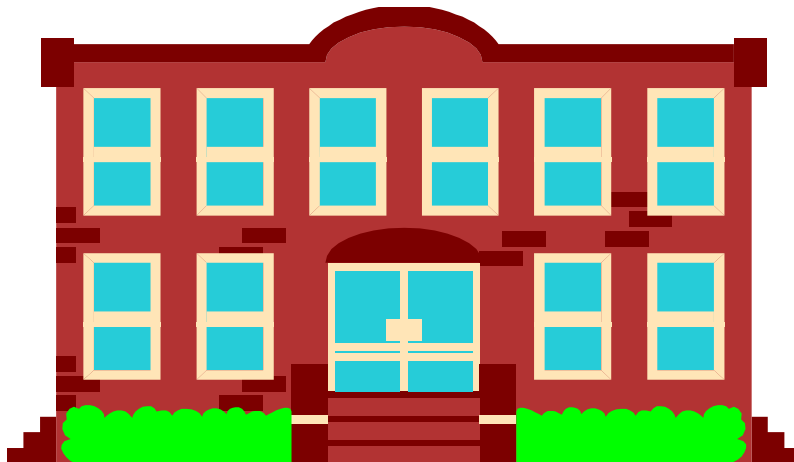


# NON-CONSCIOUS DISCRIMINATION

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2016



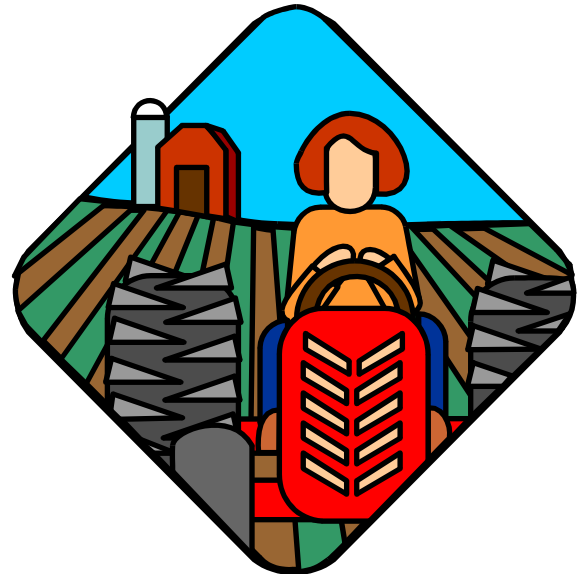
# Blatant Discrimination



- Conscious treatment to exclude
  - Segregation
  - Denying women the right to vote
  - Housing discrimination

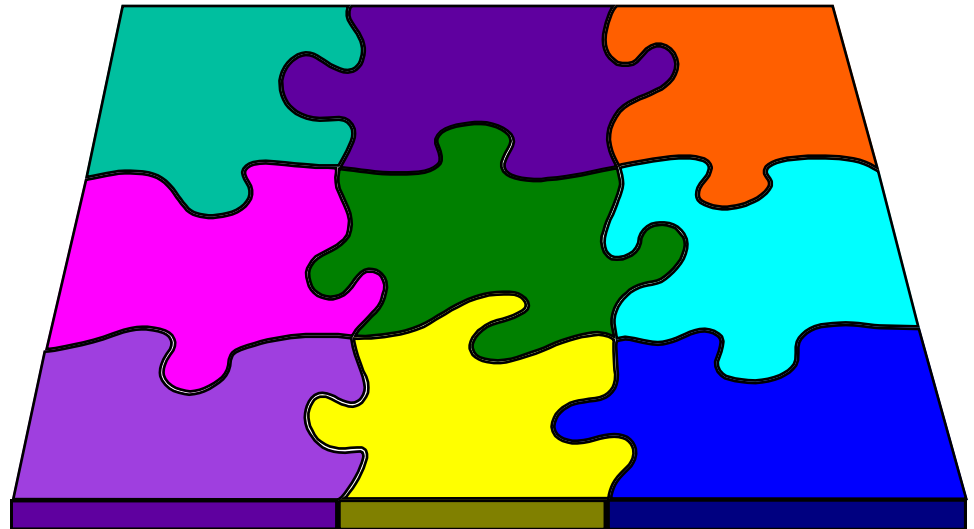
# Blatant Discrimination

- Laws and policies in place
- Consequences
- Less likely
- **DANGER** – consequences do not equal disappearance



# Understanding Non-conscious Discrimination

- How is inequality produced?
- Why is it present?
- What can you do about it?



