Implicit Association Test (IAT)

- Project Implicit – take the test
  - https://implicit.harvard.edu/implicit/
  - Project Implicit – Social Attitudes
  - Continue as Guest
  - Select: Gender-Career IAT

- Answer quickly
Unconscious Bias
What is it?
How to address it?

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Objectives

1. Understand what implicit bias means
2. Recognize that we all have implicit biases
3. Understand how implicit bias may influence our decisions
4. Learn some strategies to reduce the effect of implicit biases
IAT Test

Percent of web respondents with each score

Strong automatic association of Male with Career and Female with Family  24%
Moderate automatic association of Male with Career and Female with Family  32%
Slight automatic association of Male with Career and Female with Family  19%
Little to no automatic preference between gender and family or career  17%
Slight automatic association of Male with Family and Female with Career  5%
Moderate automatic association of Male with Family and Female with Career  3%
Strong automatic association of Male with Family and Female with Career  1%

This distribution summarizes 846,020 IAT scores for the Gender-Career task completed between January 2005 and December 2015.
What is Implicit Bias?

- **Implicit bias** refers to the brain’s automatic, instant association of stereotypes or attitudes toward particular groups, without our conscious awareness.
Stereotypes

http://web.jhu.edu/dlc/resources/diversity_wheel/index.html
Exercise: Cultural Groups

• What are your cultural groups?

• “… groups of people who consciously or unconsciously share identifiable values, norms, symbols, and some ways of living that are repeated and transmitted from one generation to another.”

• Five Circles Exercise:
Schemas

• **Definition**
  - Mental shortcuts
  - Organize & categorize information
  - Automatic

• **Example**
  - 4 equal-sided shapes
Schemas

Helpful in some situations, but ... ... can lead to discriminatory behaviors and inequity.

ASOK, THIS IS ALBERT. HE’S OLD BUT WE NEED TO CALL HIM MATURE.

EXPLAIN TO HIM WHAT THE COMPUTERS ARE, BUT DON’T LET HIM TOUCH ANYTHING. THE ELDERLY LIKE TO FIDDLE.

I WAS A CHIP DESIGNER IN MY LAST JOB.

REALLY? CHOCOLATE OR POKER?

DILBERT © 2006 Scott Adams. Used By permission of ANDREWS MCMEEL SYNDICATION. All rights reserved.
Everyone Has Schemas and Implicit Biases

- Preference for a certain group
- Dislike for a certain group
- Outside our awareness
- Based on stereotypes and attitudes
- Usually developed early in life
- Tend to strengthen over time
Stereotypes in the Media

Depictions of Poverty: Black Families

- Network News: 80%
- News Magazines: 60%
- Actual Poor: 20%

Stereotypes in the Media

Attitudes Evolve Over Time

• Homophobic?
• Transphobic?
• Lesbophobic?
• Sexist?
• Misogynistic?
• Racist?
• Fat shaming?
Misjudging Size / Threat

Participants judged black men to be larger, stronger and more muscular than white men, even though they were actually the same size. Participants also believed that the black men were more capable of causing harm in a hypothetical altercation and, troublingly, that police would be more justified in using force to subdue them, even if the men were unarmed.

Misjudging Age / Culpability

“Black felony suspects were thought to be 4.59 years older than they actually were, meaning that boys would be misperceived as legal adults at approximately the age of thirteen and a half years. The researchers found the implicit dehumanization of Black youth predicted the degree to which their age was overestimated and how culpable they were perceived to be.”
Figure 1. Mean Use of Force Rates per 100,000 Residents, by Citizen Race/Ethnicity

THE SCIENCE OF JUSTICE
RACE, ARRESTS, AND POLICE USE OF FORCE

Unequal Medical Treatment

- High levels of bias leads to less friendly & lower patient satisfaction
- Differential interpretation of clinical presentation (e.g. cardiac patients)
- Differential treatment recommendations (e.g. painkillers, antiretroviral)
Unequal Gender Treatment

- Parents tend to talk to girl babies more than boy babies
- Mothers overestimate the crawling ability of their sons and underestimate the crawling ability of their daughters
- Mothers spend more time comforting and hugging infant girls and more time watching infant boys play by themselves
Heidi / Howard Roizen Study

• Case study re real-life entrepreneur named Heidi Roizen
• Used her “outgoing personality ... and vast personal and professional network [that] included many of the most powerful business leaders in the technology sector.”

• Ratings:
  • Equally competent
  • Both were respected

2003 Study by Columbia Business School and NYU
Unequal Gender Treatment in the Workplace

• Men are promoted based on potential, while women are promoted based on past accomplishments*

• Promoting self:
  • Men can claim credit, so long as it’s not arrogant
  • Women who explain why they are qualified can lower chances of being hired

• Helping out:
  • When a man helps a colleague, the recipient feels indebted to him and is highly likely to return the favor.
  • When a woman helps, the feeling of indebtedness is weaker.

• Not helping out:
  • When a man doesn’t help, he suffers no cost
  • When a woman doesn’t help, she receives less favorable reviews and fewer rewards

Challenges Unique to Legal Profession

• Barriers to change:
  • Very risk averse
  • We think we’re a meritocracy
  • We think our education / intelligence immunizes us

• “Optics”:
Implicit Bias is ...

<table>
<thead>
<tr>
<th>Increased by</th>
<th>NOT reduced by</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ stress</td>
<td>✗ good intentions</td>
</tr>
<tr>
<td>✔ time pressure</td>
<td>✗ someone else telling you to reduce your bias</td>
</tr>
<tr>
<td>✔ multi-tasking</td>
<td>✗ suppressing bias</td>
</tr>
<tr>
<td>✔ lack of clear criteria for decision-making</td>
<td>✗ avoiding people from other groups</td>
</tr>
<tr>
<td>✔ ambiguous or incomplete information</td>
<td>✗ thinking you don’t have bias</td>
</tr>
<tr>
<td>✔ lack of familiarity with group</td>
<td></td>
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</tbody>
</table>
Implicit Bias Activity
Getting Rid of Biases

- Stereotype replacement
- Individuation
- Perspective-taking
- Empathy
- Increase opportunities for contact
Countering Implicit Bias

- Do not assume objectivity
- Clear and fair criteria
- Create “identity blind” evaluation mechanisms
- Decrease time pressure
- Examine incentives

Hiring
Performance Evaluation and Promotions
Mentoring / Advising / Opportunities
Wrap-up

• Biases – we all have them

• To address them:
  1. Awareness – opens our eyes to bias, but does not prevent bias
  2. Systemic bias interrupters
  3. Incentives to use systemic bias interrupters
Thanks!

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