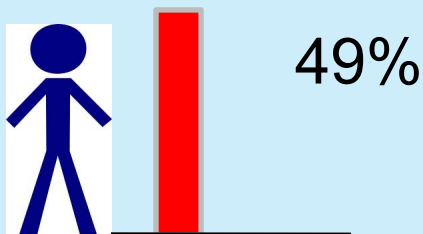


“The more able the employee or candidate, the bigger the effect.”

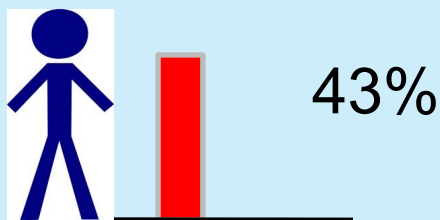
Multiple layers (Shih et. al.)



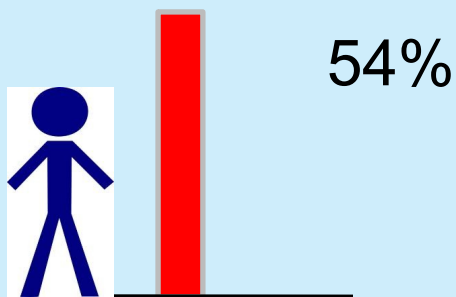
“Neutral”



“Female”



“Asian”



Controlling bias: The Moral Muscle

Replenishment

- Humour
- Sugar
- Simplicity
- Rest
- Cranial stimulation
- Drugs

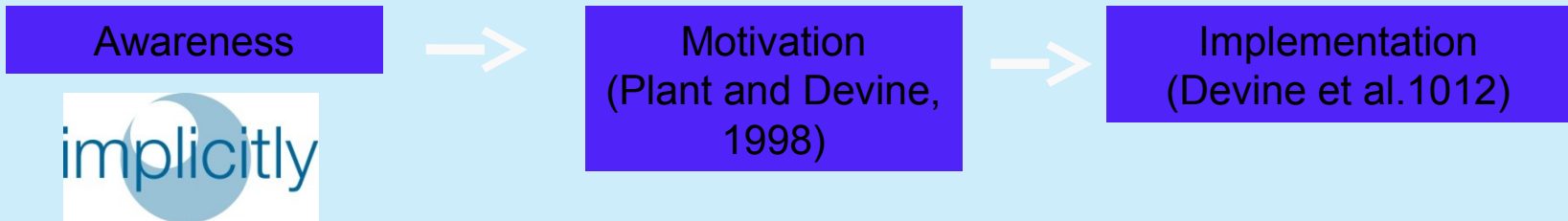
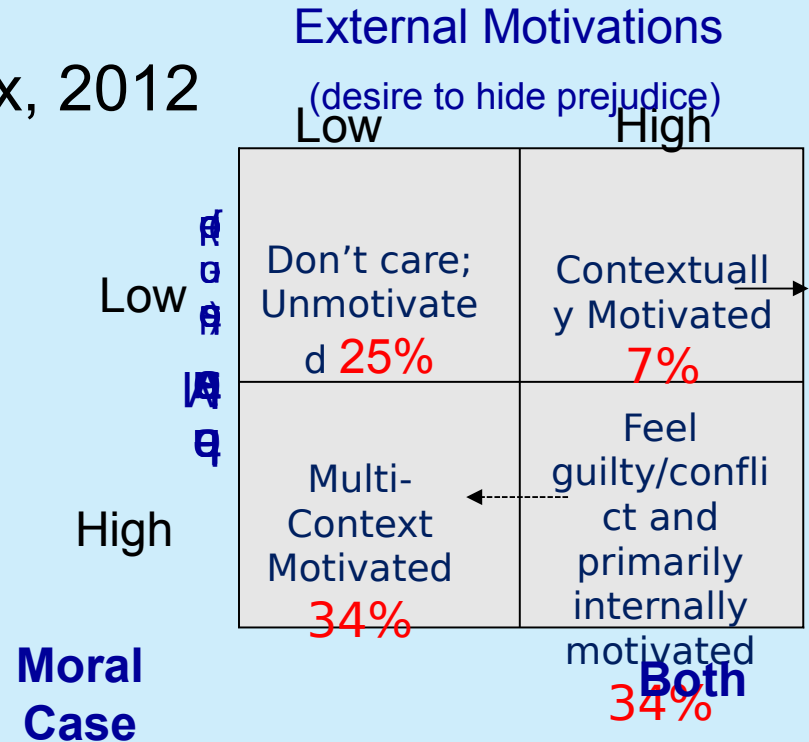


Depletion

- Emotional load
- Bias suppression
- Multiple decisions
- Behavioural demands
- Marriage
- Drugs

A new hope?

Devine, Forscher, Austin, & Cox, 2012



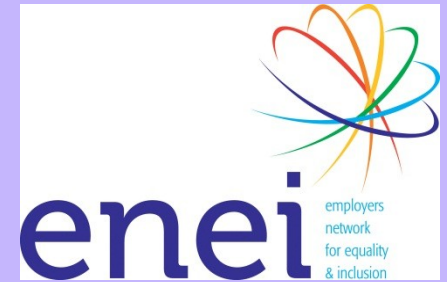
Countering Stereotype Threat

- **Reframing the task or assessment**
- **De-emphasising the threat**
- **Encouraging self-affirmation**
- **Emphasising high standards with assurances about capability**
- **Providing competent role models both at assessment and at work**
- **Emphasising an incremental view of ability or intelligence**

Top 10 UB tips

1. Recognise bias simply as a bad thinking habit and don't beat yourself up
2. Watch for triggers
3. Get tested
4. Extend your networks
5. Attend, Pause, Accept, Consider, Act (APACA)
6. Don't unintentionally reinforce biases
7. Use exemplars and positive role models
8. Have the right ammunition ready
9. Have contact, even if you just imagine it
10. Review documentation and processes

Making a Change



Attitude

How do I feel about it?

Organisational Norms

How will others judge me?

Behavioural Controls

How easy is it?

Intention

When.....



Behaviour

.....I Will

Inspiring others

Questions for you

1. What role does UB/ST play in how STEM teachers treat pupils?
2. How does UB/ST impact decisions on the choice of course and university?
3. How do those decisions affect representation?



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