

# Strategies to Reduce/Neutralize Implicit Bias

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1. Common identity formation. Ask interviewee questions about interests and activities that you share in common (Focus on a shared, common identity between YOU and the interviewee)
2. Perspective taking. (Take the perspective of a member of the group against which you have the unconscious bias)
3. “Consider the opposite”. (When data seem to point to one conclusion, briefly look for data supporting the opposite conclusion before making a final decision.)
4. Counter-stereotypical exemplars. (Spend time with or focus on individuals you admire from groups against which you have a bias.)

1. Lai. J of Exp Psychology: General. 2014, 143, 1765-1785.
2. Blatt. Academic Medicine. 2010, 85, 1445-1452.
3. Lord. J Pers Soc Psychol. 1984 Dec;47(6):1231-43
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