WHAT FACTORS INCREASE THE EFFECTIVENESS OF IMPLICIT BIAS TRAINING?

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NIH Panel Discussion – September 27, 2021
OBSERVATIONS

→ In most other domains, we do not use “training” to change behaviors

→ Many biases are quite explicit

→ The term “Implicit Bias Training” is used to describe very different activities
FIVE FACTORS THAT INCREASE THE EFFECTIVENESS OF IMPLICIT BIAS TRAINING
FACTOR #1

Does the training go “beyond” implicit bias (i.e., beyond the construct measured by the “Implicit Association Test”)?

→ Bias literacy (Carnes et al., 2015)

→ Specific, easy-to-implement strategies to overcome bias (Devine et al., 2017)
FACTOR #2

Does the training communicate messages that training participants are receptive to?

What doesn’t work:

→ Blaming people for poor race relations, making them feel guilty, telling them that they are racist, attributing their success to “White privilege”

What works:

→ Talking about the obstacles faced by members of marginalized groups
→ Communicating that for everyone there are certain groups toward whom they can be more inclusive

FACTOR #3

Does the training focus on behaviors to be changed?

→ Does it communicate clearly what types of discriminatory behaviors people should not engage in?

→ Does it communicate clearly what types of inclusive behaviors people should engage in?

→ Do training participants feel empowered afterwards? [”self-efficacy”]
FACTOR #4

Does the training communicate a social norm of non-discrimination and inclusion?

→ Does it make obvious that the leadership and the institution consider diversity and inclusion to be core values?

→ Is it being said that most people are concerned about discrimination and systemic injustice and support the institution’s pro-diversity initiatives?
FACTOR #5

Is the training tailored toward a specific “target audience?”

→ One size fits all approaches don’t work

→ Need to find out from members of marginalized groups in your institution what needs to change so that they feel more included

→ Need to find out from members of non-marginalized groups in your institution what needs to happen so that these changes are implemented
ALTERNATIVE APPROACHES

Social norms approaches (Murrar et al., 2020, *Nature Human Behavior*)

Thank you!

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