

FROM STARBUCKS TO THE ACADEMY

UNCONSCIOUS BIAS AND WHAT CAN WE DO ABOUT IT?

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Picture: Elite Daily

PERSONAL BACKGROUND

- **Organizational sociologist and gender expert.**
- **PhD. Sociology and Gender Studies** (TLV Uni. Postdoc. Maryland Uni.)
- **Sociologist at the IDF, consulting the HR branch** on gender, work and family in the military.
- **Member of the executive board of the Israeli Sociological Society** (since 2016).
- **Consultant to the EU Horizon 2020 project GENERA, and the security sector in Israel.**

**My recent project with Prof. Yossi Nir (Physics WI):
Why so few women pursue an academic career in physics?**



AN INTRODUCTION

**Diversity in academy:
Why is it important?**



DIVERSITY : WHY IS IT IMPORTANT?

Better science!

- ✓ Increase the pool of excellent physicists!
- ✓ Increasing creativity

Better society!

- ✓ Providing equal opportunities to people from under-privileged groups, as a value.



THE FOCUS OF MY TALK

- ✓ **What is unconscious bias (UCB)?**
- ✓ **What is the impact of UCB in academia?**
- ✓ **What can we do about it?**



STARBUCKS AND UNCONSCIOUS BIAS



<https://www.bbc.com/news/av/world-us-canada-43789349/starbucks-staff-to-get-unconscious-bias-training>



nypost.com - 410 x 618

<https://www.cbsnews.com/news/starbucks-closing-for-anti-bias-training-will-it-make-a-difference/-it-make-a-difference/>

BREAKING DOWN STARBUCKS' TRAINING BY THE NUMBERS

4 HOURS

of implicit bias training.

8,000

company-owned U.S.
stores closing for training.

175,000

workers to go through
training on how to combat
racial bias in the workplace.

7,000

Starbucks licensed stores in
the U.S. also have the option
of closing and participating in
the training.

Starbucks earned
**\$22.39
BILLION**

in sales in 2017.



Source: Starbucks

abcNEWS

The prices of Unconscious Bias in academia are hidden and vague!



PUSHING
THE FRONTIERS
OF INNOVATIVE
RESEARCH

ADVICE PAPER
NO.23 - JANUARY 2018

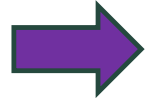
Implicit bias in academia:

A challenge to the meritocratic principle and to women's careers –
And what to do about it

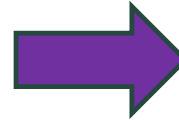
LEAGUE OF EUROPEAN RESEARCH UNIVERSITIES

• University of Amsterdam • Universitat de Barcelona • University of Cambridge • University of Copenhagen • Trinity College Dublin
• University of Edinburgh • University of Freiburg • Université de Genève • Universität Heidelberg • University of Helsinki
• Universitat Leiden • KU Leuven • Imperial College London • University College London • Lund University • University of Milan
• Ludwig-Maximilians-Universität München • University of Oxford • Sorbonne University • Università Piémont-Sud
• University of Strasbourg • Utrecht University • University of Zurich

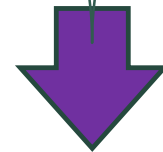
WHAT IS UNCONCIOUS BIAS?



- **Background**
- **Cultural environment**
- **Personal experiences**



- **Instinct**
- **Snap judgments**
- **categorization**



Wrong judgments

Favoring people like us, first impression, groupthink, etc.