# Word List

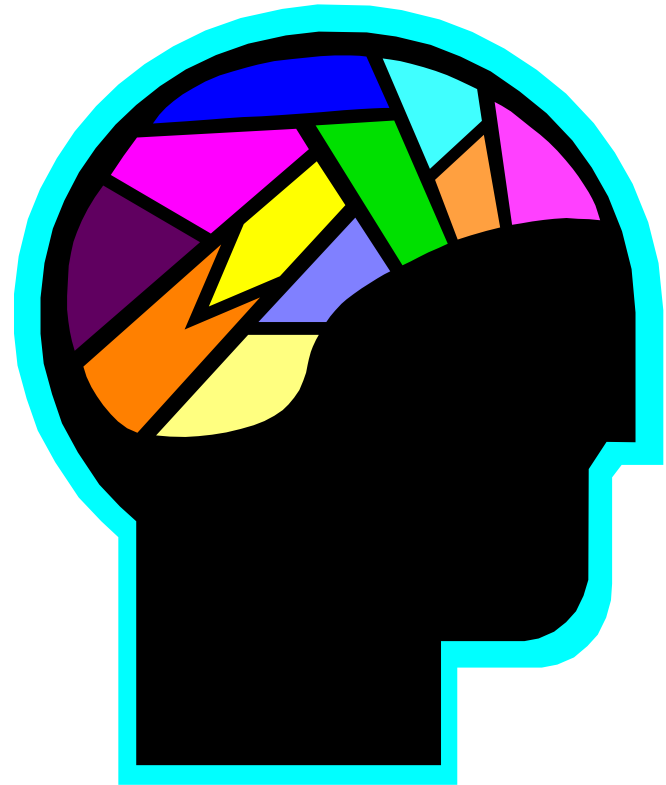
- Ant
- Spider
- Feelers
- Web
- Fly
- Poison
- Slimy
- Crawl
- Bee
- Wing
- Bug
- Small Bite
- Fright
- Wasp
- Creepy

# COGNITIVE PROCESS

- Normal brain process
- The way our brain processes data & experiences
- Because of the way cognitive processes work – non-conscious discrimination occurs **regardless if people intend it or not**

# Cognitive Process

- Short-cuts to make sense of the world around us
  - Social Categorization
  - In-Group Preference
  - Stereotyping
  - Attribution Bias



# Memory

*Maple Ant Poison Fly Stem Berry  
Feelers Slimy Birch Wing Leaves  
Tree Roots Bite Web Bug Small  
Oak Crawl Acorn Wasp Branch  
Insect Bee Willow Fright Spider  
Pine Creepy*

