



Resources to Learn About Unconscious Bias

- [What is Unconscious Bias?](#) (03:20)
[Employers Network for Equality & Inclusion](#)
- [How to Outsmart Your Own Unconscious Bias](#) (17:23)
Valerie Alexander, Founder and CEO of Goalkeeper Media
[TEDxPasadena](#)
- [Implicit Association Test \(IAT\)](#)
“The Implicit Association Test (IAT) measures the strength of associations between concepts (e.g., black people, gay people) and evaluations (e.g., good, bad) or stereotypes (e.g., athletic, clumsy). The main idea is that making a response is easier when closely related items share the same response key. We would say that one has an implicit preference for straight people relative to gay people if they are faster to complete the task when Straight People + Good / Gay People + Bad are paired together compared to when Gay People + Good / Straight People + Bad are paired together.”
Project Implicit, Harvard University