



*Racial Bias, Communication, and
Trust: Implications for
Interventions*

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Overview

- ❑ Need to Recognize Racism
- ❑ Racism is Subtle, Unintentional, and Unconscious
- ❑ Interaction Needs to Be Understood
 - Not about good guys/bad guys or blame
- ❑ *Implications* of Interpersonal for Structural Interventions





Stereotypes of Blacks

(Percent of White Respondents Endorsing Each Trait)

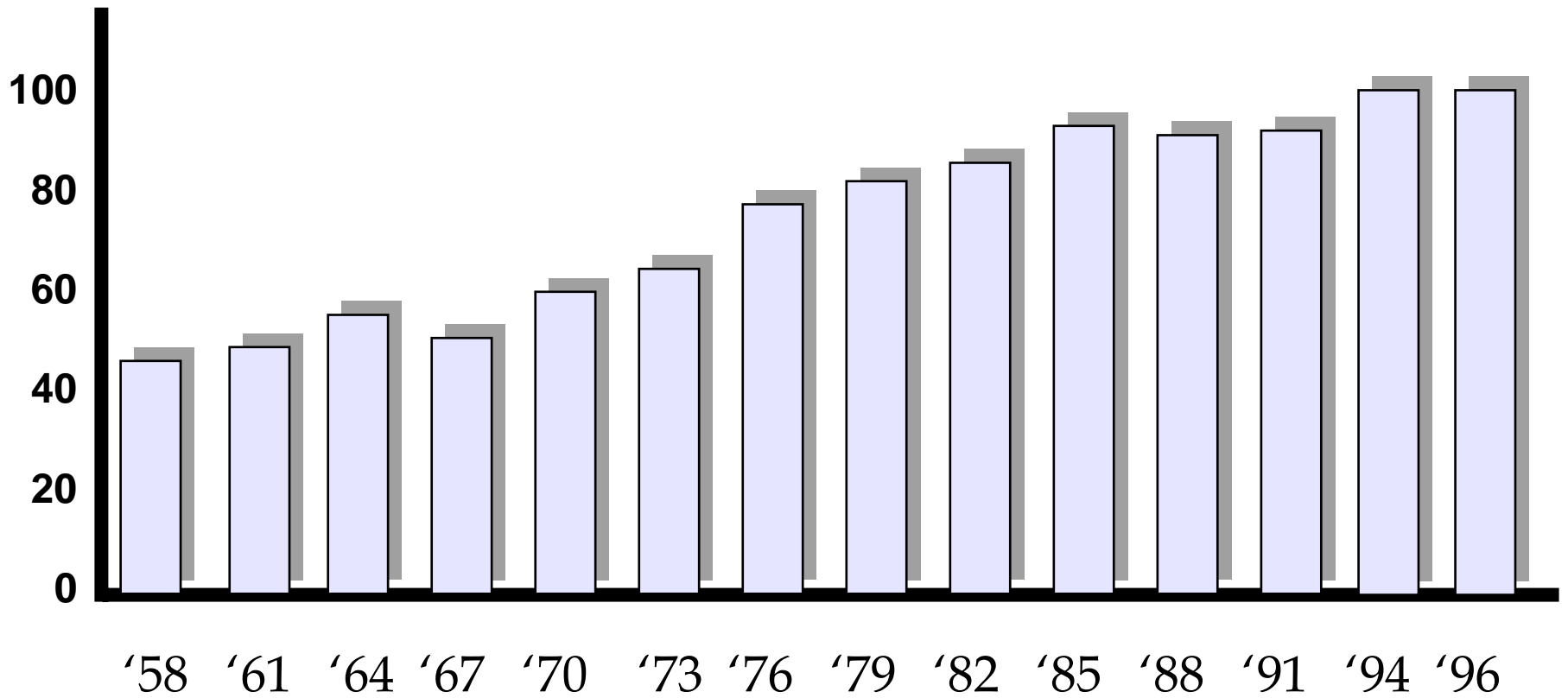
	1933	1951	1967	1982	2000
Superstitious	84%	41%	13%	6%	1%
Lazy	75%	31%	26%	13%	2%
Ignorant	38%	24%	11%	10%	3%
Stupid	22%	10%	4%	1%	0%



