“Cakeism”

The doctrine of having one’s cake and eating it too

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Presentation overview

• To critically explore our relationship to the equalities agenda and what might get in the way of progress
Unconscious bias

• Let’s take the test!
Take the online Harvard test:
https://implicit.harvard.edu/implicit/takeatest.html
Unconscious Bias

**Definition**

Implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner. These biases, which encompass both favourable and unfavourable assessments, are activated involuntarily and without an individual’s awareness or intentional control (Blair, 2002; Rudman, 2004a). Residing deep in the subconscious, these biases are different from known biases that individuals may choose to conceal for the purposes of social and/or political correctness.

*Source: State of the Science: Implicit Bias Review 2014 by Cheryl Staats*
Types of bias
1. **Affinity bias**

**Affinity bias** is an emotional bias that causes irrational decisions driven by perception and reflection of values.

**Examples:**

- people who look like us, sounds like us, behave like us = favouritism re educational background, social class, hobbies and interests

- affects perceptions of competence thus affecting hiring and talent/people management decisions

- we ignore fault of people we like and notice more faults of people from groups we unconsciously don’t like
2. Confirmation bias

In psychology and cognitive science, **confirmation bias** (or **confirmatory bias**) is a tendency to search for or interpret information in a way that confirms one's preconceptions, leading to errors.

**Examples:**
- Based upon stereotypes. e.g. we search for or interpret information that confirms our existing perceptions and is selective.
- Use ambiguous evidence to support an existing position.
- This leads decision-makers and others to weight information that confirms existing viewpoints as well as ignore, discount or be blind to information that may contradict existing perceptions.
3. Attribution bias

In psychology, an **attribution bias** or **attributional bias** is a cognitive **bias** that refers to the systematic errors made when people evaluate or try to find reasons for their own and others' behaviours.

**Examples:**

- If someone is part of your ‘in group’ your evaluation of their successes are likely to be based on your belief in their knowledge, skills and attributes.

- If someone is part of your ‘out group’ your evaluation of their successes are likely to be based on external factors – the people they worked with, the support that they had etc.

- If someone is part of your ‘in group’ your evaluation of their failure is likely to be based on external factors – situations outside of their control.

- If someone is part of your ‘out group’ your evaluation of their failure is likely to be due to their lack of skills, knowledge or attributes.
A question for you
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<tr>
<th>world view</th>
<th>Societal beliefs and systems</th>
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<td>Belief in status quo</td>
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<td>fear of change</td>
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Lessons

1. There can’t be change without change
2. Championing interventions that don’t change anything maintain the status quo
3. Good people and good intentions isn’t enough
4. Change in the area of equality is usually about a shift in power
5. It’s hard to share power if you don’t believe in who should have it
6. We need to work on our covert belief systems to embrace equity
7. When we truly believe in equality – we will think and behave differently
8. Change is uncomfortable
9. We will always struggle against the status quo
10. Until we can change the status quo
TRANSFORMING THE WAY WE THINK AND DO EQUALITY