OVERVIEW

Goals & Expectations for Today’s Conversation
Impression Formation

• Process of perceiving and understanding another person
  • Multiple “routes”
    • Rapid, automatic
    • Intentional, deliberative
  • Cognitive & motivational biases can lead to inaccurate perceptions and judgments.
It All Begins with Categorization

• “Sorting” the world is fundamental, efficient
It All Begins with Categorization

• Social categorization = categorizing people, based on salient traits/characteristics

• Spontaneous/rapid
  • Subliminal priming studies

• Schema Activation
  • Prior knowledge/beliefs are primed to filter incoming information
Stereotypes

- Mental representations
  - Beliefs about the category
- Socially learned
  - Culture
  - Personal experience
- Complex
  - Positive, negative and neutral
  - Warmth vs. Competence
- Filter perception and information processing
Motivation, Attention & Information Processing

• Default impression formation process = category-based, stereotypic
• Attention is necessary (but not sufficient) to be accurate
• Distraction undermines attention/accuracy
Individuation

When we are motivated AND able, we may go beyond categories & stereotypes to form impressions based on individual traits and characteristics.

• Outcome dependence (Goodwin et al.)
• Feeling responsible (Chen et al.)

BUT....
Unintentional Biases

- Confirmation Biases
- Homophily
- Anchoring/Adjustment Biases
Confirmation Biases

- Selective Attention/Acceptance
  - Notice and believe what “fits” our prior beliefs

- Self-fulfilling Prophecies
  - Elicit behaviors that confirm beliefs
Homophily

- Ingroup favoritism
  - Ratings, resources
  - Social networks
Anchoring & Adjusting

Difficult to correct for initial judgments
Group Decision-making Can Aggravate Biases

- Subjective criteria ➔ noisy evaluations
- Uneven participation ➔ poor information sharing
- Group dynamics ➔ reify intergroup biases
- “Bandwagon” effects ➔ conformity
Interrupting Bias
How Can We Interrupt these Biases?

• Motivation & Accuracy
  • Create accountability
  • Promote responsibility
  • Use consistent rubrics/criteria
    • Calibration
    • Focus on inclusion, not exclusion
How Can We Interrupt these Biases?

• Attention & Accuracy
  • Stop multi-tasking!
  • Afford enough time for complete evaluation
How Can We Interrupt these Biases?

• Group Dynamics
  • Ensure everyone participates
  • Appoint “process advocate”
    • Attend to decision criteria
    • Require evidence
    • Label ingroup preferences, confirmation biases
• Avoid ranking/rating
• Understand bias (Cognitive Bias Codex)
• Speak up!
Q&A

What would you like to know more about?
Speaking Up: How Bystanders can Change the Conversation in STEMM

Responding to Social Bias

Have you ever witnessed social bias — a stereotype, prejudice or discrimination — and wondered, “Why didn’t I say something?”

Deciding whether and how to respond to bias is complicated. Understanding what motivates us to speak up, the challenges we face when doing so, and strategies for effectively responding to bias can help bystanders better evaluate their options. This workshop, presented online via Zoom, will focus on responding in remote working environments. Registrants will be encouraged to participate actively during the workshop.

Tuesday, 12 January 2021
1:00–3:30 pm EST

Register now for this workshop.
THANK YOU

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• Eberhardt, J. L. (2019). *Biased: Uncovering the hidden prejudice that shapes what we see, think, and do*. Viking.


