

Can one's implicit bias toward racial prejudice be temporarily changed?

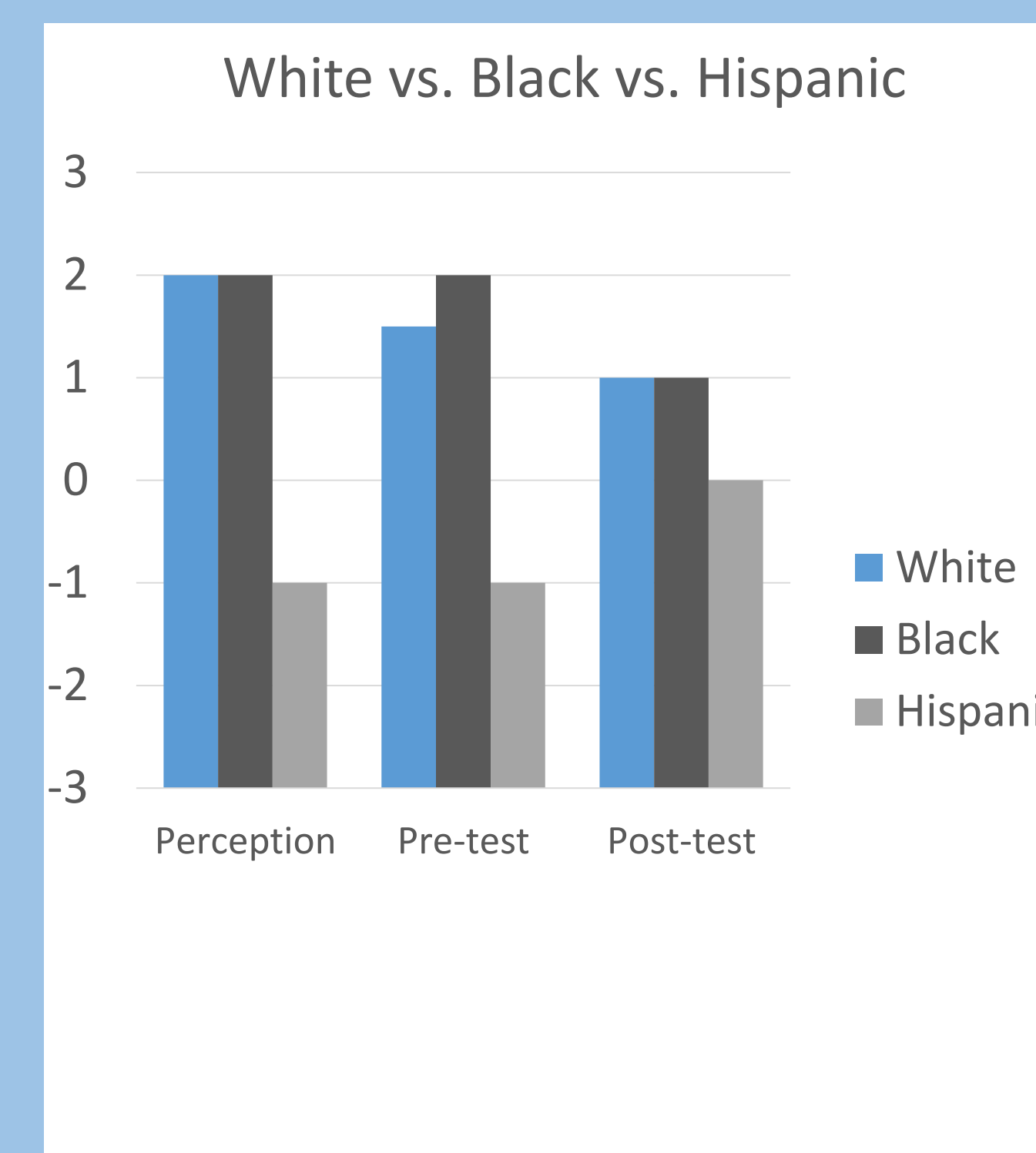
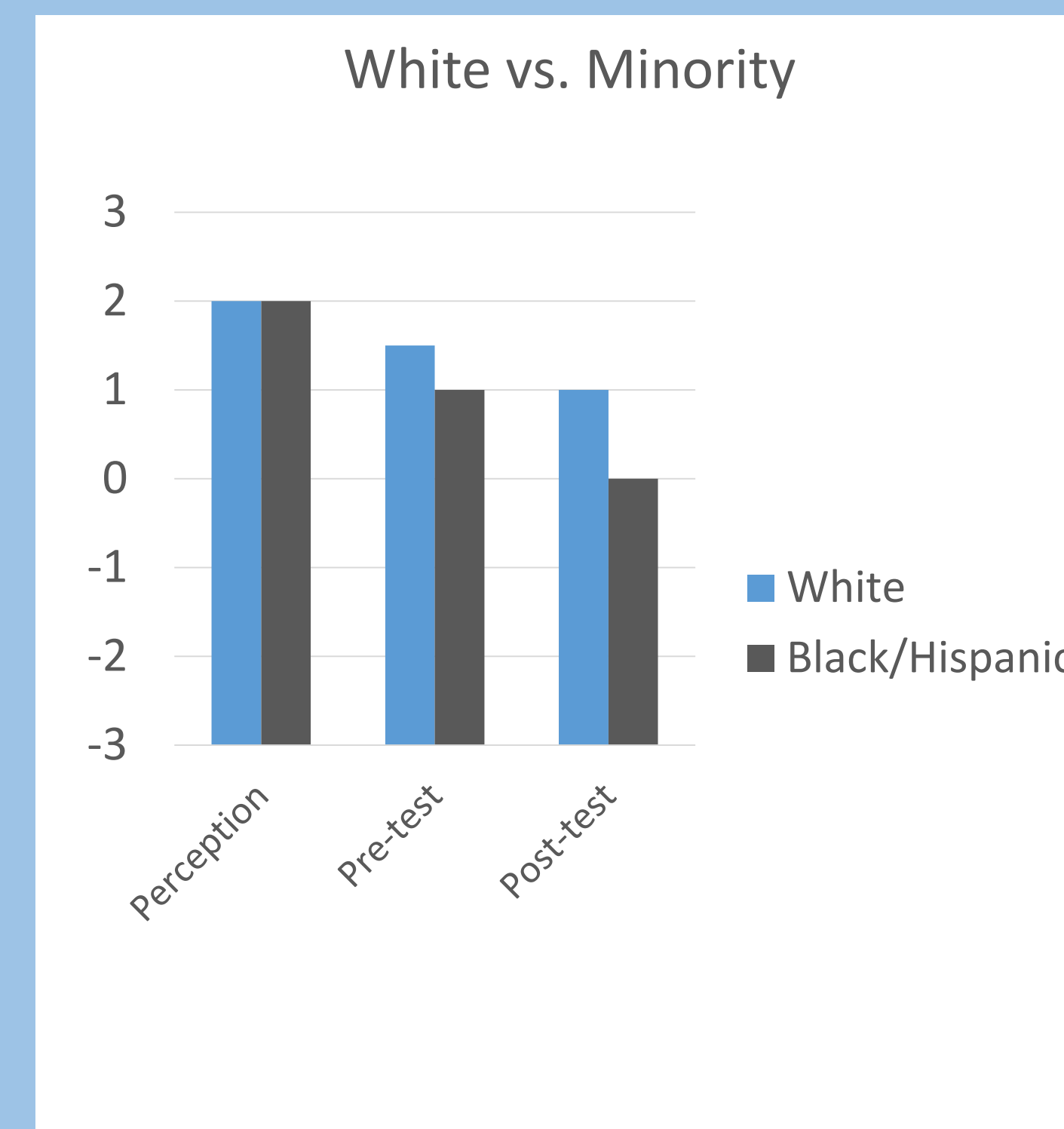
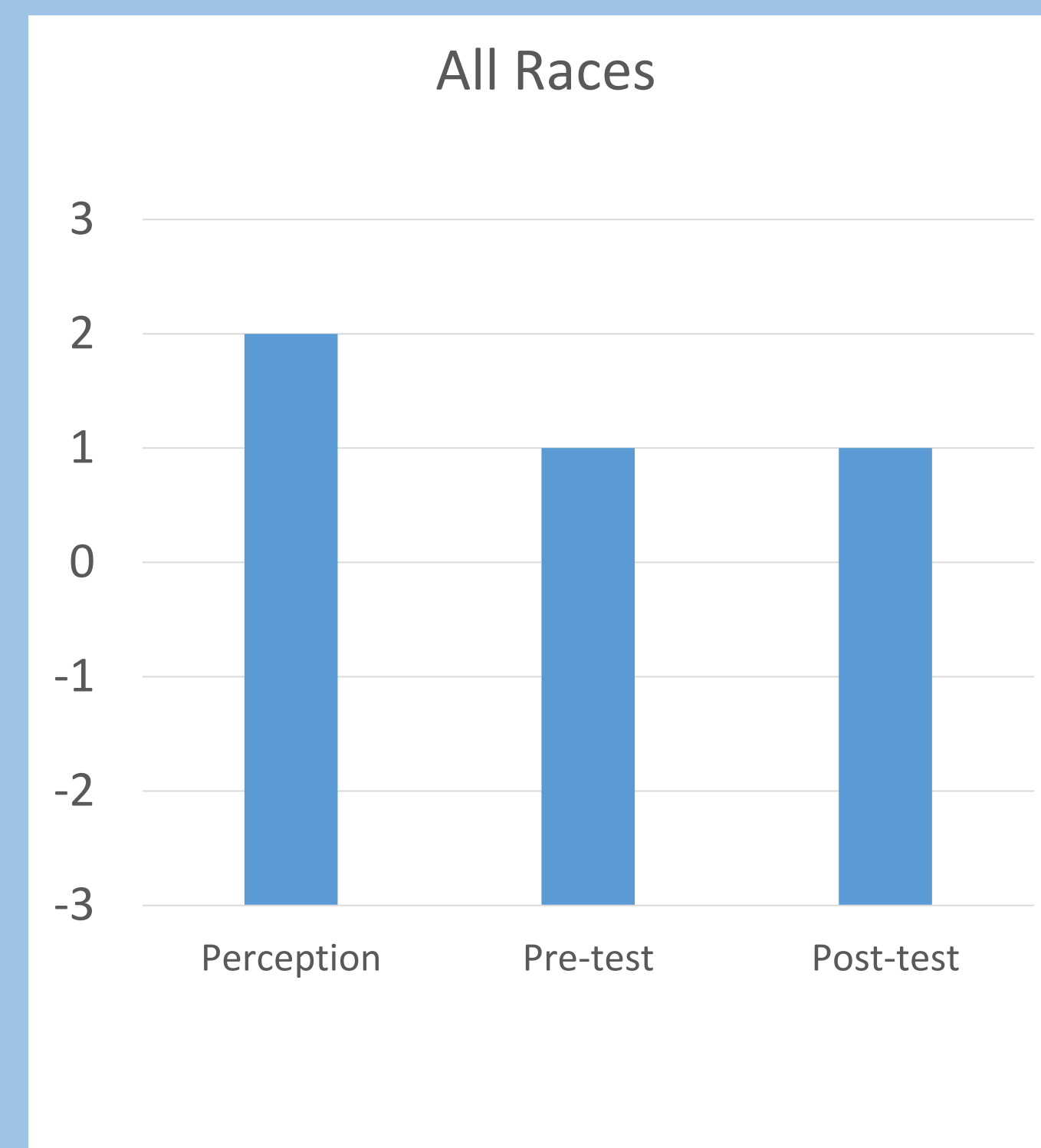
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Abstract

Cognitive dissonance is the idea that an individual will experience