

# Reducing Discrimination When Bias is Hidden

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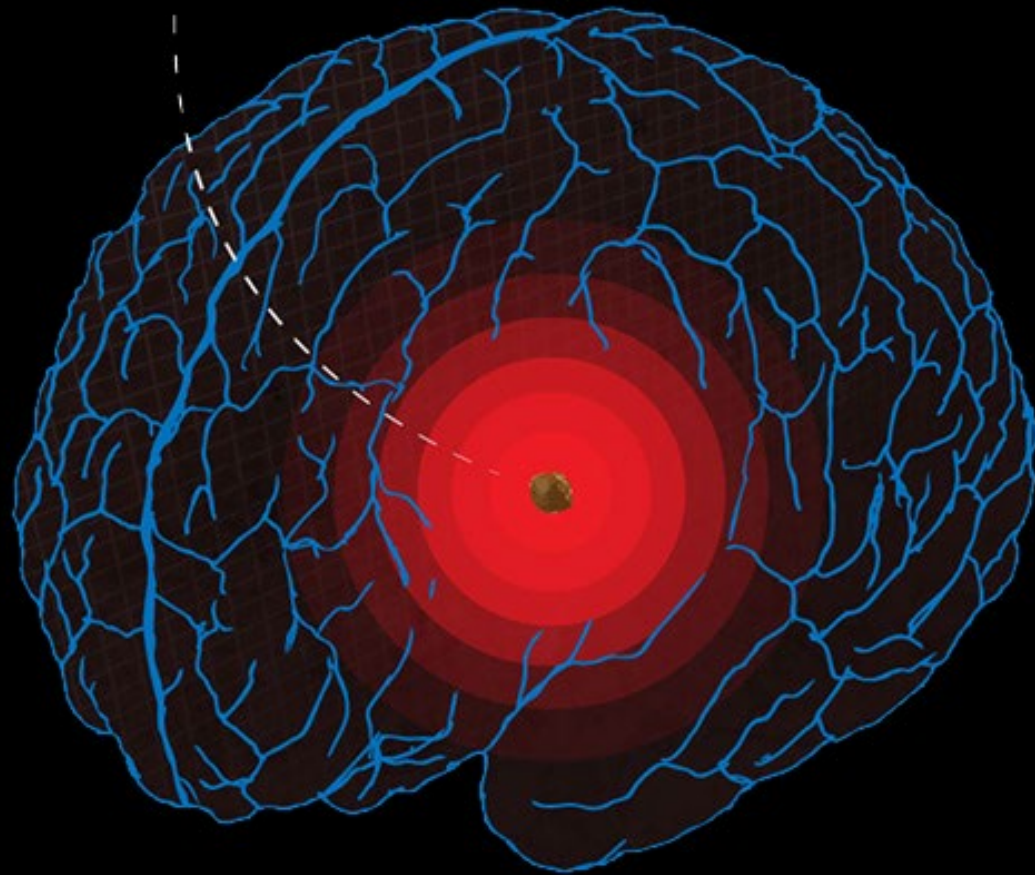
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# Reduce Implicit Bias Directly



# 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



Counterstereotypes



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

Controlling Bias



Affirming egalitarian values

Values



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



Perspective-Taking



# Reducing Implicit Bias Permanently is Difficult

A red starburst shape with multiple points, containing the text 'Short-Term Malleability' in white.

**Short-Term  
Malleability**

**vs.**

A blue pentagon shape with a flat bottom, containing the text 'Long-Term Stability' in white.

**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

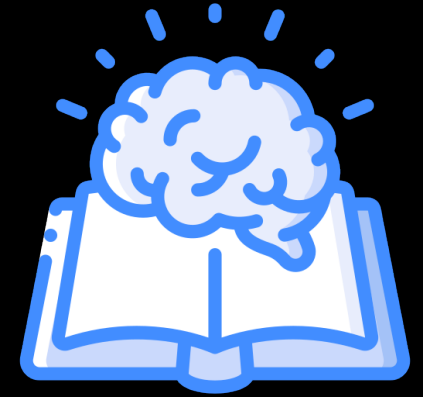


# Evidence so far: Small lift, small gain

1 day of  
education



Consistently  
changes minds



Inconsistently  
changes behavior





# Adding Guardrails to How We Make Decisions





Michael



Streetwise

Michelle



Formally Educated



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

Michael



Formally Educated



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

Michelle



Streetwise



**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)

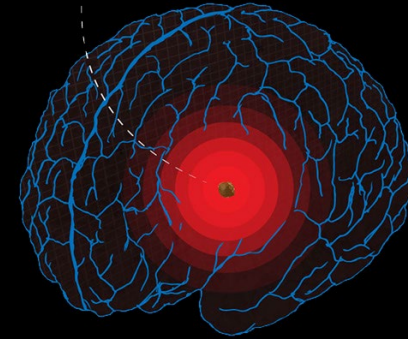
**Structured interviews** (Levashina et al., 2014)

**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!**