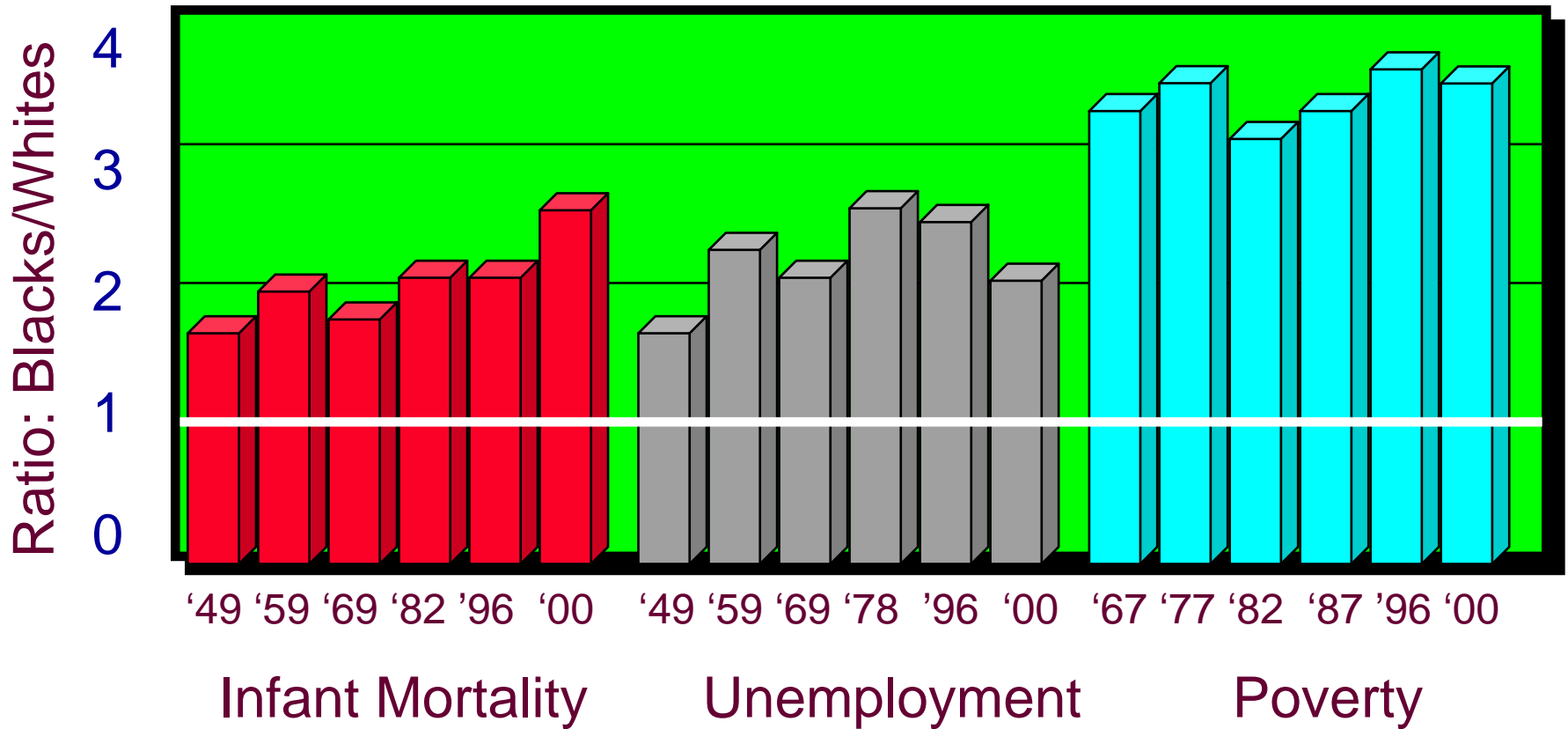


Presidential Vote

Percent



Quality of Life





Racial Disparities in Health

*(IOM Report, 2003; Healthy People 2010; National Center Health Statistics, 2006;
See also Dovidio, Penner, Norton et al., in press)*

- Tuberculosis (Blacks 8-9 times Whites)
- Asthma (Blacks 4-6 times Whites)
- Diabetes (Blacks 2 times Whites)
- Hypertension (Blacks 2 times Whites)
- Cancer (Blacks have lower survival rates)



