

Understanding and addressing bias

“Just another sexist woman”

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Barney & Worth
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Do you think you make
decisions **rationally**?

Implicit Association Test

Measures biases we may be unaware of
OR unwilling to acknowledge

implicit.harvard.edu

Do you have a bias that you prefer
cats to snakes?

Pleasant words

love, happy, friend, smile, joy, peace

Unpleasant words

vomit, ruin, destroy, ugly, toxic, evil

CAT

SNAKE



CAT

SNAKE



CAT

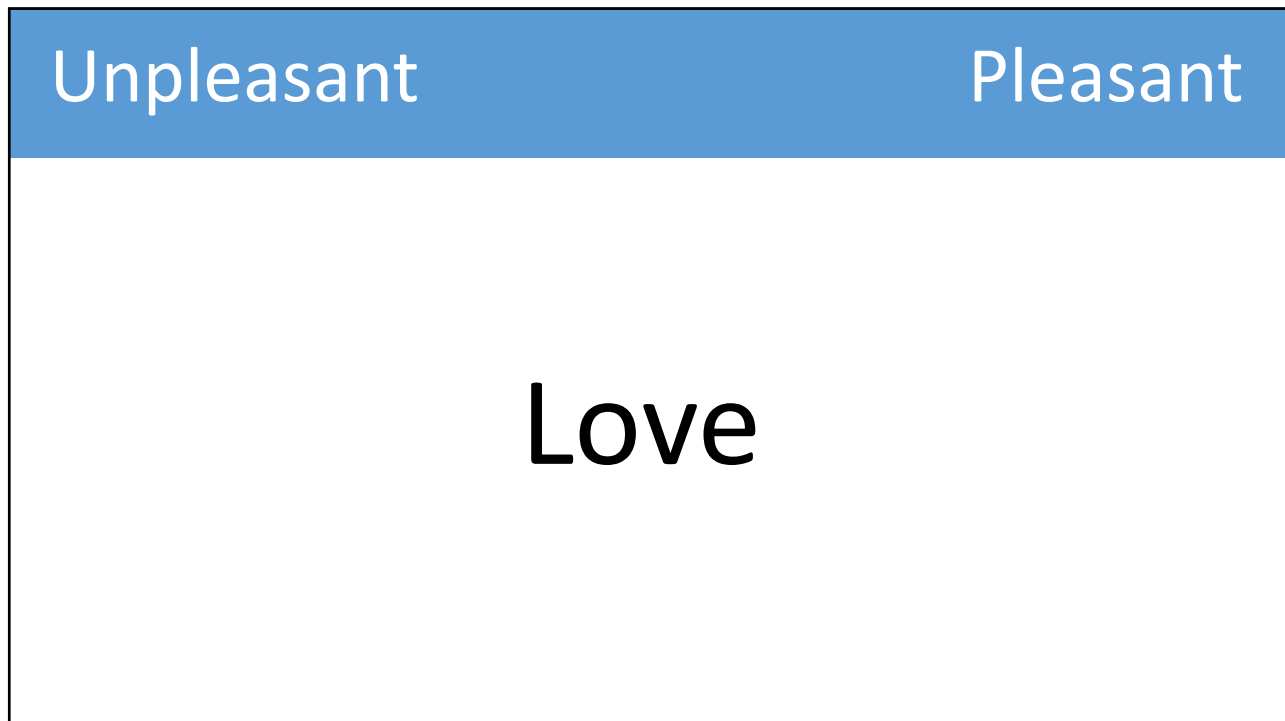
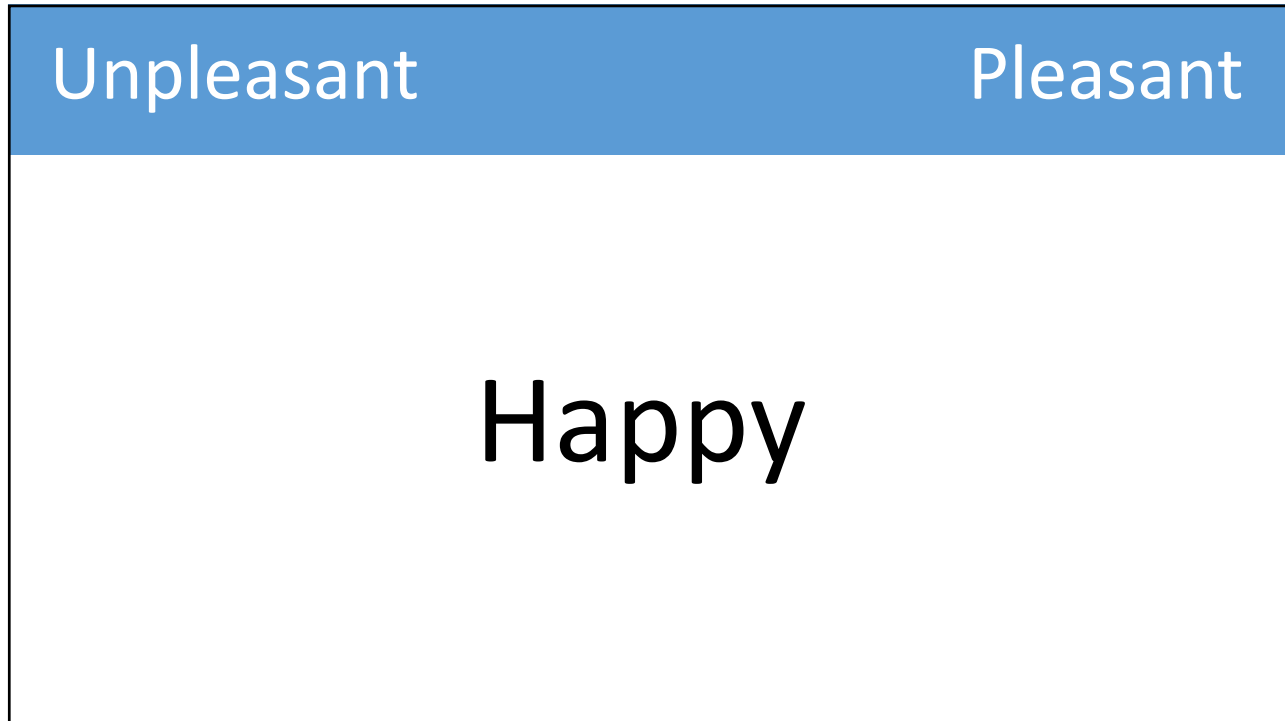
SNAKE



