

PROJECT BIAS

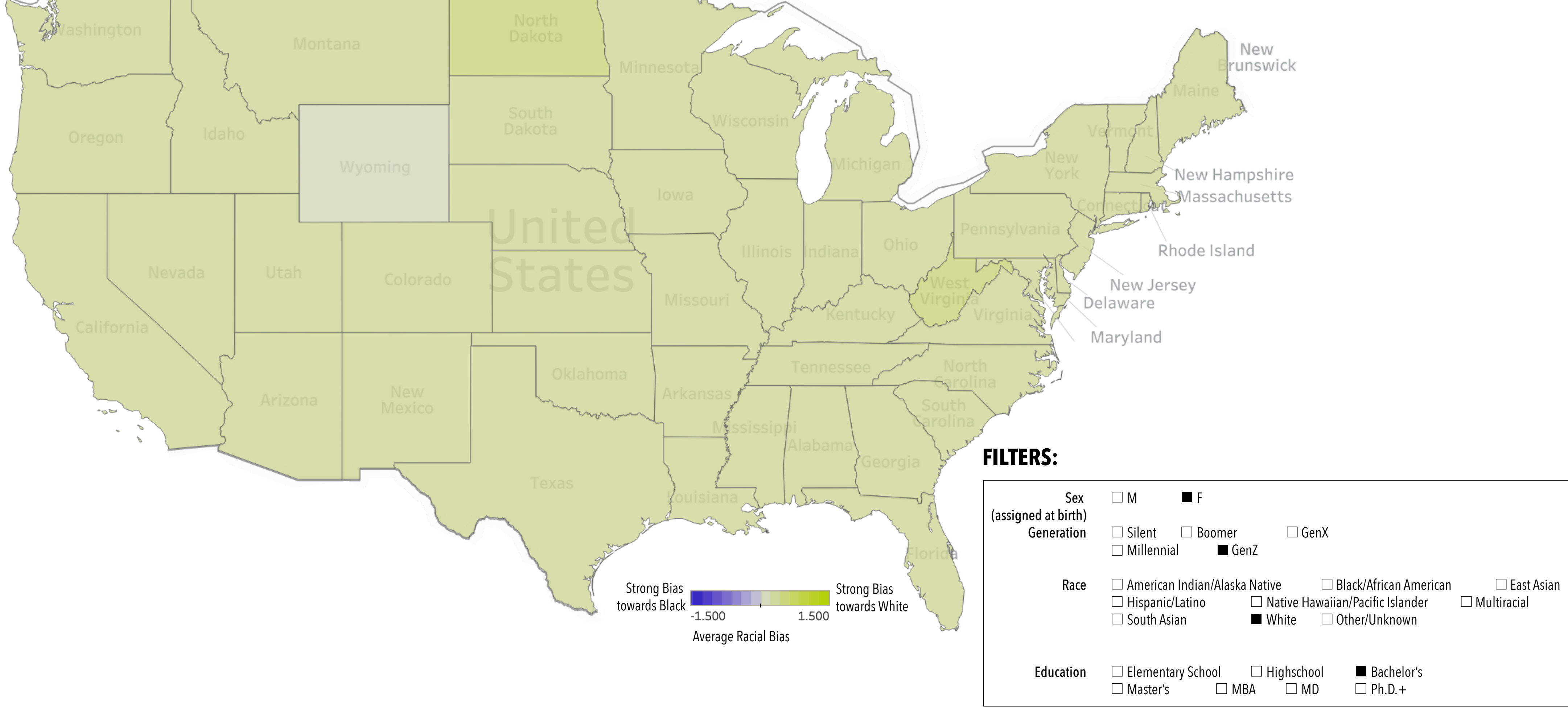
The following visualization shows the average implicit racial bias level and how it has changed over time for all states. The Implicit Bias Score is based on the Harvard Implicit Association Test (IAT) and is said to measure the subconscious biases individuals exhibit*.

Here we have visualized the average bias by state for all the tests taken between 2002 and 2018. Use the filters to get a better feel for the data. Scroll down when you are done exploring.