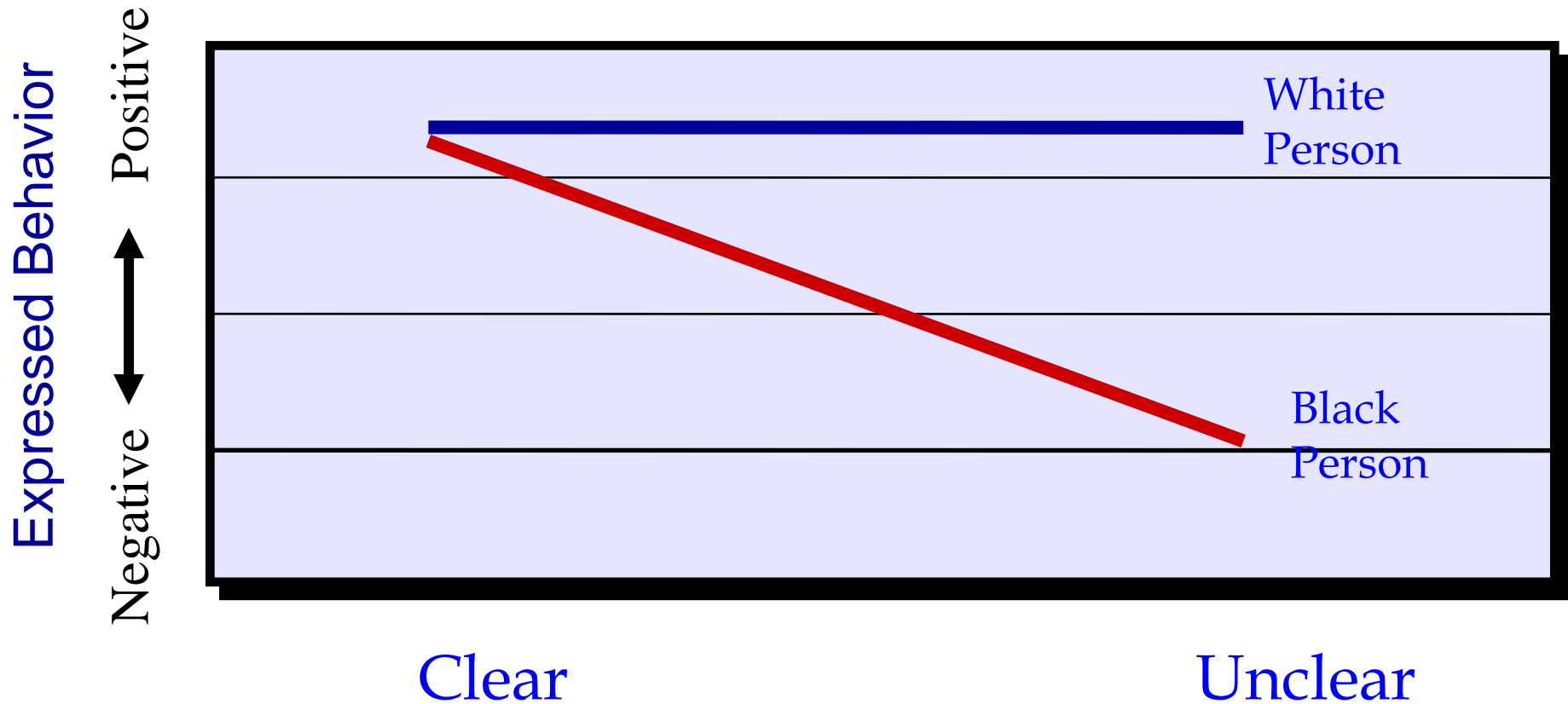


Factors Contributing to Bias

- Cognitive
 - social categorization
- Motivational
 - social dominance
- Sociocultural
 - cultural stereotypes



