



PLENARY

**THE HIDDEN BIAS OF GOOD PEOPLE:  
IMPLICATIONS FOR OUTDOOR MUSIC  
VENUES & THE COMMUNITIES THEY SERVE**

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**Reverend Dr. Bryant T. Marks**

## *Bias By-Us: Implicit Bias Awareness*

*The Hidden Biases of Good  
People: Implications for Individuals,  
Organizations and the  
Communities They Serve*



**LEVITT**  
**FOUNDATION**

**Rev. Dr. Bryant T. Marks, Sr.**

Founder & Chief Equity Officer

National Training Institute on Race & Equity (national)

Professor of Psychology, Morehouse College



- A matter of perspective...

National Training Institute On Race and Equity

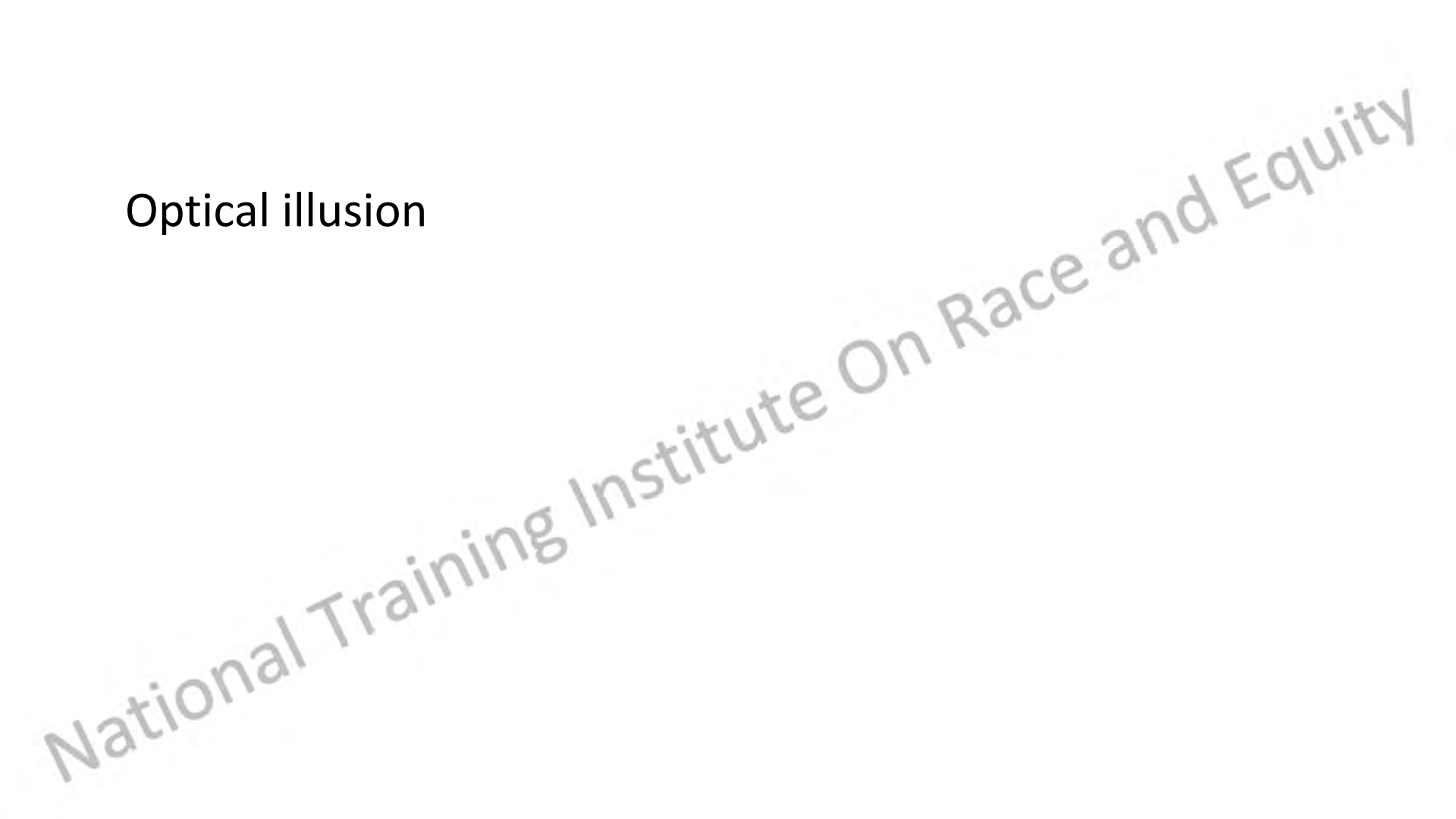


The National Training Institute on Race and Equity



**MOREHOUSE**  
COLLEGE

Optical illusion



## *Bias By-Us: IB Awareness 101*

*The Hidden Biases of Good People: Implications for Individuals, Organizations and the Communities They Serve*



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# About Us

- The National Training Institute on Race & Equity (NTIRE) at Morehouse College is a social-impact and educational entity.
- Our mission is to minimize the influence of bias on the opportunities, experiences, and outcomes of individuals and organizations.
- We do this by assisting individuals and organizations with identifying, understanding, managing, and potentially reducing implicit and explicit bias. We use a 4-step process to achieve this goal: assessment (identifying disparities & measuring imp/exp bias), training, implementation, measuring impact
- A portion of all revenue is donated to a scholarship fund at Morehouse College to assist young males with immense potential with reaching their academic and career goals .



