Strategies for Overcoming Implicit Bias

1. **Stereotype replacement**: Recognize that a stereotype has been activated, think about why, and then actively substitute a non-stereotypical thought. (Devine et al., 2012).

2. **Counter Stereotypic Imagining**: Imagine an individual or situation that counteracts your stereotype reaction in detail (Devine et al., 2012). For instance, if I realized I was assuming that women are bad drivers, I could take a moment to imagine a woman being a really great driver. For example, an experiment showed that students exposed to images of famous African Americans showed a weaker pro-white bias (Banaji and Greenwald, p. 150). In a similar example, female college students showed a reduced male=leader and male=math bias after encountering female faculty members (p. 152).

3. **Individuation**: Recognize when you have stereotyped someone according to their group affiliation, and then try to think about things that make them individual (Devine et al., 2012).

4. **Perspective-taking**: Think about what it would be like to be a member of the group (Devine et al., 2012).

5. **Positive Contact**: Increase opportunities for positive contact with members of a stereotyped group (Devine et al., 2012). Find opportunities to meet people that are different.

6. **Doubt objectivity**: Remember that our mindbugs make it difficult for us to be objective all of the time; assuming we are objective may actually lead us to be less objective (Kang et al., 2012, p. 1173).

7. **Increase motivation to be fair**: Learn about and share information about implicit bias to increase internal motivation to be fair (Kang et al., 2012, p. 1175).

8. **Improve conditions of decision-making**: Take special care to engage in thoughtful decision-making (Kang et al., 2012, p. 1177).

9. **Count**: Use data to determine whether racially-disparate outcomes are present (Kang et al., 2012, p. 1178).