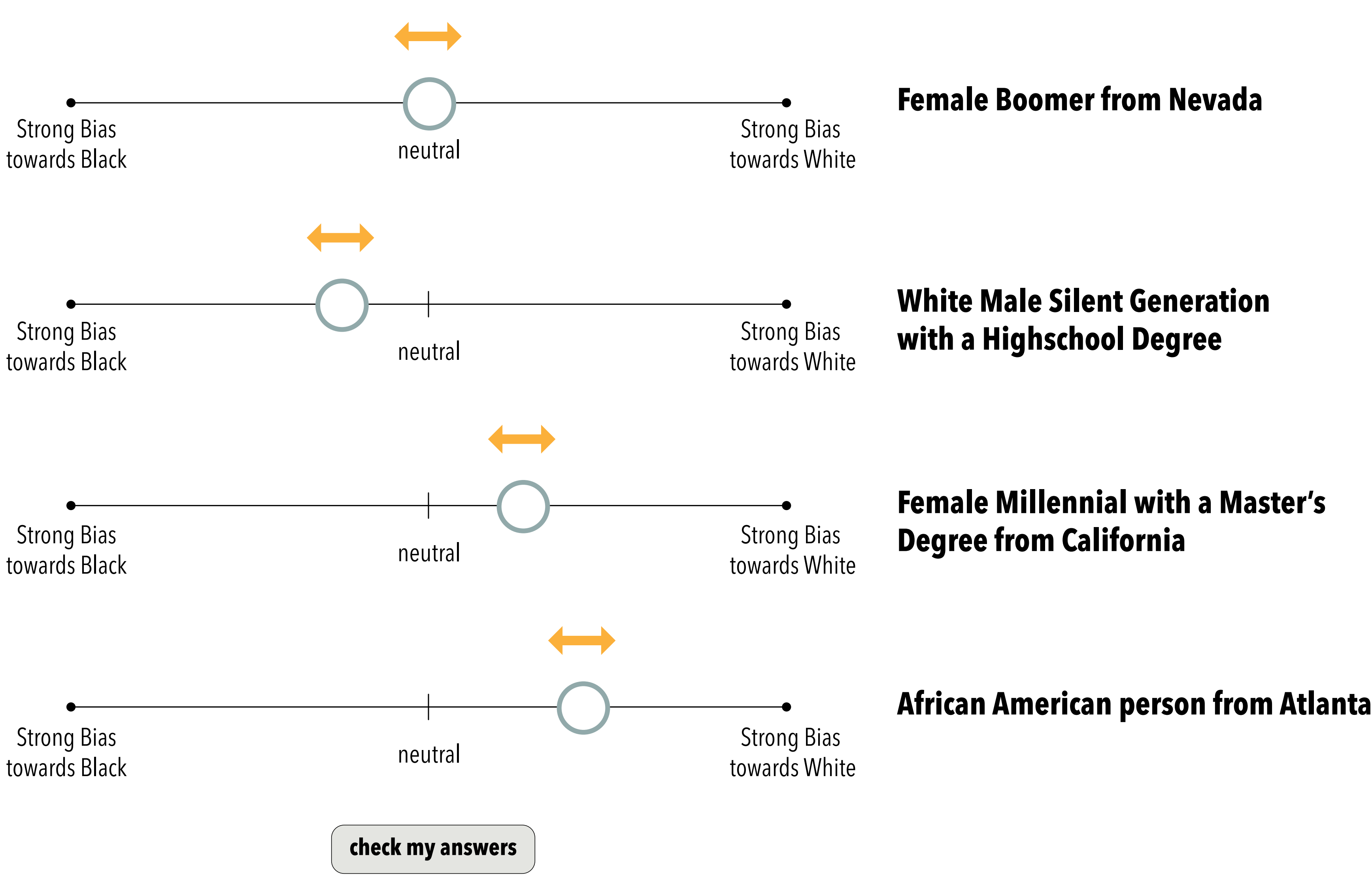
*Although the accuracy of the test has been questioned, it is still the most commonly used method for measuring implicit bias.

