GETTING TO KNOW YOU:

How Biases Can Shape How We Perceive (and Judge) Others

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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 <u>impressions based on individual traits and characteristics</u>.

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

BUT….

Unintentional Biases

- Confirmation Biases

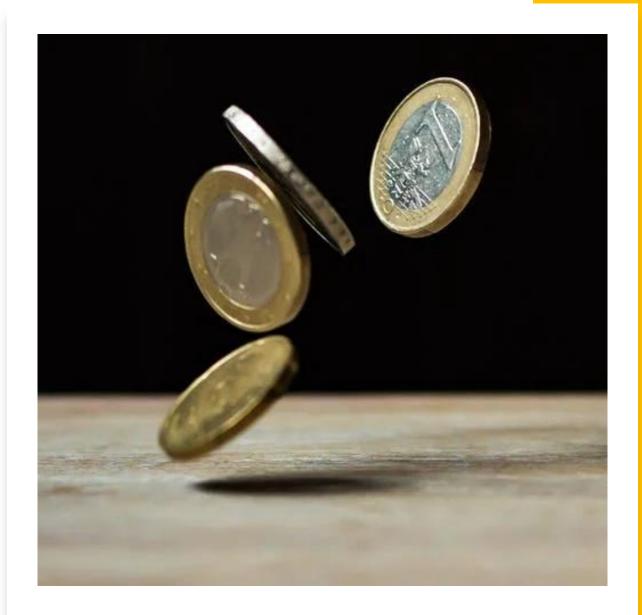- Homophily

- 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

on each of the following | excellent | good | neutral | fair | poor | unable to judge

	excellent	good	neutral	fair	poor	unable to judge
for research productivity						
for attracting outside funding						
for scholarly impact / tenurability						
for interdisciplinary work						
for teaching/mentoring undergraduate and graduate students						
potential to compliment and contribute to department's expertise and						
...gs						
...ed ability/potential to contribute to the diversity mission of the ...nt/university						

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 <u>everyone</u> 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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