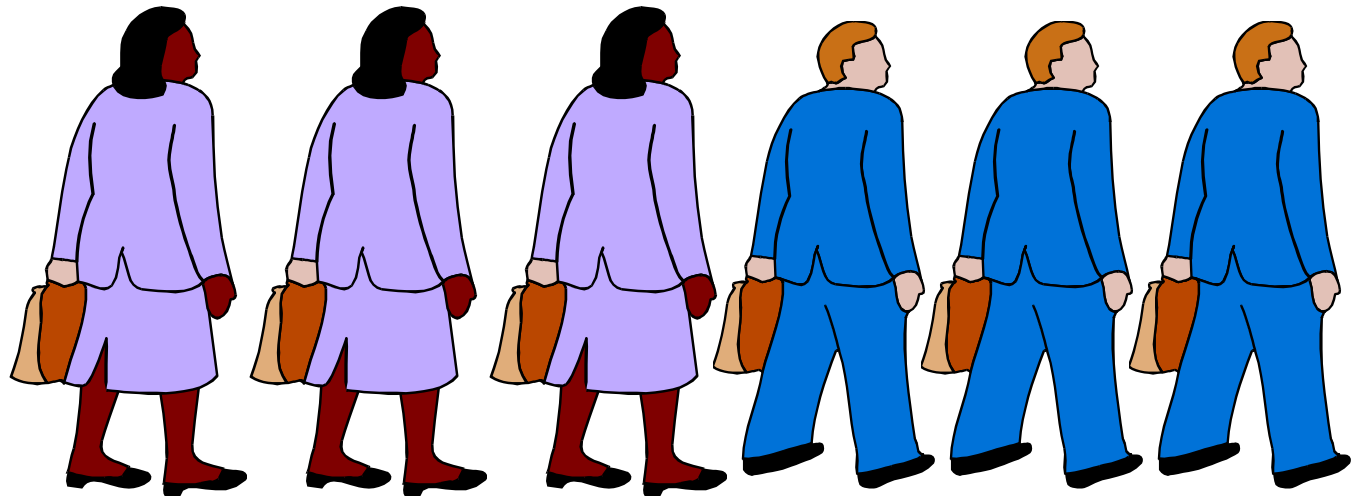


# We ALL do it!

- This is not just an “Anglo’ thing
- **Everyone** does it
  - Operates even when we consciously ascribe to unbiased beliefs and associations
- *Those who estimated their bias as low showed the most biased decision-making*

# SOCIAL CATEGORIZATION

- Two “master status” categories:
  - gender
  - race-ethnicity



# In-Group Preference

- In-group and out-group placement
  - Whom we've been culturally taught to consider as in-group and out-group
  - Socialization
  - Continued exposure to media
  - We unconsciously simplify categorization by ***exaggerating differences*** BETWEEN groups and ***minimizing differences*** WITHIN groups

# In-Group Preference

...results in *distorted perceptions and bias* and leads to non-conscious discrimination

# Unintended Consequences

- Jane Elliot's Brown Eyes Blue Eyes – students tend to fulfill teachers' expectations

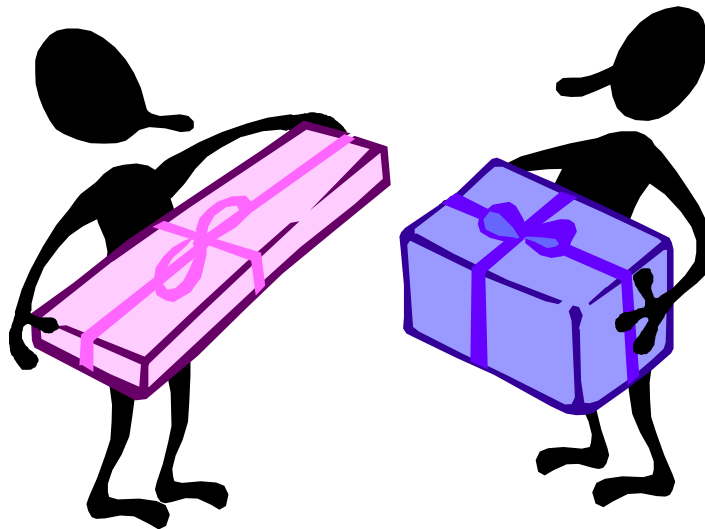


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- When white students are seen as “good students” and students of color or with language barriers as “bad students” = self-fulfilling prophecy

# In-Group Preferencing

People try to avoid outgroup members and favor ingroup members in evaluations and rewards



# In-Group Preferencing is

Primarily the result of in-group preferencing



# Circle of Friends - Exercise



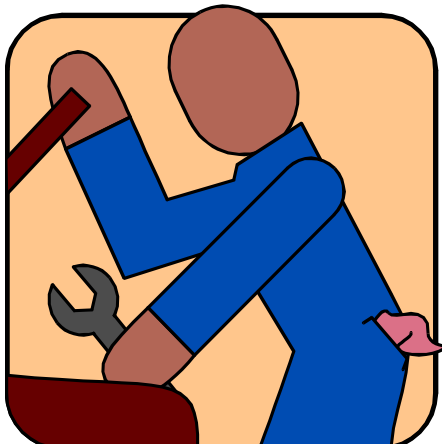


# Circle of Friends Exercise

6 columns and 2 sections

- The Trusted
- Gender
- Race/ethnicity
- Age
- Education
- Disabled (yes/no)