IMPLICIT RACIAL BIAS BY STATE

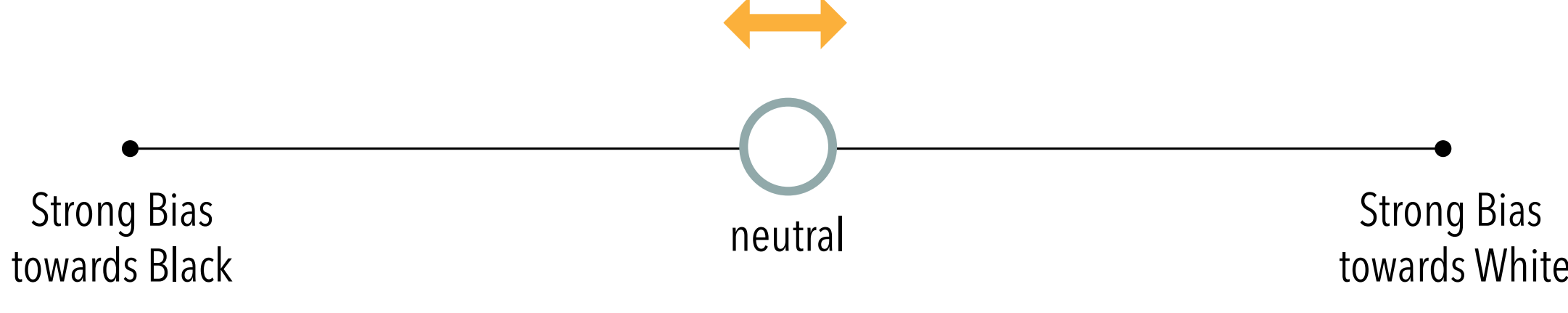
Average Implicit Racial Bias Score (based on the Harvard Implicit Association Test - IAT) from 2002-2018



Based on your explorations, what do you think the **average bias** for the following groups are? Don't cheat, just use your intuition!

