Bias Busting Strategies for Individuals

Find out what strategies and actions you can take to counteract implicit bias.

You can take action against implicit bias on three levels:

- **Institutional**
- **Interpersonal**
- **Individual**

Implicit bias is the unconscious, automatic tendency to associate certain roles or traits with one social group more than another.

What Can We Do as Individuals?

**Practice replacing biased responses**

1. **Notice the bias**
   - "Women aren’t good at tech"

2. **Reflect**
   - Why did I think that?

3. **Replace the stereotype**
   - "Can you help me with this technical problem?"

Recognize when your response is based on biases or stereotypes, and reflect on why it occurred. How could this be avoided in the future?

**Consider examples that challenge gender biases**

Think of examples of people who don’t fit common stereotypes.

(e.g. business leaders, people in your networks, famous people)

**Find out what makes others unique**

Prevent biases from influencing your views by learning about people from different groups.

Learning what makes someone unique can override implicit biases.

**Stay motivated**

Acknowledge the effects of bias and discrimination and actively work to set them aside.

Reflect on why it’s important that people are treated fairly and with respect.

The actions suggested here are just a few examples of steps you can take. Learn more about implicit bias, what you can do to combat it, and our research in our white paper series and on our website: http://successinstem.ca/
Findings & References

1. Regulating your own biased responses can facilitate the reduction of bias.

2. Exposure to counterstereotypic examples effectively weakens stereotypes held about a given group.

3. Getting to know more about people as individuals helps us evaluate members of different social groups based on personal, rather than group-based, attributes.

4. Being motivated to set biases aside predicts more equitable decisions and outcome for groups who would otherwise be disadvantaged by implicit bias.


About Engendering Success in STEM (ESS)

Engendering Success in STEM (ESS) is a research partnership focused on evidence-based solutions. The shared goal of our research is to foster women’s inclusion and success in STEM (Science, Technology, Engineering, and Math). We bring together social scientists, STEM experts, and stakeholders in STEM industry and education to use an evidence-based approach to break down the biases girls and women face on their pathway to success.

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