Unpleasant

Pleasant

Vomit



CAT
Unpleasant


SNAKE
Pleasant


And now a little bit
harder...

CAT
Unpleasant

SNAKE
Pleasant


Ruin

| CAT Unpleasant | | SNAKE Pleasant |
|-------------------|------------------------------------------------------------------------------------|-------------------|
| |  | |


| CAT Unpleasant | | SNAKE Pleasant |
|-------------------|--------------------------------------------------------------------------------------|-------------------|
| |  | |

| CAT Unpleasant | SNAKE Pleasant |
|-------------------|-------------------|
| <h1>Destroy</h1> | |

| CAT Unpleasant | SNAKE Pleasant |
|-------------------|-------------------|
| <h1>Smile</h1> | |

| CAT Unpleasant | SNAKE Pleasant |
|------------------------------------------------------------------------------------|-------------------|
|  | |


| CAT Unpleasant | SNAKE Pleasant |
|------------------------------------------|-------------------|
| <p data-bbox="716 1514 886 1625">Joy</p> | |

| CAT Unpleasant | SNAKE Pleasant | |
|-------------------|------------------------------------------------------------------------------------|--|
| |  | |

| CAT Pleasant | SNAKE Unpleasant |
|--------------------------|---------------------|
| And the final stretch... | |


| CAT Pleasant | SNAKE Unpleasant |
|------------------------------------------------------------------------------------|---------------------|
|  | |

| CAT Pleasant | SNAKE Unpleasant |
|-----------------|---------------------|
| <p>Ugly</p> | |

| CAT Pleasant | SNAKE Unpleasant |
|------------------------------------------------------------------------------------|---------------------|
|  | |

| CAT Pleasant | SNAKE Unpleasant |
|--------------------|---------------------|
| <p>Evil</p> | |

| CAT Pleasant | SNAKE Unpleasant |
|-----------------|---------------------|
| <h1>Friend</h1> | |

| CAT Pleasant | SNAKE Unpleasant |
|-----------------|--------------------------------------------------------------------------------------|
| |  |

| CAT Pleasant | SNAKE Unpleasant |
|------------------------------------------------------------------------------------|---------------------|
|  | |

| CAT Pleasant | SNAKE Unpleasant |
|-----------------|---------------------|
| <p>Joy</p> | |

So which was easier?



Unpleasant?
or
Pleasant?

So how does this look in
real life?

