



WHAT FACTORS INCREASE THE EFFECTIVENESS OF IMPLICIT BIAS TRAINING?

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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

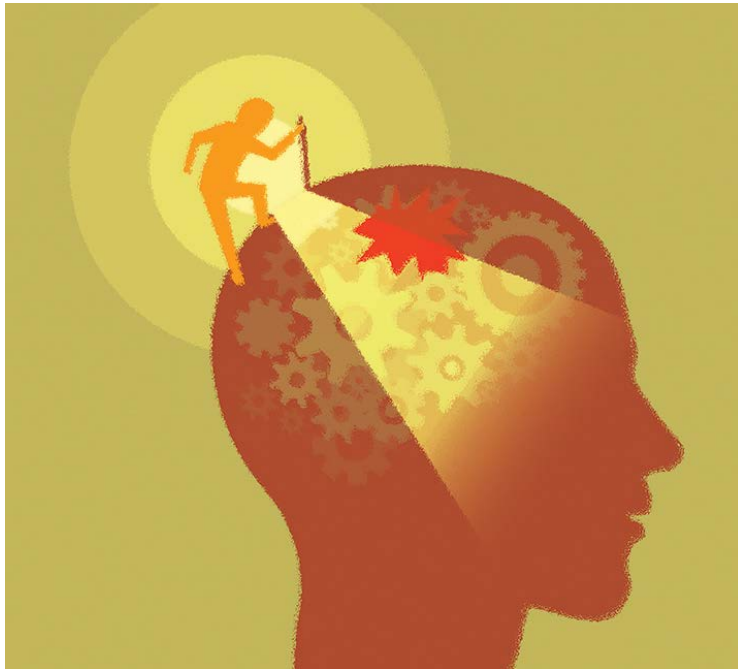


FIVE FACTORS THAT
INCREASE THE
EFFECTIVENESS OF
IMPLICIT BIAS TRAINING



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

**YOU'RE A
BAD PERSON**



FACTOR #3

Does the training focus on behaviors to be changed?

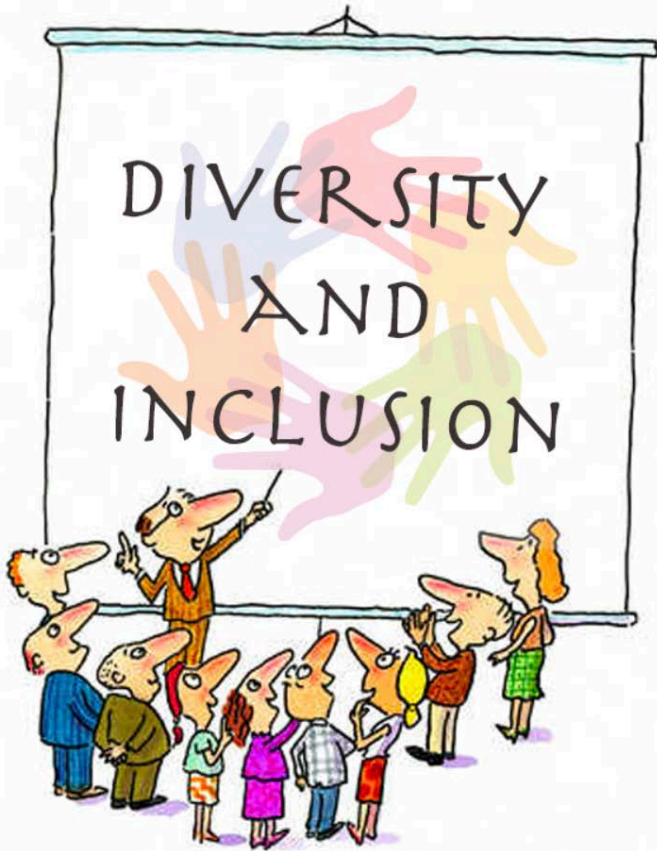


- Does it communicate clearly what types of discriminatory behaviors people should not engage in?
- Does it communicate clearly what types of inclusive behaviors people should engage in?
- Do training participants feel empowered afterwards? [”self-efficacy”]



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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