Breaking the Prejudice Habit: A Longitudinal Assessment of Reducing Implicit Racial Bias

 Racial bias has decreased in outward expression over the years but unconscious, automatic race bias still exists and affects individuals of color in negative ways. In this talk, we present an initial test of an intervention plan to reduce implicit racial bias. This training program teaches participants the origins of automatic race bias, the effects it can have, and strategies aimed at reducing it. Both explicit measures and implicit measure were utilized in the experimental and the control group over an 8-week span. The implicit measure being the Implicit Association Test. Through the combination of intervention strategies and personal awareness, we hope to find a long-term reduction in implicit racial biases. Our findings from a pilot study last spring with about 40 participants gave us implications for improving the intervention. Based on our pilot study and the results from Devine (2012) we expected to see a reduction in implicit racial bias after receiving the intervention training program in addition to an increase in concern about discrimination against Black people.