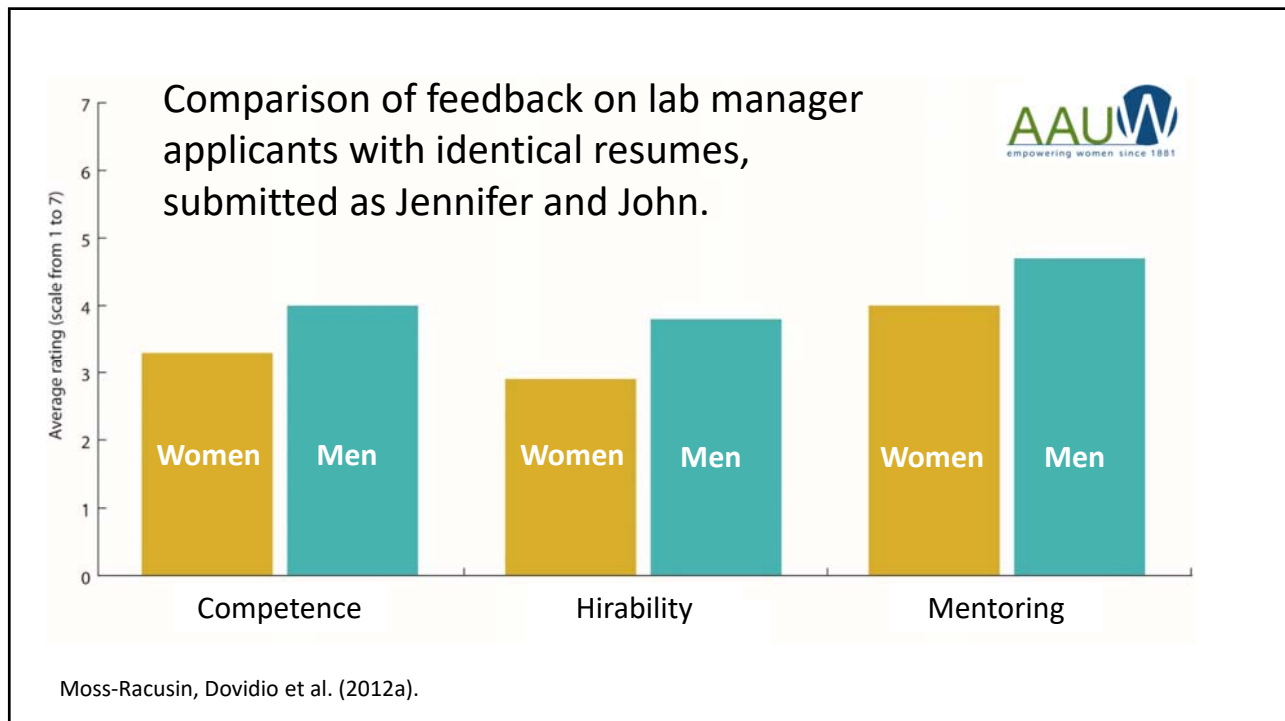
March 2016

Women's HISTORY Month

Spouse. Colleague. Leader. Women's History Month. Women's Water.

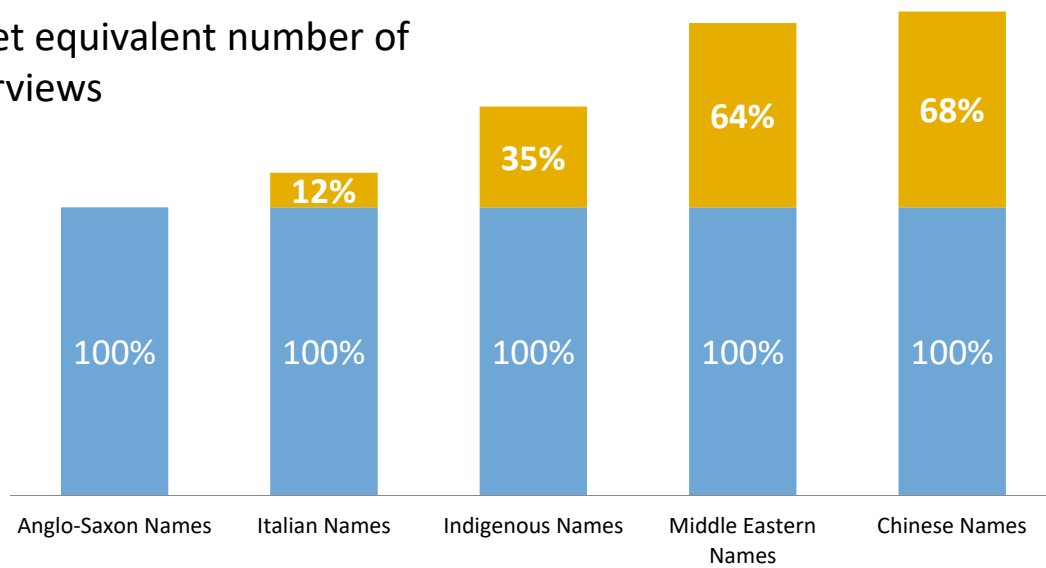
Spouse. Colleague. Leader. AWWA and our members celebrate Women's History Month. Women's History Month recognizes the contributions of women who have broken the precast mold of history within our industry and paved the way for women to occupy every possible space within the world of water.

Photos courtesy of Library of Congress (top and middle) and Philadelphia Water Department (right)



“Wow, that was really smart”

Number of resumes submitted
to get equivalent number of
interviews



Source: Booth, Alison L. and Leigh, Andrew and Varganova, Elena, Does Racial and Ethnic Discrimination Vary Across Minority Groups? Evidence from a Field Experiment (December 9, 2009)

Yep, that is what is called
white privilege

The essence of white privilege
is the **expectation of fairness**

So what can we **do**?

1 We can transform
subconscious → conscious

2004

White referees called fouls at a greater rate against black players than white players and the same was true for black referees.



2007

The study had attracted widespread media attention and the bias virtually disappeared



Source: Everyday Bias – Identifying and Navigating Unconscious Judgments in our Daily Lives, Howard J. Ross

Where is bias showing up in **our industry** – how could we create change?

2 We can raise our children to **be aware** of racism and sexism

“Drama” by Raina Telgemeier

“George” by Alex Gino

“El Deafo” by Cece Bell



Please do not raise
your children
to be “color blind”

- 3 You can hug a Republican or Democrat – which ever you are not

Thank you!

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Or look me up on LinkedIn!