TYPES OF COGNITIVE BIASES

I. SIMILARITY BIAS

PEOPLE LIKE me

Careers in a digital world

tech^{UK}

A campaign by **WISE**

WISE helps girls to find great careers in science, technology and engineering

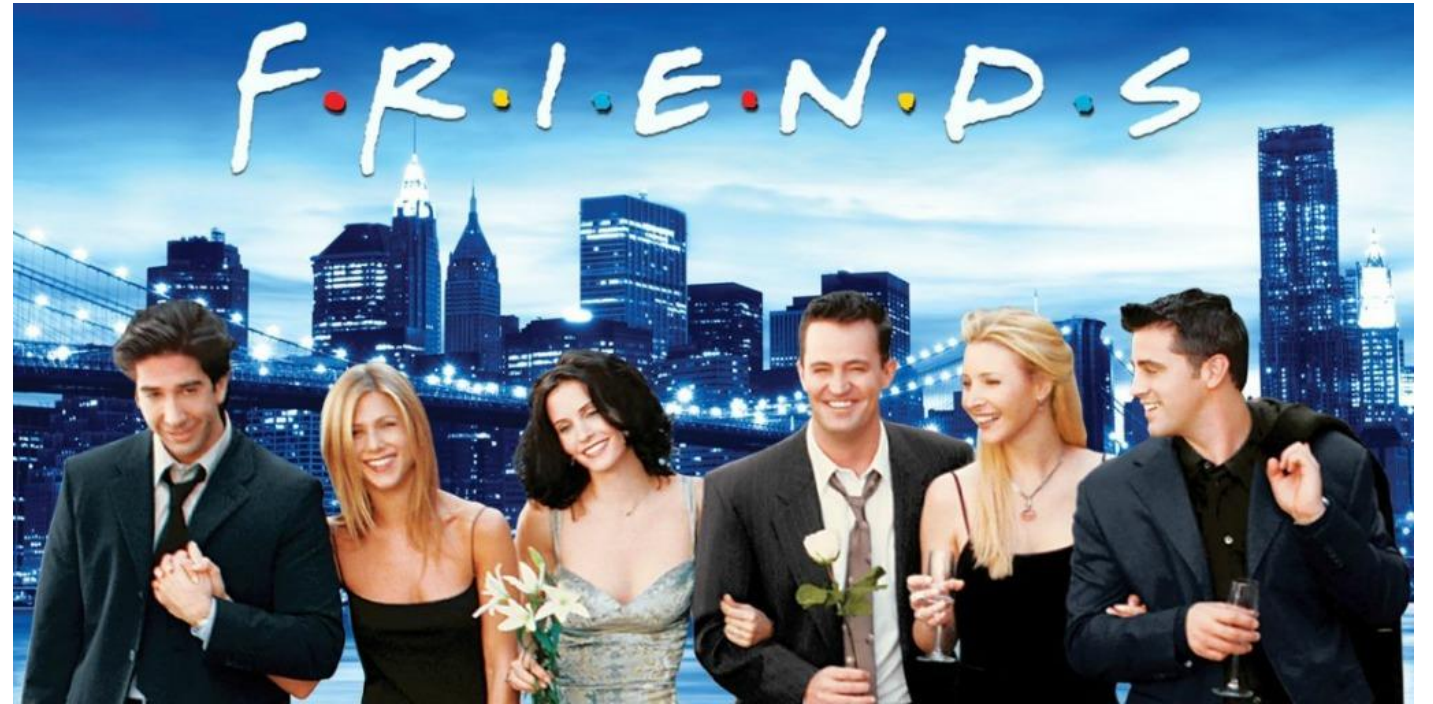
With support from:

accenture | bcs | b2i | Cerner | citrix | intel | salesforce.org

www.techuk.org/peoplelikeme

TYPES OF COGNITIVE BIASES

2. AFFINITY BIAS



TYPES OF COGNITIVE BIASES

3. PERFORMANCE BIAS

potential versus accomplishments.



TYPES OF COGNITIVE BIASES

4. BEAUTY BIAS

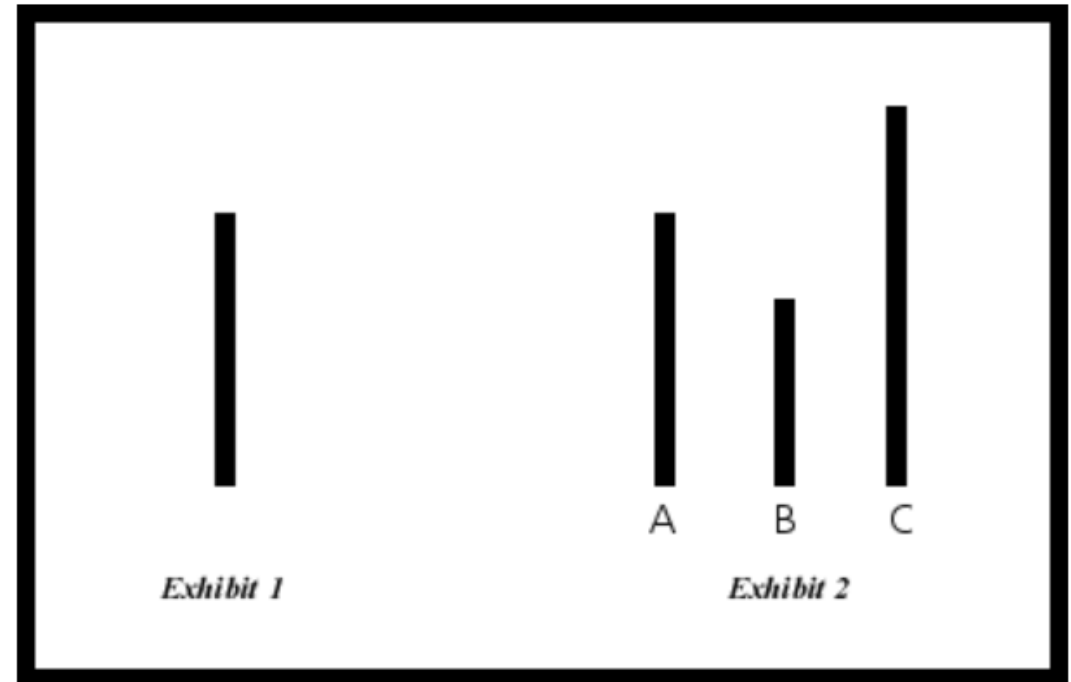
5. HALO EFFECT

6. HORN EFFECT



TYPES OF COGNITIVE BIASES

7. CONFORMITY BIAS group peer pressure



TYPES OF COGNITIVE BIASES

8. BANDWAGON EFFECT Following without thinking



All of us have it!