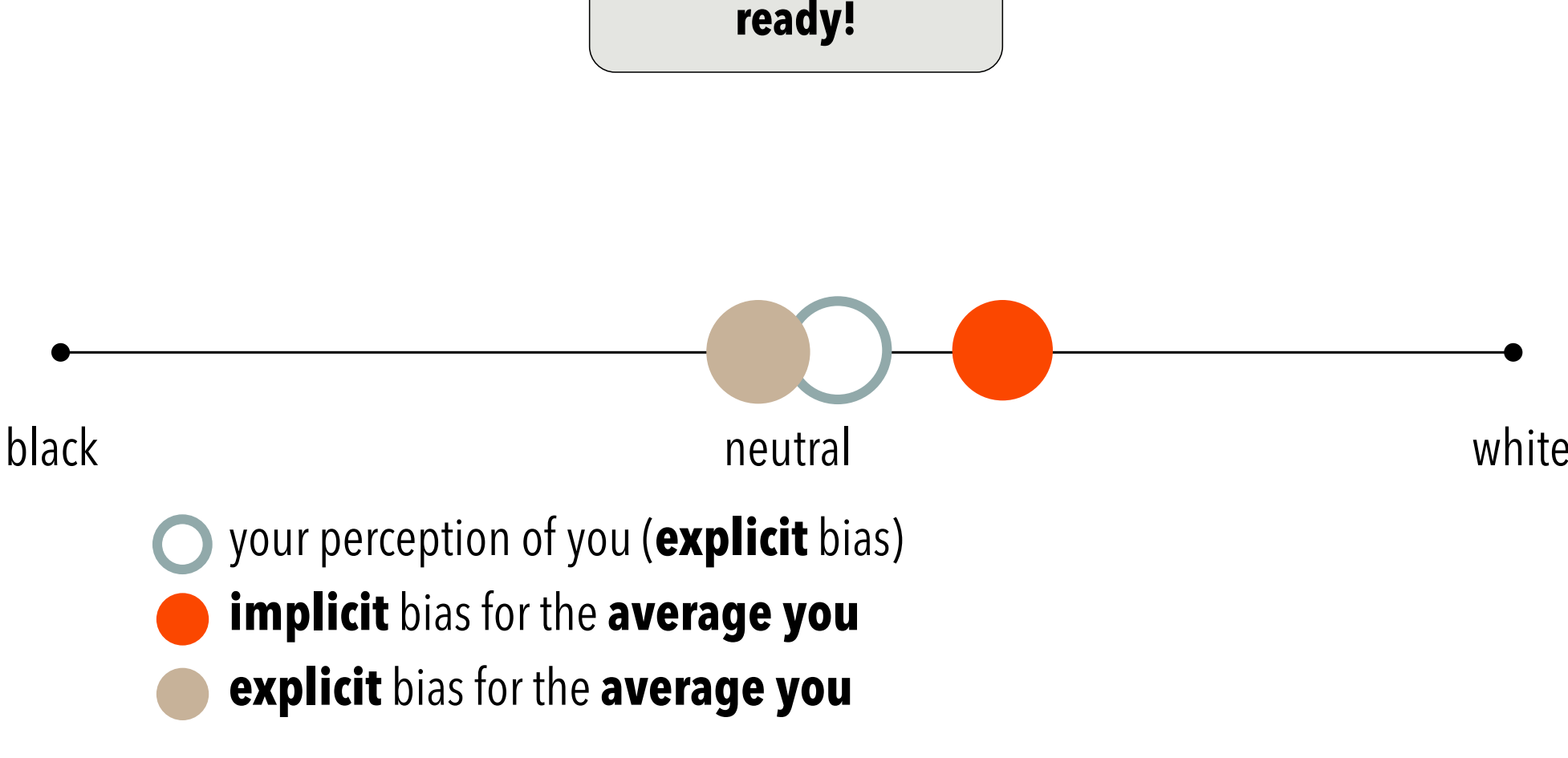


How did you do? Happy with your results? Were you surprised by how you did? Let's try this one more time. But this time, tell me what you think your implicit bias score is?



Now tell me who you are:

I am a **White** **Millennial** **Female** living in **Massachusetts**



Okay! There are two important points to unpack here:

First, let's talk about the explicit/implicit bias business. Explicit or known bias is what you consciously think or choose to think your bias is. It is a combination of your values and ideologies. As you can see, the "Average You" tends to more or less agree with you on the explicit bias.

Implicit Bias on the other hand is supposed to be a measure of your unconscious bias, the bias you exhibit when your brain's automatic fast processes are in control. Although Implicit Bias is difficult to measure, the Harvard Implicit Association Test (IAT) is known to be the closest proxy to the implicit bias. You should try their test when you get a chance on implicit.harvard.edu

But now you might think, **YOU** are NOT the "Average You". How can anyone bucket all the people who fall under this very limited set of demographics and turn them into one point?

Averages don't tell the whole story.

We completely agree with you! But our brains do that **EVERY SINGLE DAY!** In fact, categorization is a natural part of being a human, and of course the easiest mechanism for reducing cognitive load. If every time you saw a new being (or even a car!), you had to start analyzing it from scratch, you probably would not survive.

All humans are biased. Not all biases are bad.

That is all fine, until the categorization becomes problematic. The categorization that has helped keep us alive, can result in destroying someone else's life.

But not acknowledging your biases can be very destructive.

Let's remember the previous part of this article. Remember when we asked you to use your intuition to estimate the average bias score for the groups we gave you? How easy was that? Well **that IS your implicit bias**. And a visualization like the one we showed you above will help you strengthen your existing biases often in a negative way.

