



Project Implicit® Education Session Outline

PERCEPTUAL, SOCIAL, & DECISION-MAKING BIASES

Our past experiences and the current situation guide basic perception.

Research in the psychological and behavioral sciences shows that mental processes outside of awareness influence how we understand reality. In this section, the facilitator demonstrates that even our most basic perceptual processes do not always reflect what we know to be real. Through a series of optical and auditory illusions, this first section “breaks the ice” and sparks conversation about the limits of conscious experience.

MEASURING AND UNDERSTANDING BIAS

Assumptions about social groups arise in our minds even if we do not agree with them.

In this section, the facilitator demonstrates how unwanted beliefs and expectations influence decision-making and behavior. Using examples relevant to the specific audience, the facilitator unpacks how group-based biases in judgment and decision-making may influence our thoughts and behaviors. This section includes an interactive demonstration of the Implicit Association Test (IAT), the most commonly used measure of implicit bias.

REDUCING THE IMPACT OF BIAS

We can mitigate the impact of unwanted biases. It is not enough to be made aware that biases exist; we must also act to prevent their influence on our decision-making and behavior. To close the session, the facilitator outlines evidence-based steps that individuals and organizations can take to mitigate the impact of unwanted biases in order to reduce disparity and improve decision-making.

