Tacking Unconscious Bias in the NHS

"Why can't you be more like me"

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Learning Model

Change

Awareness

Unconscious Incompetence

Conscious Incompetence

Unconscious Competence

Conscious Competence

Habit

Training
Social Identity Theory


Social Identity is a person's sense of who they are based upon their group membership.
Social Identity Theory

• Derive Social Identity from groups
  – Sense of belonging (family, town, race, politics, sexuality...)  
  – Pride and Self Esteem
• Social Categorization
  – Them and Us
  – In-group and Out-group
• Enhance self image
  – Enhance in-groups status
  – Discriminate against out-groups
• Stereotyping
  – Exaggerate difference between groups
  – Exaggerate similarities in same group
• Prejudice
  – Preconceived unfavourable judgements
What is Bias?

- Inclination or prejudice for or against one person or group, especially in a way considered to be unfair – Oxford Dictionary
- Often supporting or opposing a particular person or thing in an unfair way by allowing personal opinions to influence your judgment - Cambridge Dictionary
First Impressions

Pick two people you might sit next to
Pick two people you might not sit next to
Everyone has Unconscious Bias

- 60% of CEOs over 6 ft (14% of population)
- Our choices favour our dominant side (left handed or right handed)
- When teachers ask a question they are more likely to ask a boy to answer it
- Car Salesmen favour white men, white women, black women, black men
- English names on CVs are 50% more likely to get interview than non English names
- 51% HR professionals are biased against overweight women
- 37% of HR professionals biased against men
- Interview candidates who sat next to overweight people treated less positively
- Different accent results in factual information being less trusted.
Gender Difference

- Discuss
  - Men’s Strengths and Weaknesses
  - Women’s Strengths and Weaknesses
- Group discussion
  - Gender Stereotypes video
What are Stereotypes

- A widely held but fixed and oversimplified image or idea of a particular type of person or thing - Oxford Dictionary
- A fixed idea that people have about what someone or something is like, especially an idea that is wrong – Cambridge Dictionary
- What people call “stereotypes” are what scientists call “empirical generalisations.
So many Stereotypes Exercise

• Write down the first three words or phrases that come to mind when you think about each topic.
• Notice whether those words or phrases project a positive or negative stereotype.

- English Tourist
- Engineer
- Rich Kid
- Africa
- Transvestite
All Stereotypes are True

• Men are taller than women
• Women are fatter than men
• Black men run faster than White men
• Asians people are better at maths
• But... Stereotypes are not always true for all people – not even true for the majority
Unconscious Bias and Hidden Prejudice

Where Do Our Attitudes And Beliefs Come From?
Personality and Bias

Role_1 | Role_2 | Role_3 | Role_4 | Role_5 | Role_n

Knowledge | Experience | Knowledge | Experience | Knowledge | Experience

Attitudes | Beliefs

Personality Trait

Personality Trait
Five Big Personality Traits

• **Openness**
  – inventive/curious vs consistent/cautious

• **Conscientiousness**
  – efficient/organised vs easy-going/careless

• **Extraversion**
  – outgoing/energetic vs solitary/reserved

• **Agreeableness**
  – friendly/compassionate vs cold/unkind

• **Neuroticism**
  – sensitive/nervous vs secure/confident
Compare these two people

• Person 1
  – Powerful, Assertive, Decisive, Competitive, Focused, Risk Taker
• Person 2
  – Cautious, Caring, Emotional, Supportive, Nurturing, Compassionate
• The description becomes positive or negative depending on the gender of the person

GenderSpeaker.com
What Makes You Think That?

Who or what informs your views about race, disability, sex, sexuality, gender identity, age, social class, etc...

Where does your knowledge and experience come from?
What Makes You Think That?

Parents - Family
Television – Films - Internet
School – College – Community
Friends – Work Colleagues
Books - Magazines - Games
Advertising - Promotions- Marketing
How does Unconscious Bias impact:

Staff Relationships
Service User Relationships
What happens if you do not like someone?

<table>
<thead>
<tr>
<th>Your Behaviour</th>
<th>Their Behaviour</th>
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</thead>
<tbody>
<tr>
<td>• Avoidance</td>
<td>• Encourages hostility in others</td>
</tr>
<tr>
<td>• Less eye contact</td>
<td>• More likely to have complaints</td>
</tr>
<tr>
<td>• Shorter communications</td>
<td>• Reduced cooperation</td>
</tr>
<tr>
<td>• Smile less</td>
<td>• Negative body language</td>
</tr>
<tr>
<td>• Listen less</td>
<td>• Entrenched positions</td>
</tr>
<tr>
<td>• Poor rapport</td>
<td></td>
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<td>• Slower follow up</td>
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Impact on staff relationships

- Favouritism
- Raises or lowers expectations
- Rapport
- Motivation
- Exclusion/inclusion
- In-group versus out-group
- Gossip and bullying
- Discrimination claims
Bias-Busting Tips

- Remember we all have biases – positive and negative
- Become aware/conscious of your biases
- Focus on changing behaviour – not people
- Look for examples that contradict your personal biases
- Take your time with people decisions
- Improve Rapport skills
- Be inquisitive about people who are different
- Don’t make assumptions especially those based on stereotypes
- Easier to address conscious Bias
- Relax and don’t stress about your biases
- Take Implicit Association Tests - Demonstration
  - https://implicit.harvard.edu/implicit
Implicit Association Tests
https://implicit.harvard.edu/implicit/

Male  Female
Implicit Association Tests
https://implicit.harvard.edu/implicit/

Male

Female

Julie
Implicit Association Tests
https://implicit.harvard.edu/implicit/

Male  Female

Ben
Implicit Association Tests
https://implicit.harvard.edu/implicit/

Male

Female

Duncan
Implicit Association Tests
https://implicit.harvard.edu/implicit/

Career

Family
Implicit Association Tests
https://implicit.harvard.edu/implicit/

Career

Salary

Family
Implicit Association Tests
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Career

Family

Children
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Career

Family

Relatives
Implicit Association Tests
https://implicit.harvard.edu/implicit/

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Male  Female
Family  Career

Corporation
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Male

Family

Female

Career

Corporation

X
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Male

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