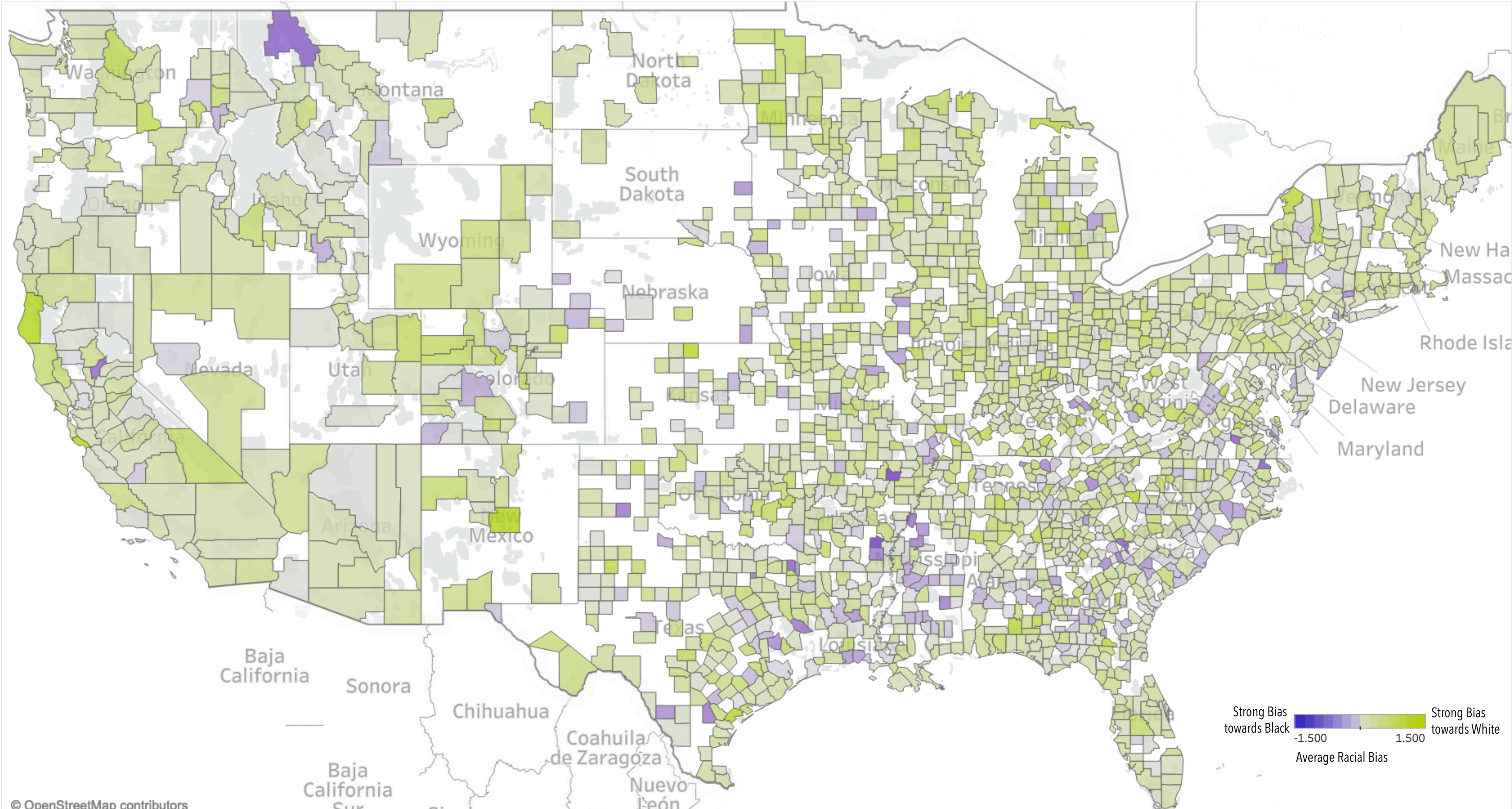
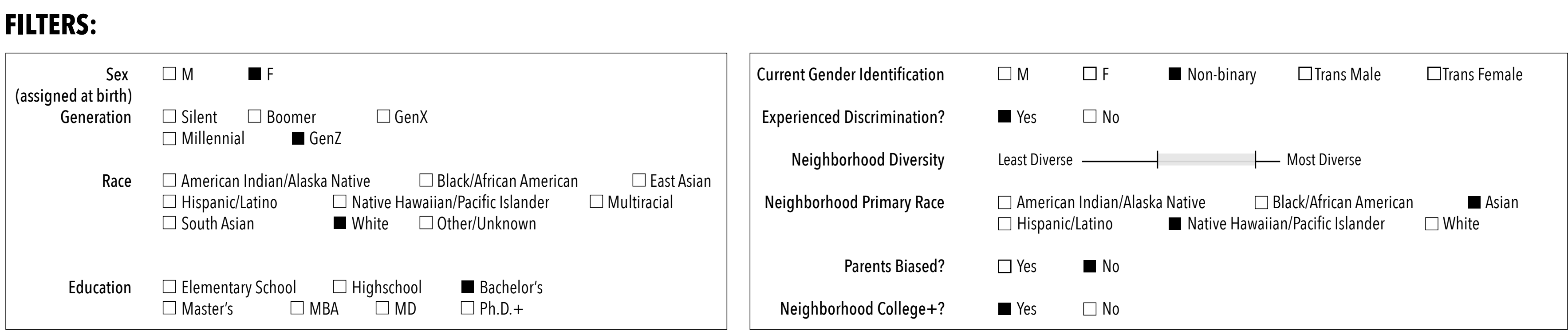
Remember this, everyone's story is different and simply looking at averages to determine buckets will only feed into your natural tendency to think everyone that **looks** the same, **IS** the same.