Outcomes: Subtle Bias





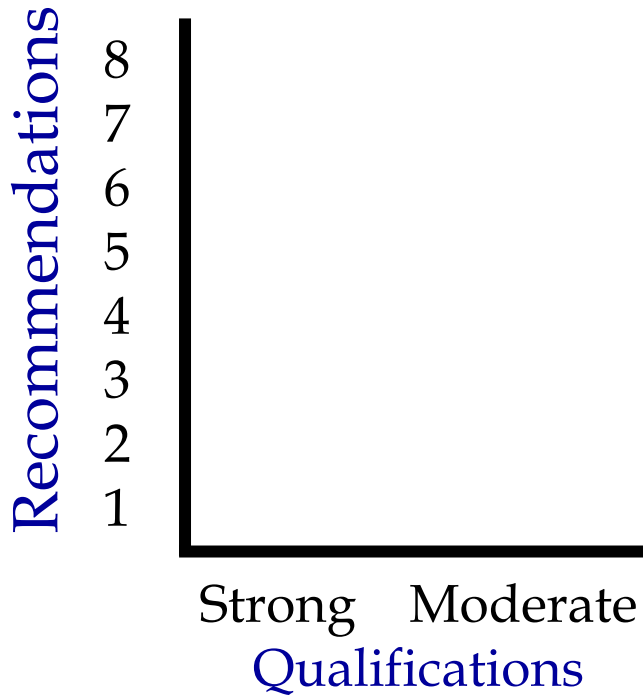
Personnel Decisions



Black Candidate



White Candidate



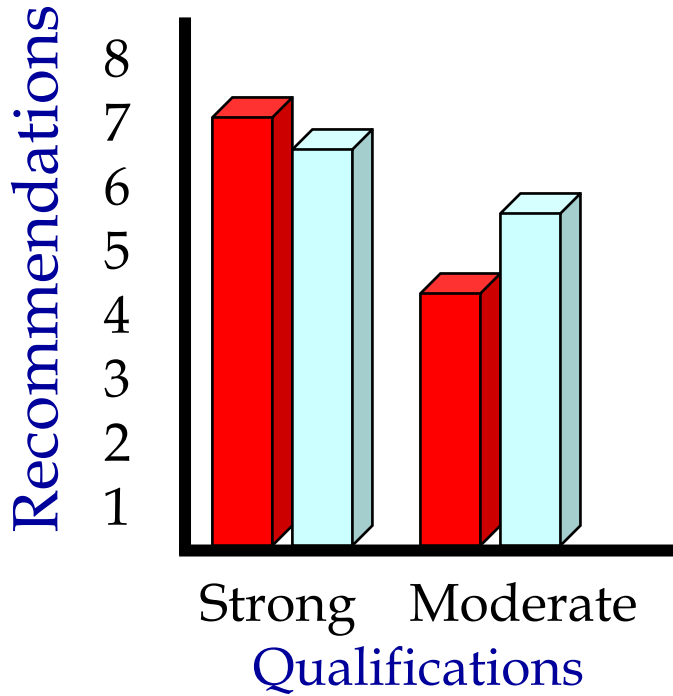
1989





Personnel Decisions

 Black Candidate
 White Candidate

