

Implicit Association Test (IAT)



Project Implicit

- “measures the strength of associations between concepts (e.g., black people, gay people) and evaluations (e.g., good, bad) or stereotypes (e.g., athletic, clumsy).”
 1. Sorted concepts (Black People, White People) to either side of the screen
 2. Sorted evaluations (Good, Bad) to either side of the screen
 3. Sorted concepts and evaluations (e.g., left side is Black/Good, right side is White/Bad)
 4. Just concepts switch sides (e.g., left side White/Good, right side Black/Bad)
 5. Concept/evaluation pairs from part 4 switch sides (e.g., left side White/Good, right side is Black/Bad)
- Over 5 million people have taken the test
- **70% of white people taking the test prefer white people, 50% of Black people taking the test prefer white people**

How to overcome our biases? Walk boldly toward them



Vernā Myers
(diversity advocate)

1. Accept that you hold biases
2. Expand your social and professional circles to include people who don't look like you
 1. The more we associate, in this case, Black people with positive experiences, the less you'll have a negative, involuntary reaction or association with them
3. Call out others if they say something racist, bigoted, etc.
 1. These biases and stereotypes continue to persist because they don't get addressed

Color blind or color brave?



Mellody Hobson
(investment expert)

- **“be comfortable with the uncomfortable conversation about race”**
- **“our businesses and our products and our science, our research, all of that will be better with greater diversity”**
 - Phillips, Katherine W., et al. “Is the Pain Worth the Gain? The Advantages and Liabilities of Agreeing With Socially Distinct Newcomers.” *Personality and Social Psychology Bulletin*, vol. 35, no. 3, Mar. 2009, pp. 336–350, doi:[10.1177/0146167208328062](https://doi.org/10.1177/0146167208328062).
 - <https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/is-there-a-payoff-from-top-team-diversity>
- **“Invite people into your life who don't look like you, don't think like you, don't act like you, don't come from where you come from”**

Key Takeaways

- We all have biases but it's important to acknowledge them, so that you can work to dismantle them
- Implicit biases can have very serious consequences
 - People with “white-sounding” names are hired at a higher rate than people with “Black-sounding” names
 - Kang, Sonia K., et al. “Whitened Résumés: Race and Self-Presentation in the Labor Market.” *Administrative Science Quarterly*, vol. 61, no. 3, Sept. 2016, pp. 469–502, doi:10.1177/0001839216639577.
 - Black people are more likely to be killed by police than white people
 - *PNAS*, **2019**, *116*, 16793-16798

Some resources

- NOBCChE (National Organization of Black Chemists and Chemical Engineers)

<https://www.nobcche.org/>

- Donate:

https://nobcche.memberclicks.net/index.php?option=com_mcform&view=ngforms&id=10320#/

- IU Chapter: <https://beinvolved.indiana.edu/organization/nobcche>



National Organization for the Professional Advancement
of Black Chemists and Chemical Engineers

- Black in X <https://www.blackinx.org/>

- Platform to connect and highlight Black professionals

- Black in Chemistry <https://blackinchem.org/>

- Donate: <https://blackinchem.org/donate>



- Black Lives Matter Bloomington <https://blm.btown-in.org/>

- Local activism group supporting the Black community of Bloomington, IN

- Donate: Venmo @BLM-BTOWN