# STEREOTYPING



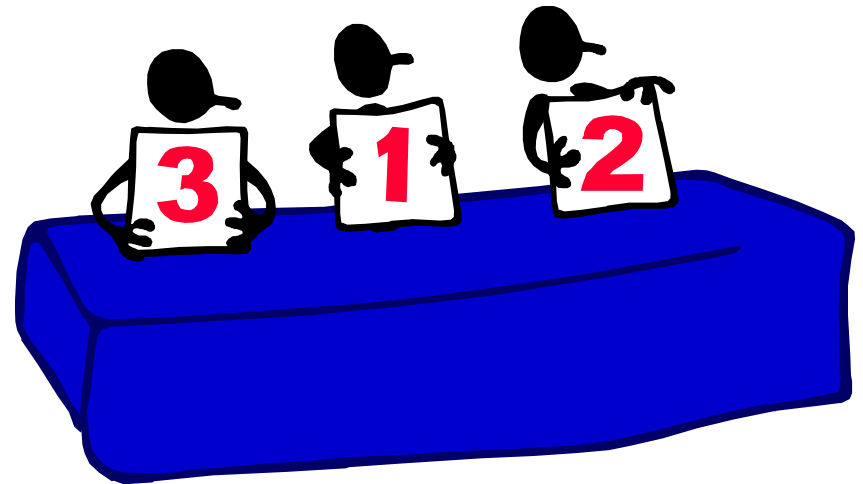
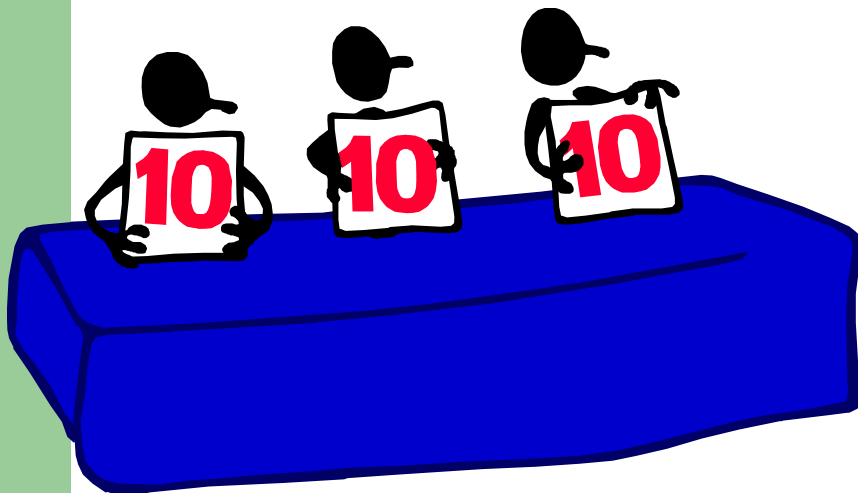
- Research -- **EVERYONE** relies on stereotyping
- “Tells” us how people **are** and **how they are supposed to be**
- Pursue and remember “information” that supports -- **EXPECTATIONS**

# Attribution Bias

- Prejudice based on attributes, characteristics or qualities we associate with people
- Actions conform = ability
- Actions inconsistent = difficult, luck effort...have to make sense of it

# ATTRIBUTION BIAS

- In-group - **expected to succeed**; out-group **expected to fail**
- *Interpretation*, not behavior that becomes cognitive fact



# Attribution Bias



# Attribution Bias



# Recap

- Social Categorization
  - In-Group Preferencing
  - Stereotyping
  - Attribution Bias
- 

# Self-Reflect

What did you learn  
about yourself?

- Examine thinking is less biased than unexamined thinking
- Vow to practice micro-inclusion



# How to Prevent Non-Conscious Discrimination

- Display counter stereotype images
- Intergroup Contact
- Awareness Training
- Act “as if”
- Foster Inclusion
- Accountability
- Community Conversations

# Display Counter-Bias Images

- Put your own cognitive bump in the road

# Doctor



# Doctor



# Scientists





# Engineers



# Intergroup Contact

- Engaging w/people unlike ourselves in meaningful activity
- Possibility for counter-stereotypic experiences

# Awareness Training

- Shining light on non-conscious discrimination makes a difference – can't change what you don't understand



# Act “As If”

- Encourage and motivate people to treat each other with respect
- Acting “as if” we don’t have a bias ...even if we are not aware that we have a bias
- The more we treat w/respect = more + responses
- Likely to get to know each other and biases begin to fade

# Foster Inclusion

- Effort in Grand Island, Hastings, etc – participate
- Invest in one another's success
- Welcoming environment

# Accountability



- When you have to explain your decisions = less bias
- Take the Implicit Bias Test:

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

# Take Aways/Questions

What did you learn?



# References and Resources

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- *Sondra Thiederman, Ph.D.*
- *Blindspot – Hidden Biases of Good People*

# Contact Information

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