

Measuring Unconscious Bias Toward Middle Eastern Males

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Introduction

✦ **Stereotypes** – a belief about a person based on their group membership

- Race, Gender, Age, etc.
- Example: White men can't jump.

✦ **Explicit Stereotypes**

- Example: “I prefer men as leaders.”

✦ **Implicit Stereotypes**

- Implicit Association Test (IAT)

IAT - Example

White

Black



**White or
Good**

**Black or
Bad**



Good

Bad

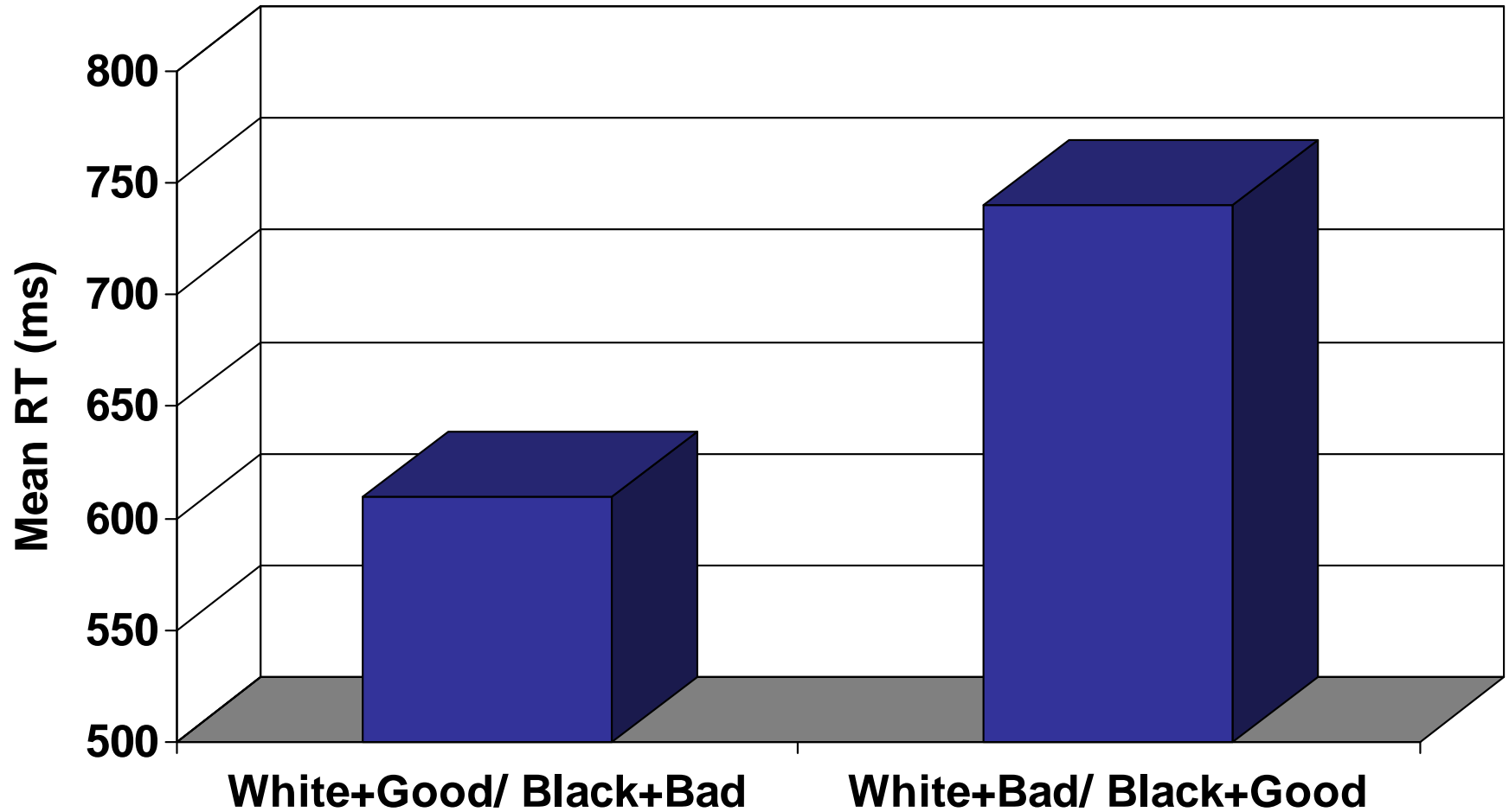
love

