

Reducing Discrimination When Bias is Hidden

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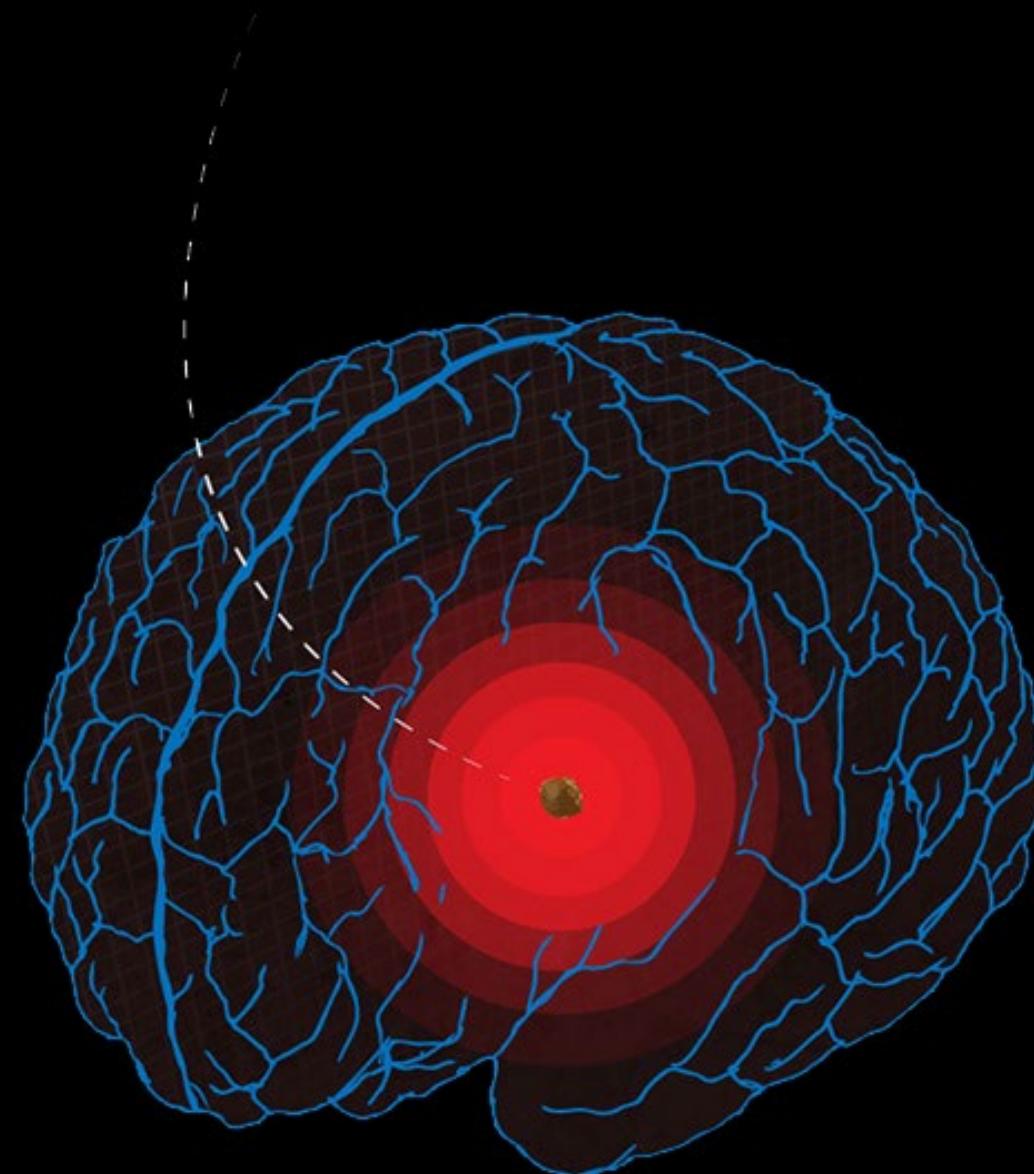
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Reduce Implicit Bias Directly





Research Contest

Goal: Reduce implicit biases preferring White people over Black people

Description:

- 6 studies
- ~23,000 Non-Black participants
- 18 interventions + 1 baseline control
- Interventions = 5 min or less



Project Implicit



18 Interventions to Reduce Implicit Bias

Immediate

9 worked

1-3 days later
0 worked



If I see a Black face,
then I will respond by thinking “good.”

Counterstereotypes



Affirming egalitarian values

Controlling Bias



Values

Imagine you are this person.
Describe how you are feeling.



Perspective-Taking



Reducing Implicit Bias Permanently is Difficult

Short-Term
Malleability

vs.