The National Training Institute on Race and Equity



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Where national has presented/trained:



CEO ACTION FOR DIVERSITY & INCLUSION

HARVARD UNIVERSITY



MY BROTHER'S KEEPER ALLIANCE



MERRILL A BANK OF AMERICA COMPANY



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PRINCETON UNIVERSITY



P&G

Spelman College

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MENTOR



AMERICAN EXPRESS

# A little about me

- Born in the Bronx raised in Queens (Mets fan)
- Dad was a Mississippi cotton-picking champ & preacher; Mom was born and raised in Harlem and a retired nurse
- B.A. in psychology, minor in economics from Morehouse College
- Had a barber shop in my fresh/soph dorm room
- Pledged Kappa Alpha Psi Fraternity, Inc. (kane master)
- M.A. & Ph.D. in social psychology, Univ. of Michigan
- Diversity/implicit bias research and training for 22 yrs
- 2 appointments with the Obama Admin: DOJ, DOE, the White House
- IB training to over 2,400 police chiefs at White House (Obama), 2,000 departments, and 45K+ officers in past few years, including entire LA PD
- Huge Shark Tank fan
- Allergic to watermelon
- Was an MC/rapper (was in the studio with Jay Z when we were teenagers); party hyper, spoken word artist, teacher, preacher, and trainer



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# Implicit Bias: Questions of the Day

1. What is implicit bias?
2. What does implicit bias look like in the real world?
3. Why does implicit bias exist?
4. How is implicit bias measured?
5. How does implicit bias affect the target of the bias?
6. How can implicit bias be managed / reduced at the personal and organizational levels?

# General Notes

1. PDF of the slides will be provided
2. Keep an open mind
3. I will not be able to discuss bias toward all groups
4. You may/not agree with everything that I say
5. Deep work on diversity, equity, inclusion, implicit bias is **usually** awkward, messy, uncomfortable, emotional, and difficult; just accept it.



Who/what is better?

# Beatles or Rolling Stones



# Beyonce or Alicia Keys

# The Accident


And the answer is...

The surgeon is the boy's mother! 😊

We all have biases...



...but the impact of our biases on others depends on the roles we play in society

A crowd of people at an event, many holding up their smartphones to take photos or videos. The scene is filled with hands and phones, creating a sense of a busy, social gathering. The background is slightly blurred, focusing attention on the foreground actions.