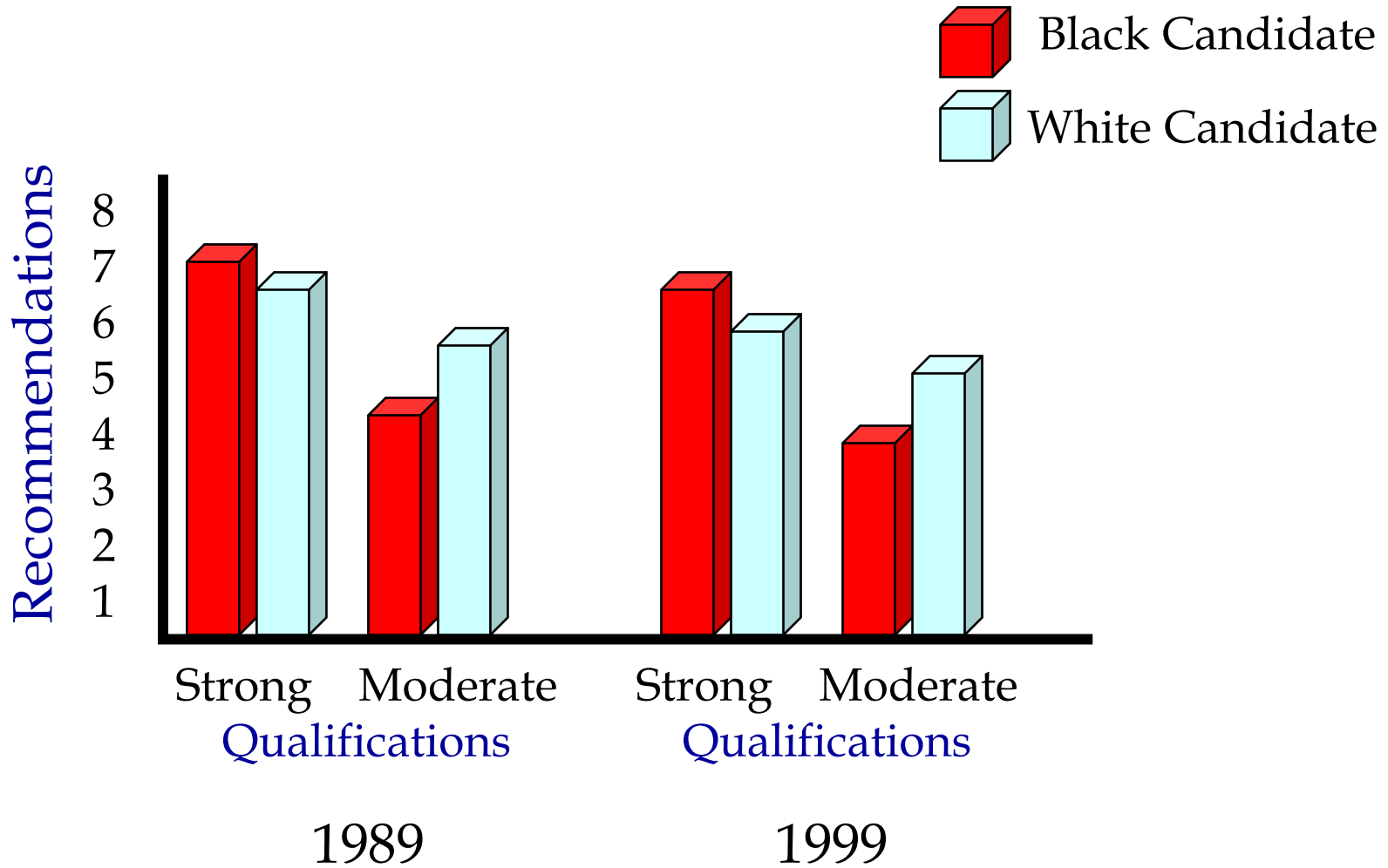


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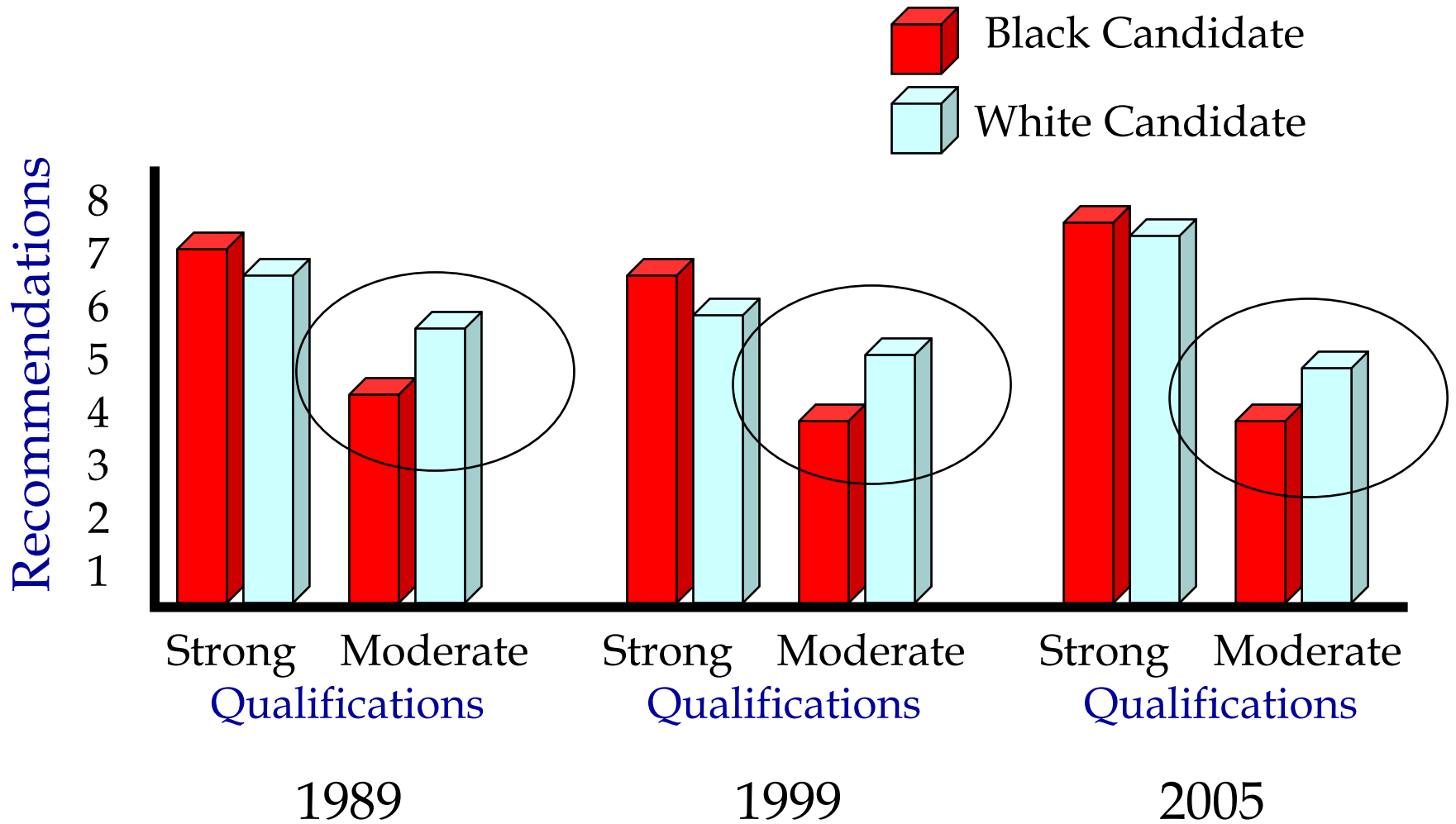


Personnel Decisions





Personnel Decisions





Explicit and Implicit Attitudes