People are more complex than what the eye can see.

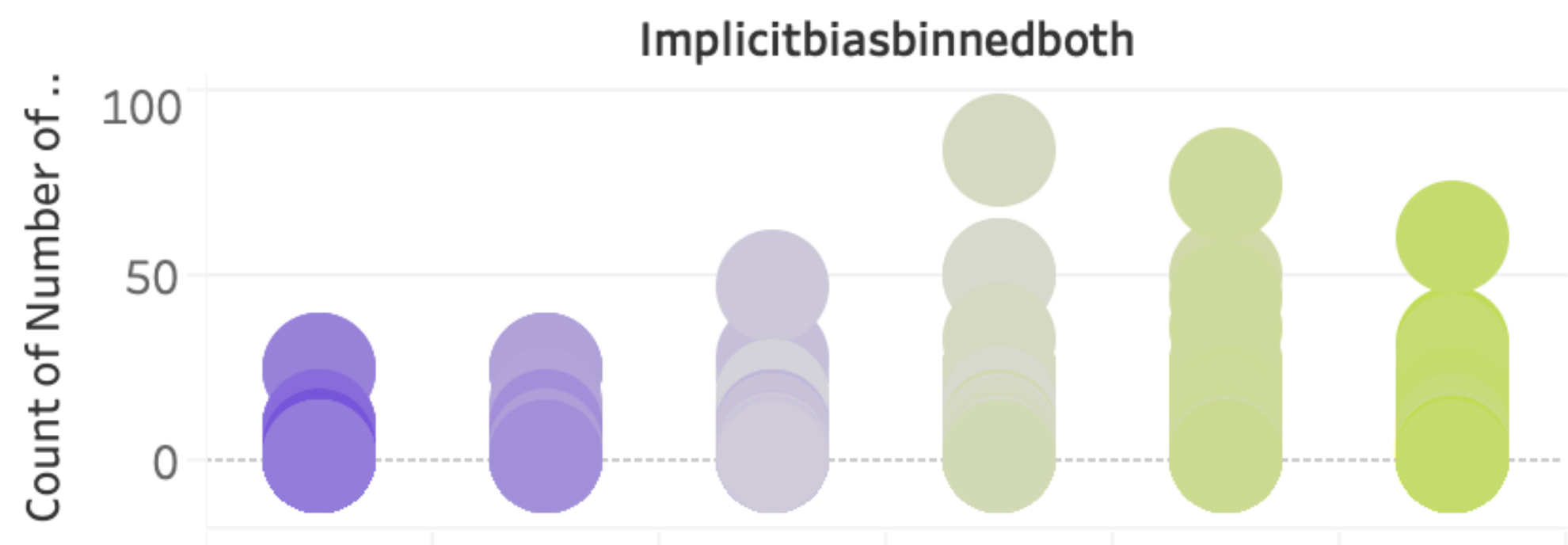
To address the issues we just mentioned, we have come up with an alternate view of the same visualization. One that rather than strengthening your biases, gives you a glimpse into the complexities of humans, and external factors that have helped shape your biases and go beyond the standard demographics.

Your biases are not (just) yours!

We help you explore how factors such as whether you have experienced discrimination in the past, or the diversity index of your county can influence your implicit bias, and instead of just showing you the average, we encourage you to dig deeper and look at the stories of individual that makes up the "average" you so deeply want to associate with a pattern.



Beyond the Demographic Average:



Average Bias 2002-2018