Please take out your  
cellphones

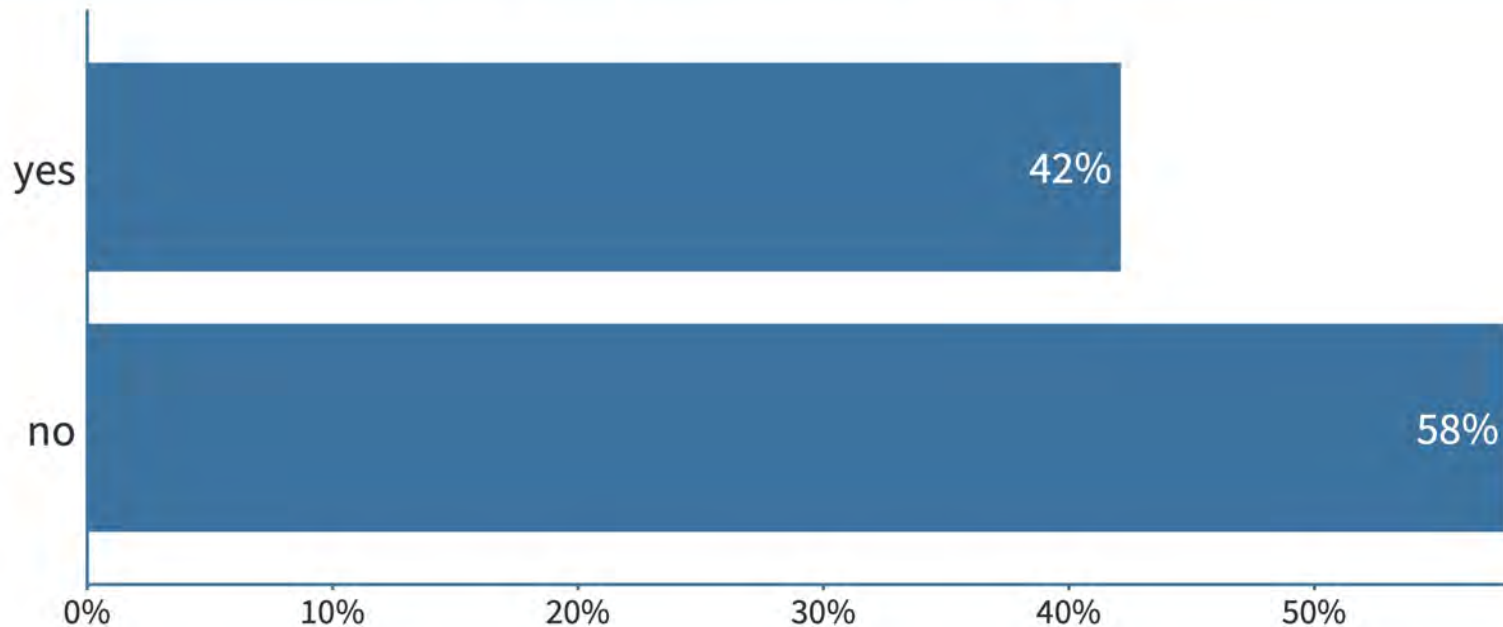
To join the poll

- Open the camera feature on your cell phone
- Place over QR code
- Go to website
- Do not clear response after submitted
- DO NOT REGISTER; Select “skip for now”**





## Prior to today, have you participated in implicit bias training in the past two years that lasted one hour or longer?



Total Results: 133

# Have you heard the "surgeon is the mother" riddle before?

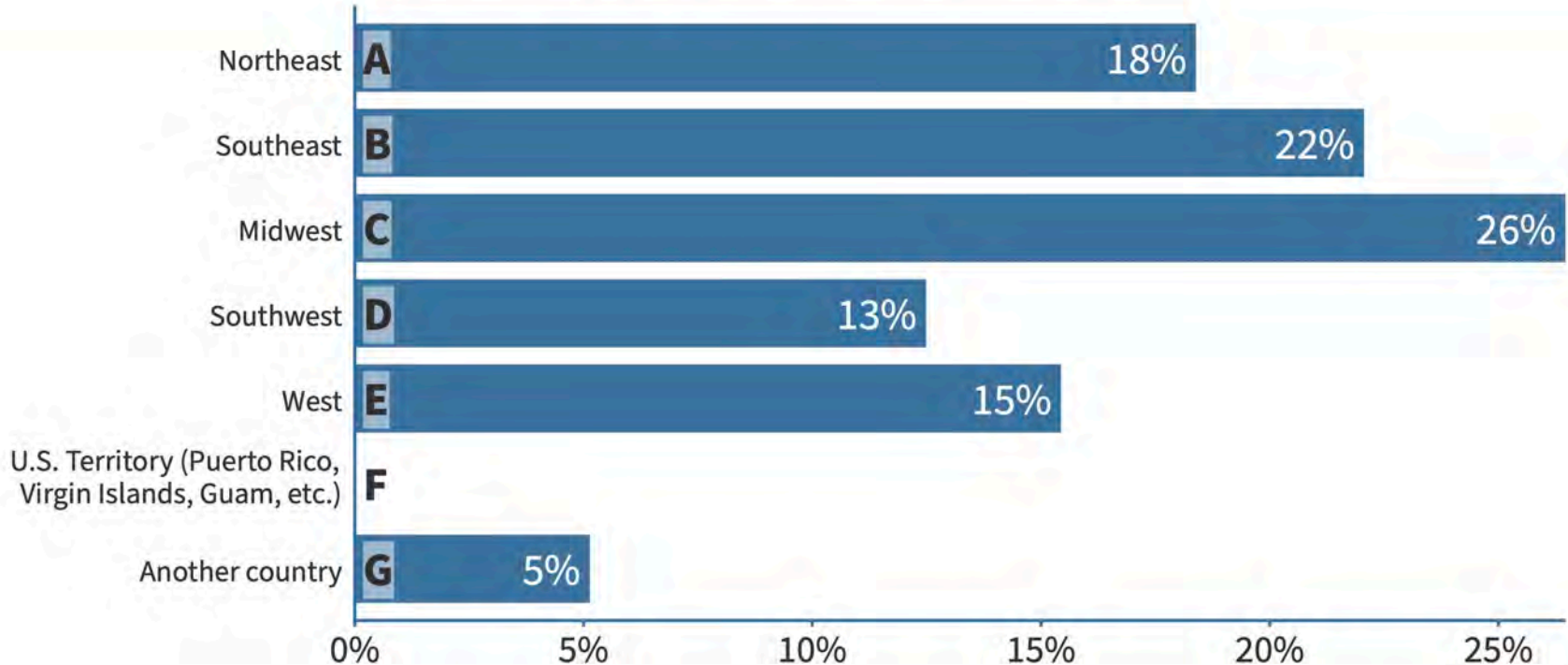
yes

no

Respond at [PollEv.com/inclusion](https://PollEv.com/inclusion)