Long-
Term
Stability

Coda: Changing implicit bias doesn't guarantee a reduction in discrimination

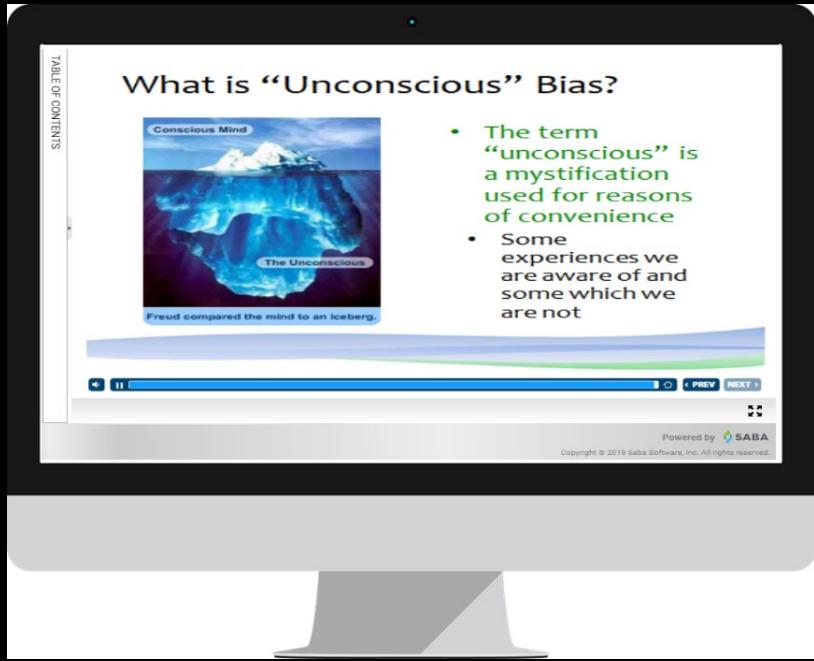
Educate about Implicit Bias



Implicit Bias Training = Teaching about Implicit Bias



Implicit bias training means a lot of things



Narrated PowerPoint slides in an human resources training module



Expert instructors who hold small & intensive workshops

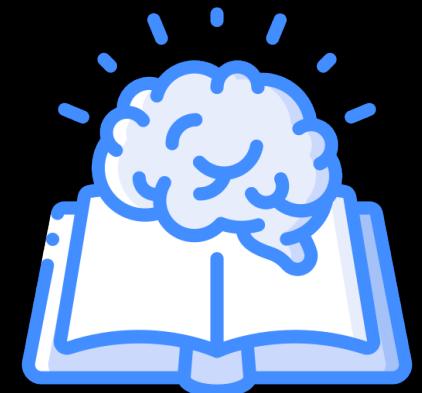


Evidence so far: Small lift, small gain

1 day of education



Consistently changes minds



Inconsistently changes behavior



Carnes et al., 2015; Chang et al., 2019; Devine et al., 2017; Forscher et al., 2017; Moss-Racusin et al., 2016, 2018; Paluck et al., 2021; Stone et al., 2020; Worden et al., 2020

image: Flaticon.com

A scenic coastal road with a guardrail and a car's side mirror in the foreground.

Adding Guardrails to How We Make Decisions





Michael



Michelle



Streetwise



“Why? Because being **streetwise** is more important.”



Michael



Michelle



Formally Educated



“Why? Because being **formally educated** is more important.”

Write out the values that are important for a police chief in advance.

Michael



Michelle



Pick the police chief consistent with those values, regardless of gender



Add Guardrails to How We Make Decisions

Pre-commit to decision-making criteria (Uhlmann & Cohen, 2005)

Focusing on pre-committed criteria (Axt & Lai, 2019)

Structured interviews (Levashina et al., 2014)

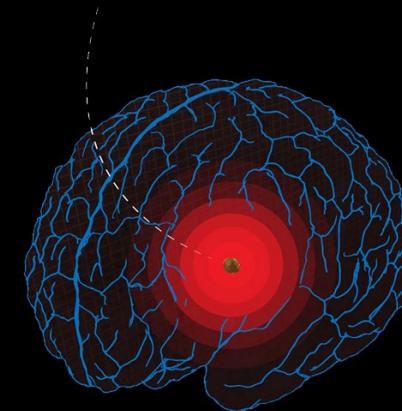
Remove potentially biasing info (Goldin & Rouse 2000)

Evaluate candidates side-by-side (Bohnet et al., 2015)



HOW TO REDUCE DISCRIMINATION

**Reducing implicit bias
has been ineffective**



**Educating about implicit bias
changes minds,
but not necessarily actions**



**Adding guardrails to
decision-making works!**