mental conflict after taking an action that contradicts with his said beliefs. The individual's unconscious biases challenge his conscious perceptions. These implicit biases may be so imprinted into an individual's mind that he does not realize he possesses certain prejudices.

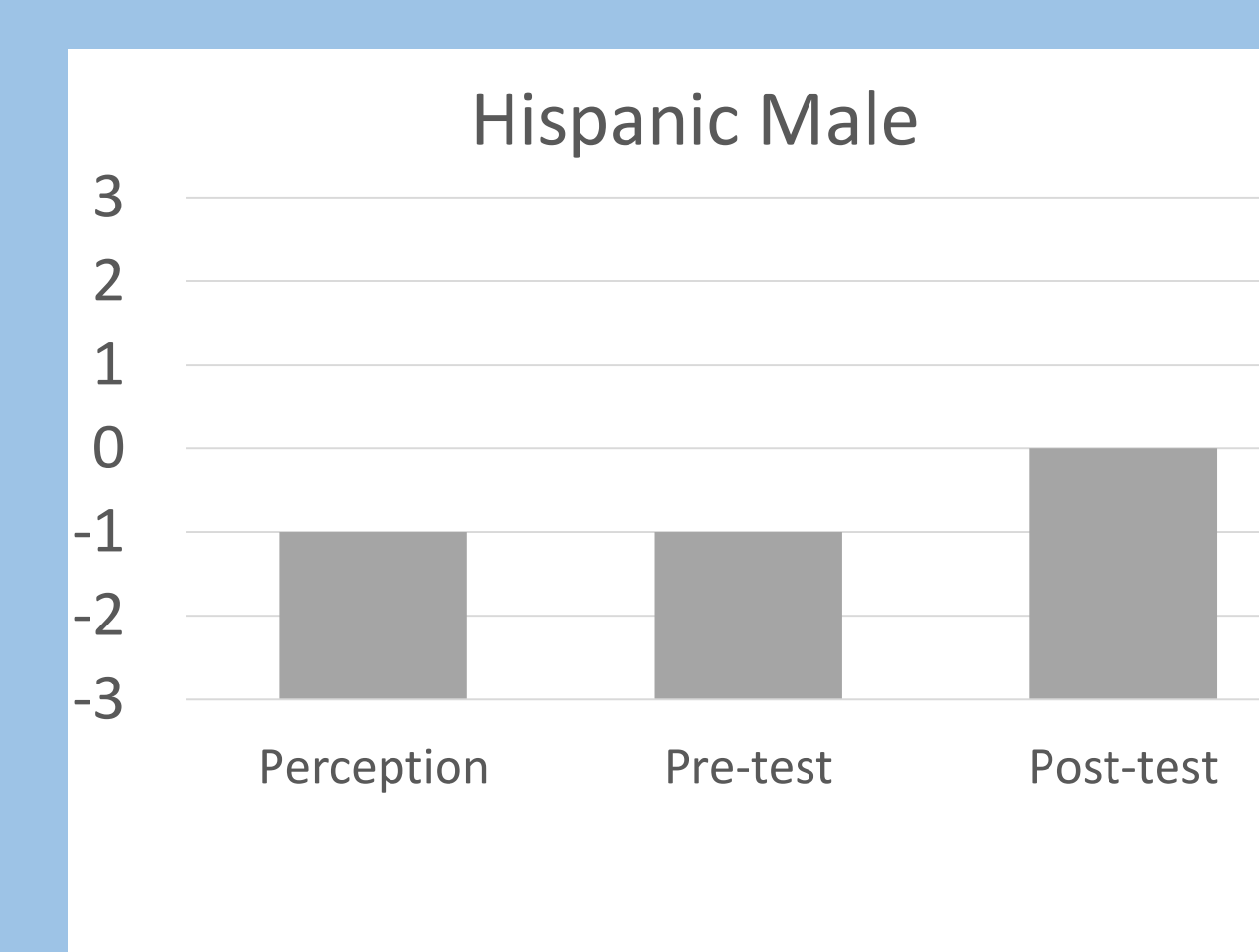
