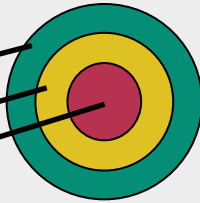


Find out what **strategies** (🎯) and **actions** (👤) you can take to counteract **implicit bias**⁵.

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.⁶

What Can We Do as Individuals?

Practice replacing biased responses¹

Notice the bias



Reflect



Replace the stereotype



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 biases²

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 unique³

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

Learning what makes someone unique can override implicit biases. (👤)



Stay motivated⁴

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. (👤)

Values can motivate you to overcome your biases



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.

Devine, P. G., Forscher, P. S., Austin, A. J., & Cox, W. T. (2012). Long-term reduction in implicit race bias: A prejudice habit-breaking intervention. *Journal of Experimental Social Psychology, 48*(6), 1267-1278.

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

Dasgupta, N., & Asgari, S. (2004). Seeing is believing: Exposure to counterstereotypic women leaders and its effect on the malleability of automatic gender stereotyping. *Journal of Experimental Social Psychology, 40*(5), 642-658

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.

Pettigrew, T. F., & Tropp, L. R. (2008). How does intergroup contact reduce prejudice? Meta analytic tests of three mediators. *European Journal of Social Psychology, 38*(6), 922-934.

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

5. Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: Attitudes, self-esteem, and stereotypes. *Psychological Review, 102*, 4–27.

6. Nosek, B. A., Smyth, F. L., Hansen, J. J., Devos, T., Lindner, N. M., Ranganath, K. A., ... & Banaji, M. R. (2007). Pervasiveness and correlates of implicit attitudes and stereotypes. *European Review of Social Psychology, 18*(1), 36-88.

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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