



Unconscious Bias Social Stereotypes Plus Combating Strategies

Tourism Diversity Matters

Defining Unconscious Bias

Unconscious Biases are social stereotypes about certain groups of people that individuals form outside their own conscious awareness.

Types of Biases

Conscious Bias (Explicit Bias)

In its extreme is characterized by overt negative behavior expressed through physical and verbal harassment or through more subtle means such as exclusion.

Unconscious Bias (Implicit Bias)

Operates outside of the person's awareness and can be in direct contradiction to a person's espoused beliefs and values.

Why is this Important?

Conscious Bias (Explicit Bias)

The person is very clear about his or her feelings and attitudes, and related behaviors are conducted with intent.

Unconscious Bias (Implicit Bias)

Automatically seeps into a person's behavior outside of awareness. Interfering with assessment and decision-making.



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For More Information

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