UNCONCIOUS BIAS – A DEFINITION

- ✓ Unconscious (or implicit) biases, unlike conscious biases, are the **views and opinions that we are unaware of.**
- ✓ They are **automatically activated.**
- ✓ They **affect our everyday behaviour and decision making.**



WHOM ARE WE BIASED AGAINST?



THE IMPACT OF UCB ON WOMEN IN ACADEMIA

Recruitment

- Advertising position is gendered
- Assessment methods
- Selection committees
- Recommendation

Working conditions

- Pay gap
- Resource gap
- Part time positions
- Precarious contracts

Research funding

- Gender bias in funding rates

Career advancement processes

- Vertical segregation
- Assessment methods
- Promotion committees
- Recommendation

This part is based mainly (but not only) on LERU report: “Implicit Bias in Academia” (2018)

WHAT CAN WE DO ABOUT IT? HOW TO ELIMINATE GENDER BIAS IN ACADEMY?

1st step:

Examine areas of potential bias and define measures to counter it, create diversity plan!

WHAT CAN WE DO ABOUT IT?

Initiatives implemented in universities to enhance diversity:

UCB training to hiring and promotion committees and senior scientist that are involved in decision making.

Blind hiring practices : evaluate without knowing the gender/religion/ethnicity.

Individual empowerment: women forums, career management courses, etc.

Academic support : academic support to first generation students.

Mentorship : individual support offered to students from under-privileged groups.

PROMOTING GENDER EQUALITY IN PHYSICS

GENERA PROJECT

Goal:

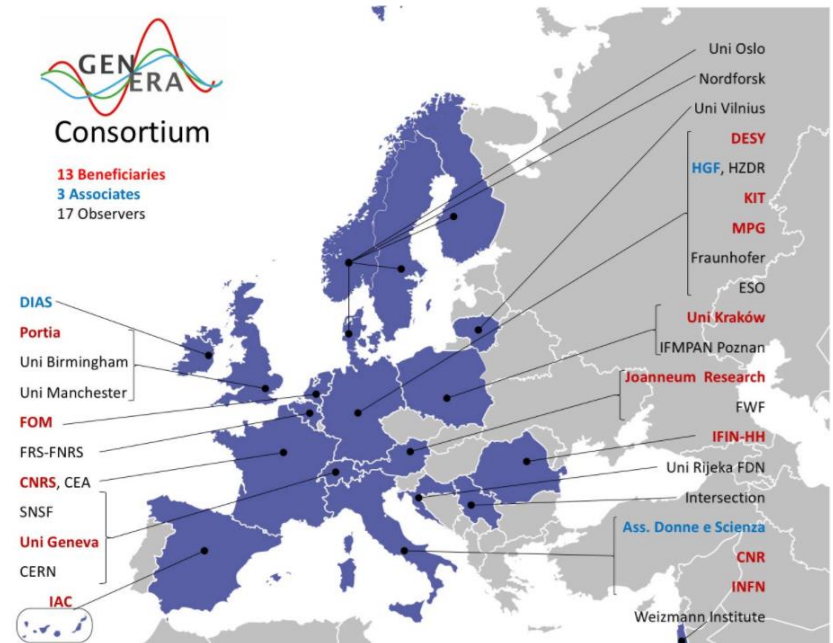
Enhance Gender Equality in Physics

Participants:

30+ organizations from Europe research organizations, universities and funding agencies.

Main activities:

- ✓ **Raising awareness – GIP Days**
- ✓ **Creating networks**
- ✓ **Supporting each organization to create its own Gender Equality Plan**



GENERA - Gender Equality Network in the European Research Area - is a project funded by the European Commission under GERI-4-2014 01 September 2015 - 31 August 2018 grant agreement 665637.

LOOKING AHEAD TO EQUAL OPPORTUNITY

- **Women and under-privileged groups face multiple barriers to perform successfully in academia.**
- Each organization should **identify** the barriers to equality, **define** measures to counter them and **implement** a change.
- Change in gender and power relations is a **process that takes time, persistence and patience.**
- **The leadership support is a key factor in implementing a change.**



WE SHOULD ALL TAKE A STEP FORWARD!



We all need to change our position from observing to acting.

Take a small action, to change awareness and remove barriers to equality and diversity.

Thank you!
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