**Black or
Good**

**White or
Bad**

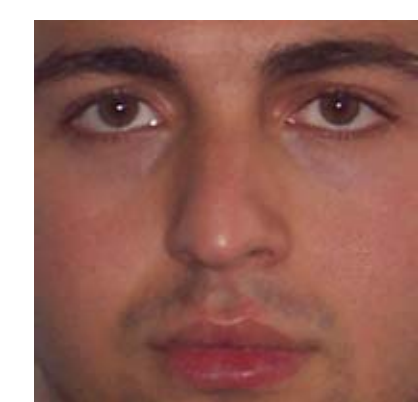


Typical IAT Result



Cunningham, Preacher, & Banaji, 2001

IAT Photos



AND

OR

Shape IAT

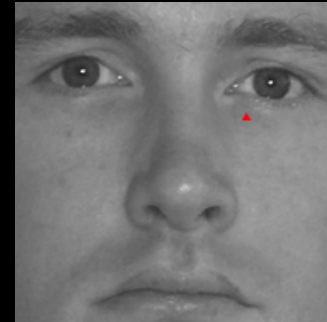
Triangle

Circle



**Triangle or
Good**

**Circle or
Bad**



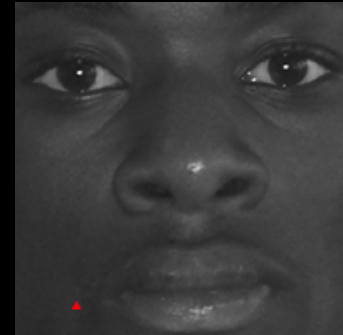
Good

Bad

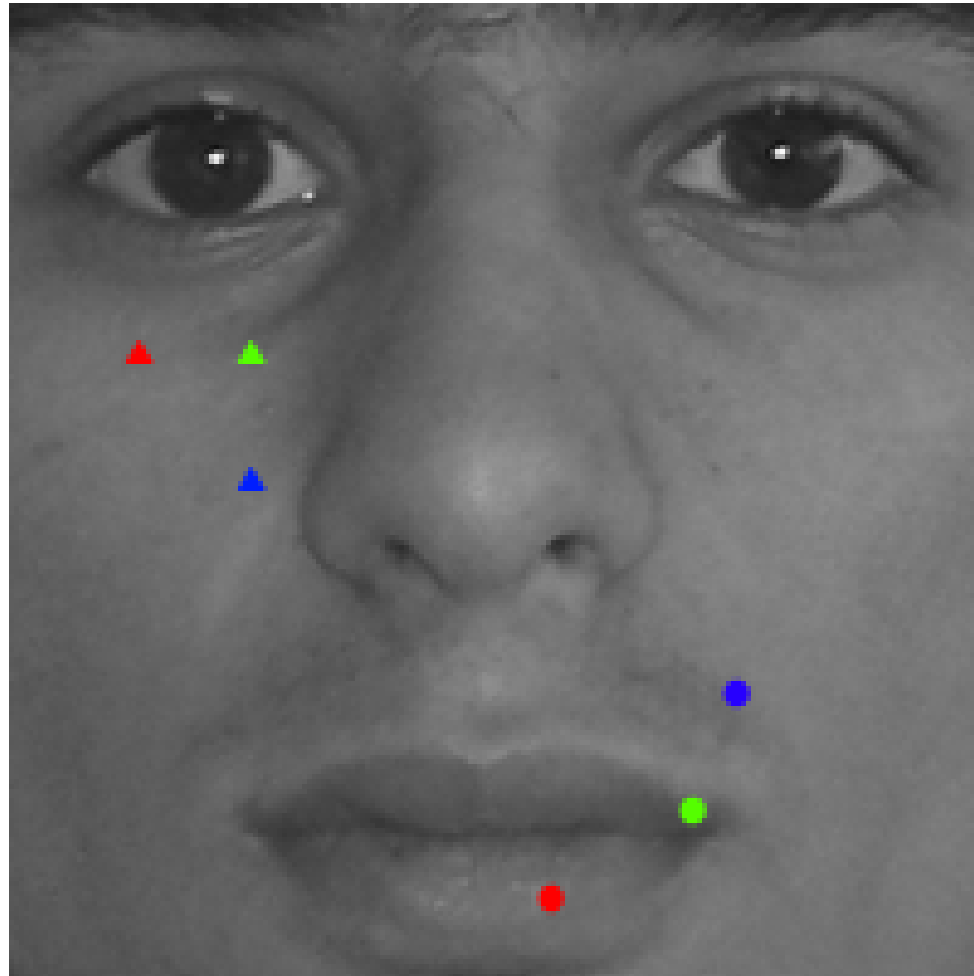
love

**Triangle or
Good**

**Circle or
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Photoshop Editing



Implicit Bias and Race Profile Background