Text **INCLUSION** to **37607** once to join, then **A, B, C, D, E...**

## For the most part, I grew up in... (birth to 18yrs old)



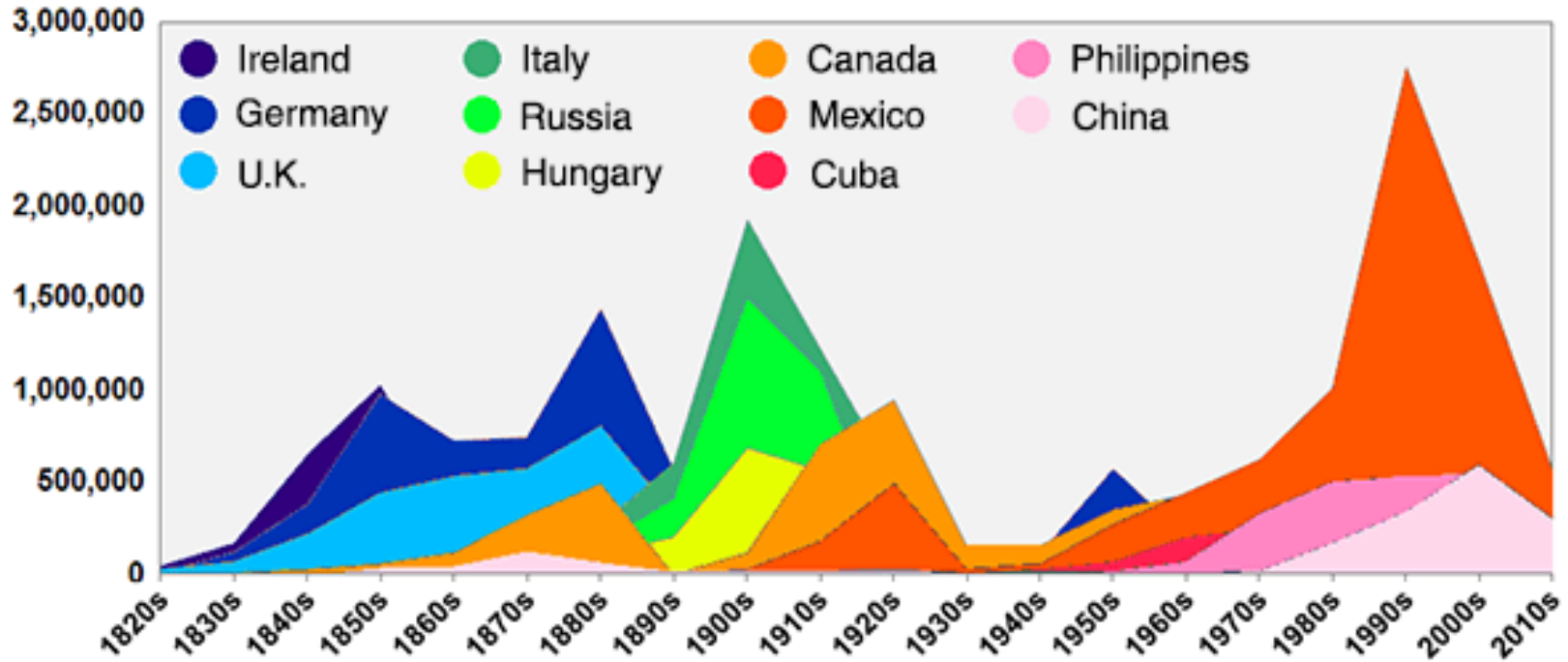
Total Results: 136

# If you grew up in the United States... (Birth to 18 yrs old)



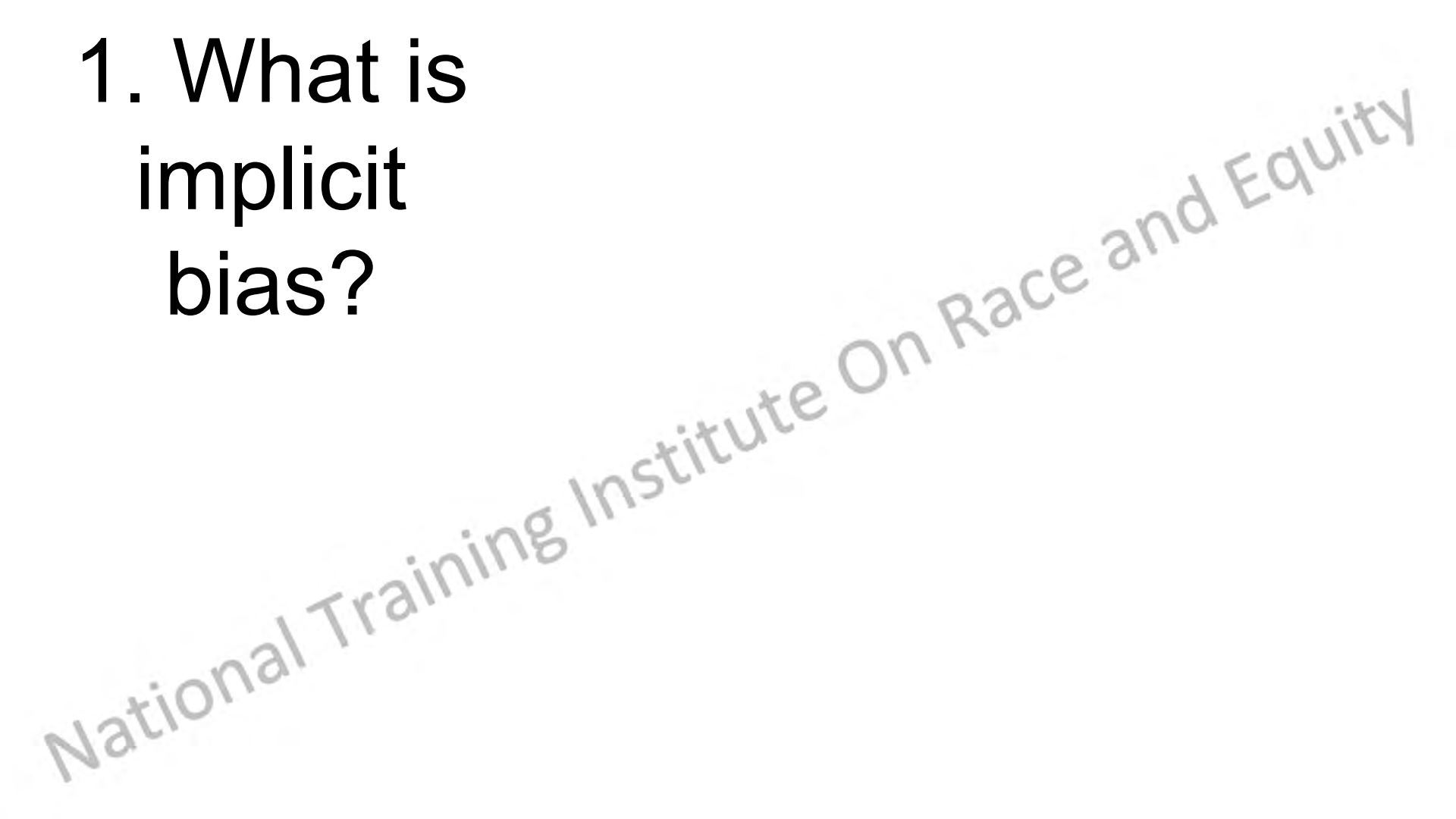
# Myth: the United States is a nation of immigrants

## U.S. Immigration Flows by Country





1. What is  
implicit  
bias?









# Key Terms

**Stereotypes**: a generalization about a group in which identical characteristics are assigned to all members of the group, regardless of actual variation among the members (e.g., gender, elderly, professors)

- an internal, mental phenomenon
- exaggerated beliefs that associate groups with traits

