

Empowering People to Break the Bias Habit: Creating Inclusion and Reducing Bias

A Bethel “Caring for Social Justice” Sponsored Workshop

Saturday, March 2, 2019 | 1:30-4:30pm

Borgwardt Hall, Bethel Lutheran Church, Madison, WI

- No Cost but Registration Required at www.bethel-madison.org/breakingbias
- Free will offering accepted
- Free childcare available
- Community participation encouraged

People can act biased without realizing it. We unconsciously acquire attitudes, beliefs or behaviors – prejudices, stereotypes, discriminatory practices – that interfere with interpersonal and intergroup relations.

Vulnerable to bias...who, ME?

This Workshop is based on the idea that bias is a habit. And like all habits, it can be broken.
That’s a good thing!

It is based on Dr. Patricia Devine’s pioneering research (1989) into developing strategies to diminish bias and promote diversity. The results achieved by Drs. Devine and Cox are scientifically based – shown experimentally to produce lasting bias-reducing effects. Their research has investigated the multiple sources and factors influencing the development and durability of stereotypes and prejudice.

Behavioral change can occur if participants invest in the habits of change the workshop outlines.

- Motivation to address personal bias
- Awareness: Recognition and labeling of biased thinking
- Strategies to confront unwanted, non-inclusive habits
- Practice: Effort over time

Learn how bias is spread and how to make unconscious patterns conscious and intentional. All are invited to learn with us eye-opening insights in a self-discovery journey toward a more welcoming, inclusive community.



Patricia G. Devine, Ph.D.
Professor and Lab Director
UW Department of Psychology

Dr. Devine’s work is interested in how people manage the intrapersonal and interpersonal challenges associated with prejudice in our contemporary society. She is an internationally recognized expert in the scientific study of stereotyping, prejudice, and intergroup relations.



William T. L. Cox, Ph.D.
Assistant Scientist
UW Department of Psychology

Dr. Cox is a social psychologist whose scientific research has investigated the sources of stereotypes and prejudice – cultural, social, cognitive and neural mechanisms – leading to evidence-based ways to break the prejudice habit. Cox argues that understanding these bias perpetuation mechanisms is key to overcoming bias.

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