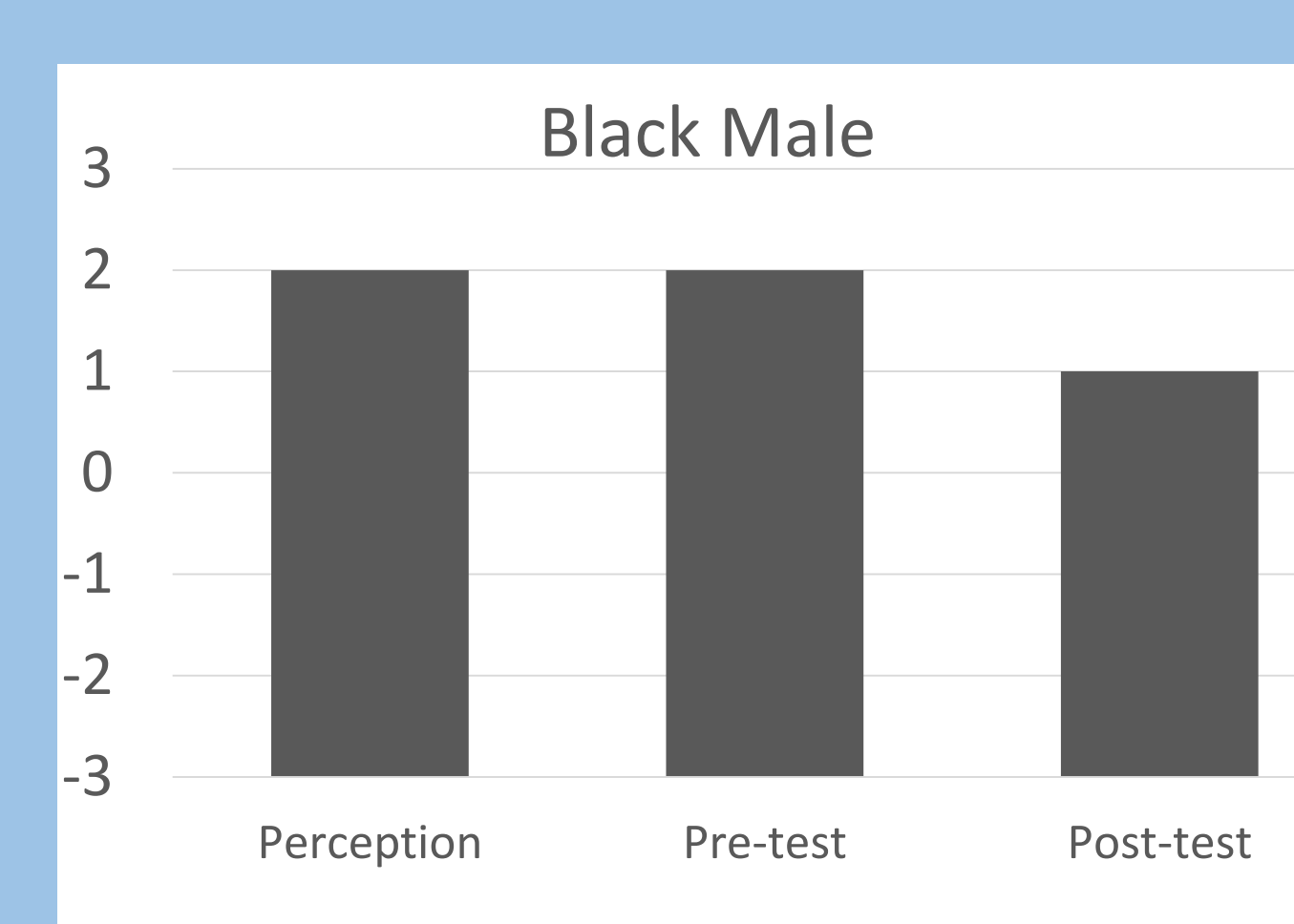
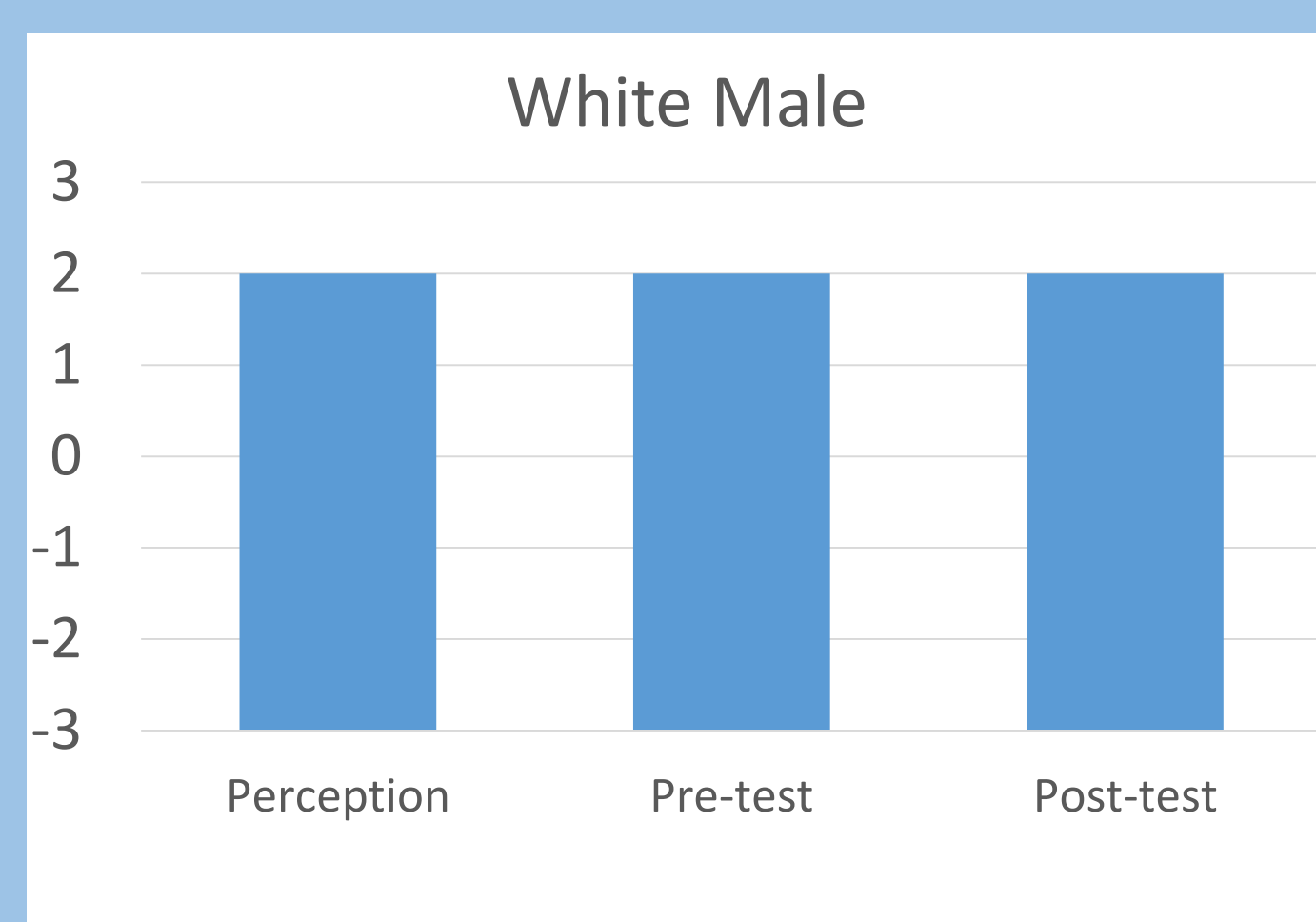
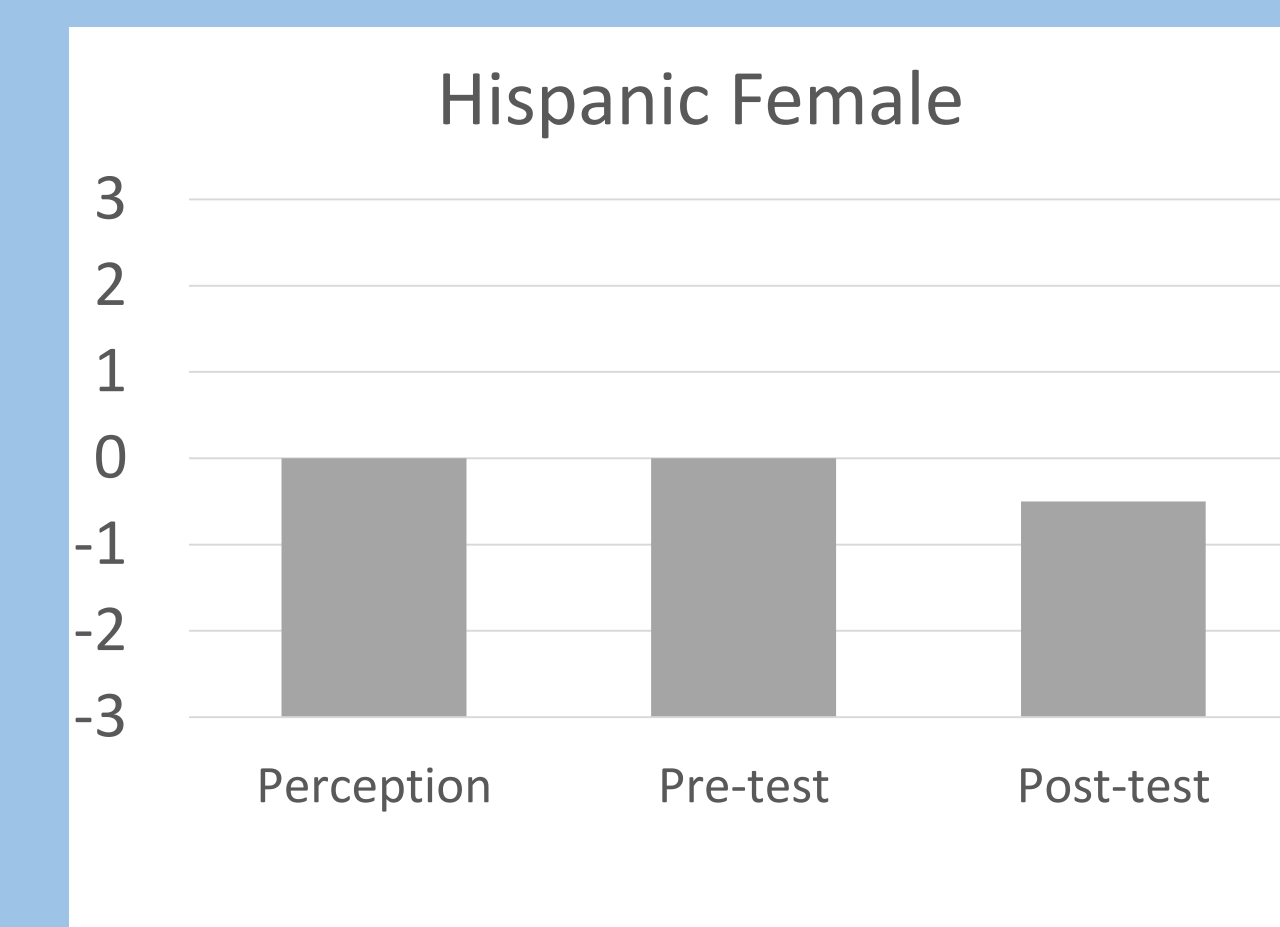
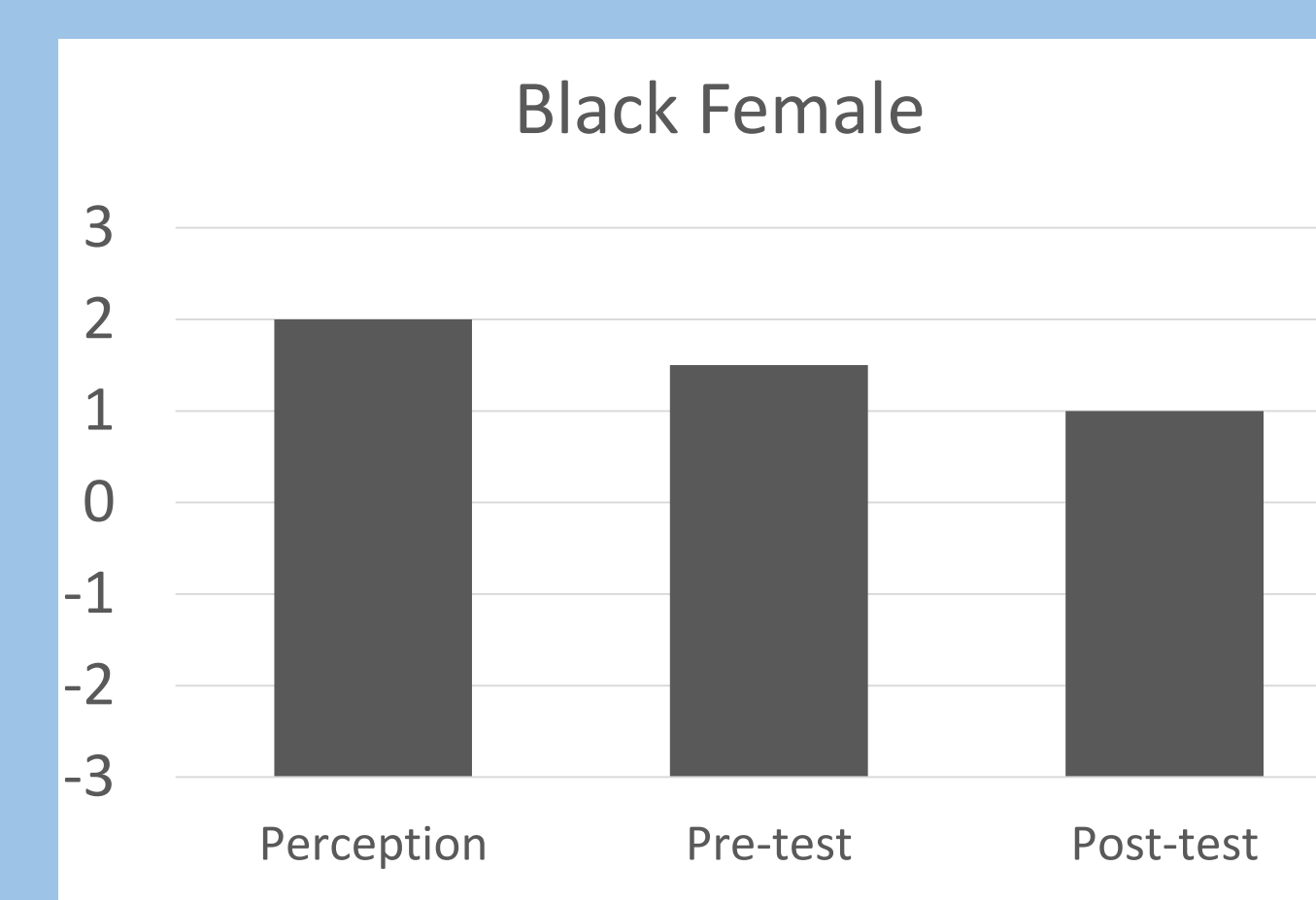
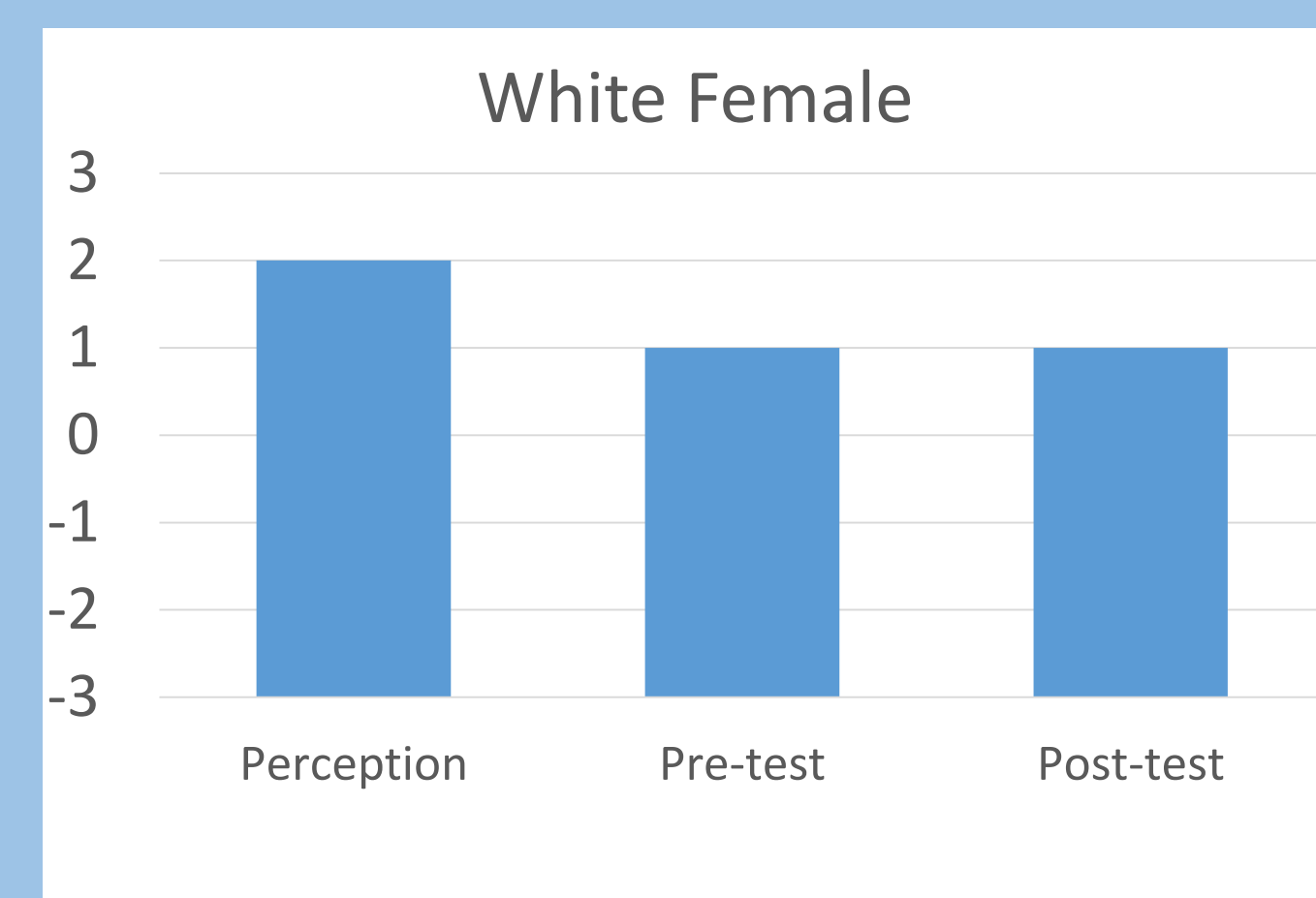


For a Hispanic student (minority):

- 3 = Strongly Prefer black
- 2 = Moderately Prefer black
- 1 = Slightly Prefer black
- 0 = No favor
- 1 = Slightly Prefer white
- 2 = Moderately Prefer white
- 3 = Strongly Prefer white

Method

Students were split into two self diagnosed groups: white or minority. They initially made their own conscious preference to what they prefer. Then students took the first IAT to see results of how strongly they prefer. After watching the stimulant, students took the IAT again to see if preference results changed. I hypothesized that the student's perception would be different from the IAT results. If the student's first IAT results were strongly prefer, there would be no change, but if the student's first results were moderate or less, there would be a small change toward preferencing the other race.



Conclusion

- Obvious dissonance between what students consciously prefer versus the IAT results
- Shows there is in fact an implicit bias students do not realize
- Significant change seen once races are separated
- Most females thought they were more racist than IAT results showed
- Most males were identical in their perception to their IAT results

Conclusively, this data shows it is possible to temporarily change one's implicit bias. However, some possible problems with this experiment is students taking the same test twice. This may impact their results since they are familiar with the test the second time. Another problem is Hispanics having to choose a racial preference between white and black, not their own race. For further research, it would be interesting to test how long this change in implicit bias lasts, and if it is possible to permanently change one's implicit bias