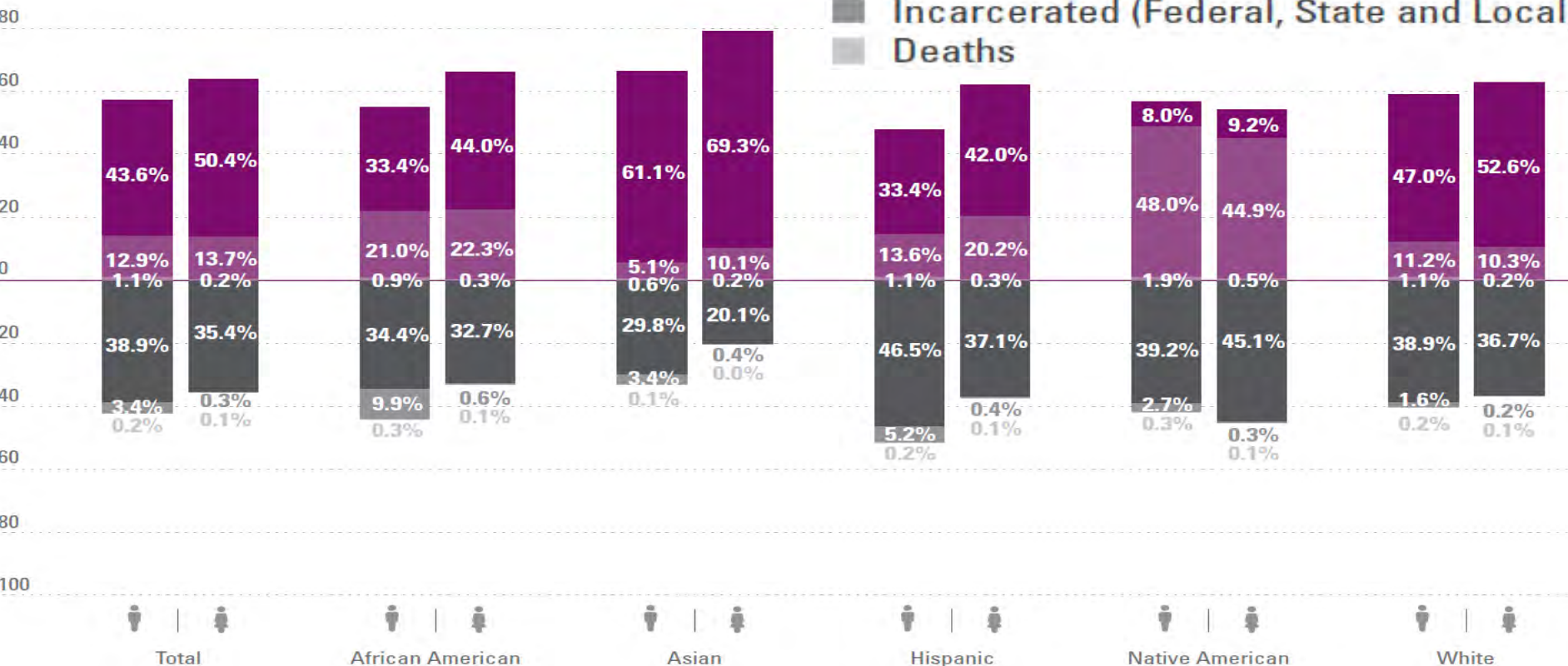
- New York City People = Rude

# Stereotypes

- **Kernel of truth:** it is sometimes the case that a group of people possess a characteristic to a greater extent than other groups, but it doesn't mean that every member of the group will possess the trait
- Just because something is true of some of the group, doesn't mean it's true of all of the group
- Ex. Young Hispanic males

# Post-Secondary Pathways for HS Graduates, Ages 15 to 24

- Enrolled in Postsecondary Education
- Employed
- Military
- Not Employed
- Incarcerated (Federal, State and Local)
- Deaths





# Stereotypes: Your Turn

- Think of a stereotype about politicians
- Form a group with 1-2 other people
- Discuss the stereotypes in your group
- Select one stereotype and **agree** on a rough percentage of people in each of the following groups to whom it actually applies (you should end up with 3 percentages; they do not have to add up to 100%)
  - politicians
  - CEOs (Fortune 500)
  - police chiefs

**Tactic #1:** Do not argue personal experience; ask questions to reveal the kernel of truth



@DrBryantMarks



Bryant T Marks



Bryant Marks

[www.national.training](http://www.national.training)

# Implicit Bias Defined

- General bias: a particular tendency, inclination, feeling, or opinion
- **Implicit (unconscious) Bias:** stereotypes (group-trait associations) that affect how we think, feel, and behave in an unconscious manner. These biases, which include both favorable and unfavorable perceptions, are activated involuntarily and without an individual's awareness or intentional control.
  - Thinking: judgment and decision making
  - Feeling (prejudice): dis/liking someone or a group
  - Behavior (discrimination): unfair positive/negative treatment



