

USC Diversity, Equity and Inclusion Week



Understanding Implicit Bias with Bryant Marks, Ph.D

Tuesday, March 9, 5PM-6:30PM

[Click here to RSVP](#)

Thursday, March 11, 5PM-6:30PM

[Click here to RSVP](#)

Research has revealed that many Americans show a positive implicit bias toward White Americans vs. African Americans, young vs. old and fit vs. obese. Showing a preference for or against any particular group does not mean that a person is prejudiced or will discriminate, but it does suggest that s/he has been repeatedly exposed to certain associations between specific groups and specific traits/characteristics and have stored them in memory. These associations are often very strong and difficult to undue without deliberate effort or ongoing training. It is possible, however, to implement practices or policies that reduce the likelihood that implicitly biased beliefs will lead to biased behaviors. This training will introduce participants to the concept of implicit bias and what it looks like in the real world. Discussions will cover sources and causes of implicit bias, how it is measured, how it affects individuals and how it affects the attitudes and behaviors of the target group. Participants will then be given tools and strategies for considering how can implicit bias be reduced/managed at the individual and institutional levels.

(Repeated session on March 11)



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