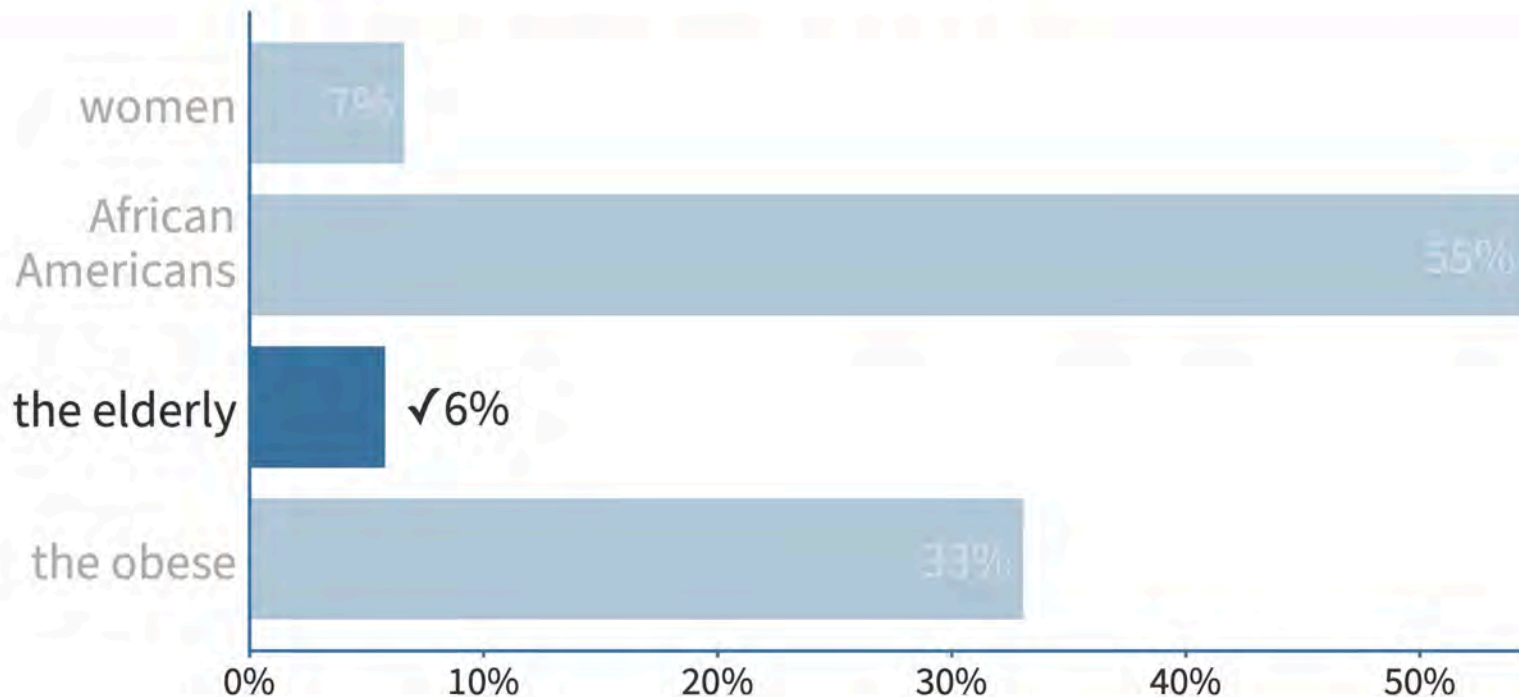
# Implicit Bias Findings

- We all have biases, but the impact of our biases on others depends on the roles we play in society
- Implicit bias is more prevalent than explicit bias because our minds are cognitive machines that encode and store many associations between groups and traits that we have not consciously processed
  - numbers, shapes, colors
  - In the U.S.: we automatically categorize others' race, gender and age
- Implicit and explicit bias don't always align .

# Implicit Bias Findings

- Individuals can hold negative implicit bias toward their own group
- The potential impact of implicit bias on behavior can be over-ridden by conscious effort
- Implicit bias is a stronger predictor of day to day behavior than explicit bias because much of our behavior/thoughts are automatic
- IB is more likely when 1) trying to attend to multiple things, 2) stressed, 3) under high threat, and 4) tired/fatigued

## According to the implicit associations test, Americans' strongest negative implicit attitudes are toward...





# Common Biases and Targets

- Most bias arises from external characteristics
  - Racial bias (Racism)
  - Gender bias (Sexism)
- Arabs and Muslims
  - Prejudice and discrimination increased in U.S. after September 11, 2001
- People who are overweight
- LGBTQ communities
- Undocumented individuals
- Americans' strongest negative bias is toward elderly people followed by obese people
- \*Intersectionality: a person belonging to 2+ devalued social groups (e.g., a Black female, or an elderly, obese person)



2. What does implicit bias look like in the real world?



# All things being equal yet unequal...

- Taller employees receive higher wages than their shorter counterparts. (Schick & Steckel, 2015)
- Qualifications being equal (credit score, financial history, income, etc.), Blacks and Latinos were less likely to be approved for **mortgages**, and paid higher interest rates on when they were approved (HUD, 2015; Quillian, Lee & Honore, 2019), and thus, are less likely to benefit from mortgage interest deductions when filing taxes (Losfsky & Thomas, 2022)
- Previous performance being equal, K-12 teachers have lower academic expectations and display less social comfort with Black and some Latino students than White students. (various researchers)



# All things being equal yet unequal...

- People who show implicit bias towards Latinos are more likely to oppose both illegal **AND** legal immigration (Perez, 2015)
- Law firm partners found more errors and gave lower ratings of a legal research memo when they thought it was written by a Black vs. White associate (Reeves 2014).
- Crime and circumstances being equal, Af Am's and some subgroups of Hispanic Am's are more likely to be stopped, searched, arrested, receive poor plea deals, convicted, receive longer sentences, receive the death penalty, declined probation and declined a pardon (DOJ/BJA, U.S. Census, Stanford Univ., multiple academic and journalistic studies)

# All things being equal yet unequal...

- A review of 42 articles on implicit bias in health care revealed that physicians and nurses show bias in the areas of: race/ethnicity, gender, socio-economic status (SES), age, mental illness, weight, having HIV/AIDS, brain injured patients, intravenous drug users, disability, and social circumstances. (Fitzgerald & Hurst, 2017)
- Regular weight job applicants were less likely to be recommended to be hired for a job when they were seen (photo) sitting next to an obese applicant than when sitting alone or next to a regular weight person. (Hebl & Mannix, 2003)



# Implicit Bias and Venue Organizations:

Implicit bias shows up in moments of discretion—when a decision is not obviously right or wrong and/or supported by evidence. IB may affect:.

- **Selecting artists:** venue staff may favor certain artists and/or assume certain artists more likely to appeal to some audiences vs. others
- **Artist engagement:** IB may make it more/less likely that some artists are approached for partnership or deeper engagement
- **Selecting advertising outlets** for events: some outlets may target certain audiences
- **Concert goer's experience:** concert goer to artist bias (racial slurs, etc.); concert goer to concert goer bias (micro-aggressions).

Do you know the name of this song...

Video of bias toward African American female country music fan  
(<https://www.youtube.com/watch?v=7BTn5L2w3rQ>)

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You don't belong here...

Video: Darius Rucker; racial bias in country music

<https://www.youtube.com/watch?v=nBzubP1mTBw>

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# Implicit Bias and Venue Organizations: Selecting & Developing Staff

Implicit bias shows up in moments of discretion—when a decision is not obviously right or wrong and/or supported by evidence. **Grant funding personnel play critical roles grant process. Bias, however, has been shown to affect:**

1. *Hiring*: job description, sourcing, recruiting, initial cut, interviewing, offer/negotiation, and onboarding
2. *Talent/Skill Development*: mentoring, assignment profile, professional development opportunities, transferring, and performance evaluations
3. *Promotion*: performance evaluations, succession planning (“grooming”), and diversity push
4. *Exit*: resigning vs. retiring; who leaves and why

# Racism

Racism has been defined in several ways; no consensus definition among social scientists, but the following are common:

- System of advantage based on race (Wellman, 1993)
- The transformation of race prejudice through exercise of power against a racial group perceived as inferior. (Jones, 1997)
- Beliefs, attitudes, institutional arrangements, and acts that tend to denigrate individuals or groups because of phenotypic (biological) characteristics or ethnic group affiliation (Clark, Anderson, Clark, & Williams, 1999)



# White Privilege

- **White Privilege:** unearned favored state given to a white person simply based upon them being White. (McIntosh, 1988)
  - For the average White American, White privilege is invisible. They won't know when it's happening because it's simply a part of American life (loans, healthcare, housing, etc.)
  - White people don't have to "do" anything to experience privilege, they just have to "be".
  - Invisibility of White privilege does not provide a pass for doing nothing regarding racial disparities. When you know better you **can** do better.

How is implicit bias  
measured/identified?

# Measures of Implicit Bias

- **The Implicit Associations Test (IAT):** measures the strength of subconscious associations between concepts/groups (e.g., Hispanic people, elderly people) and evaluations (e.g., good, bad) or stereotypes (e.g., athletic, clumsy)
  - The IAT is not perfect, but it does correlate with various implicit and explicit behaviors

### Sexuality IAT

**Sexuality ('Gay - Straight' IAT).** This IAT requires the ability to distinguish words and symbols representing gay and straight people. It often reveals an automatic preference for straight relative to gay people.

### Native IAT

**Native American ('Native - White American' IAT).** This IAT requires the ability to recognize White and Native American faces in either classic or modern dress, and the names of places that are either American or Foreign in origin.

### Age IAT

**Age ('Young - Old' IAT).** This IAT requires the ability to distinguish old from young faces. This test often indicates that Americans have automatic preference for young over old.

### Gender-Career IAT

**Gender - Career.** This IAT often reveals a relative link between family and females and between career and males.

### Race IAT

**Race ('Black - White' IAT).** This IAT requires the ability to distinguish faces of European and African origin. It indicates that most Americans have an automatic preference for white over black.

### Skin-tone IAT

**Skin-tone ('Light Skin - Dark Skin' IAT).** This IAT requires the ability to recognize light and dark-skinned faces. It often reveals an automatic preference for light-skin relative to dark-skin.

### Weapons IAT

**Weapons ('Weapons - Harmless Objects' IAT).** This IAT requires the ability to recognize White and Black faces, and images of weapons or harmless objects.

### Presidents IAT

**Presidents ('Presidential Popularity' IAT).** This IAT requires the ability to recognize photos of Barack Obama and one or more previous presidents.

### Asian IAT

**Asian American ('Asian - European American' IAT).** This IAT requires the ability to recognize White and Asian-American faces, and images of places that are either American or Foreign in origin.

### Weight IAT

**Weight ('Fat - Thin' IAT).** This IAT requires the ability to distinguish faces of people who are obese and people who are thin. It often reveals an automatic preference for thin

# Another way to identify IB

## Talk to a close other:

- Think about someone in your life who knows you really well
- Give them a “pass” to give you honest feedback about the biases they think you have
- And then you listen without becoming defensive
- Sometimes, other people can see your biases before you do.



How can implicit bias be managed/reduced?





# How to be an advocate for DEI/IB

- Start with yourself. Own the biases that you have, accept them as part of being human, let go of the guilt, and develop management strategies.
- Have the “tough” conversations. Deep DEI/IB work will be awkward, uncomfortable, and sometimes difficult. Do it anyway. Have conversations from a place of openness, empathy, and non-judgement.
- Keep DEI/IB top of mind. Strategic plans, hiring, conferences, retreats, standing meetings, etc. should include a DEI/IB factor or lens.
- Raise the equity question. Regardless of who is in the room, ask how a decision, policy, initiative, etc. will affect various groups within the organization and customer base.
- Take Dr. Marks' *Brake Your Bias 201: Bias Mitigation* workshop

DANKE!  
THANK YOU!  
MERCII!  
GRAZIE!  
GRACIAS!  
DANK JE WEL!

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  - *Biased*, by Jennifer Eberhardt
- Online bias-mitigation platform coming this year!

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