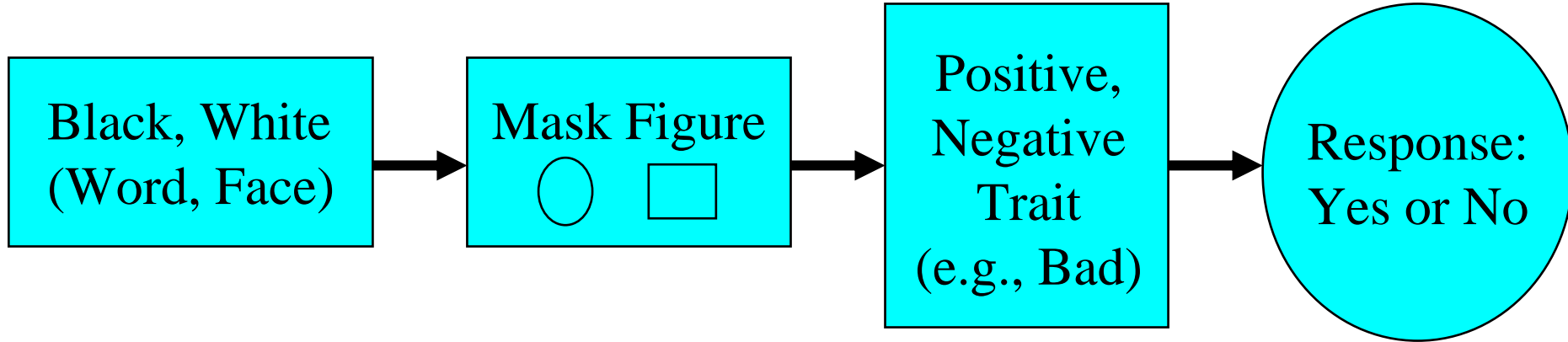
- **Explicit Attitudes**
 - Conscious
 - Deliberative
 - Social and Personal Values

- **Implicit Attitudes**
 - Unconscious
 - Spontaneous
 - Habit from Direct & Vicarious Experience





Unconscious Bias

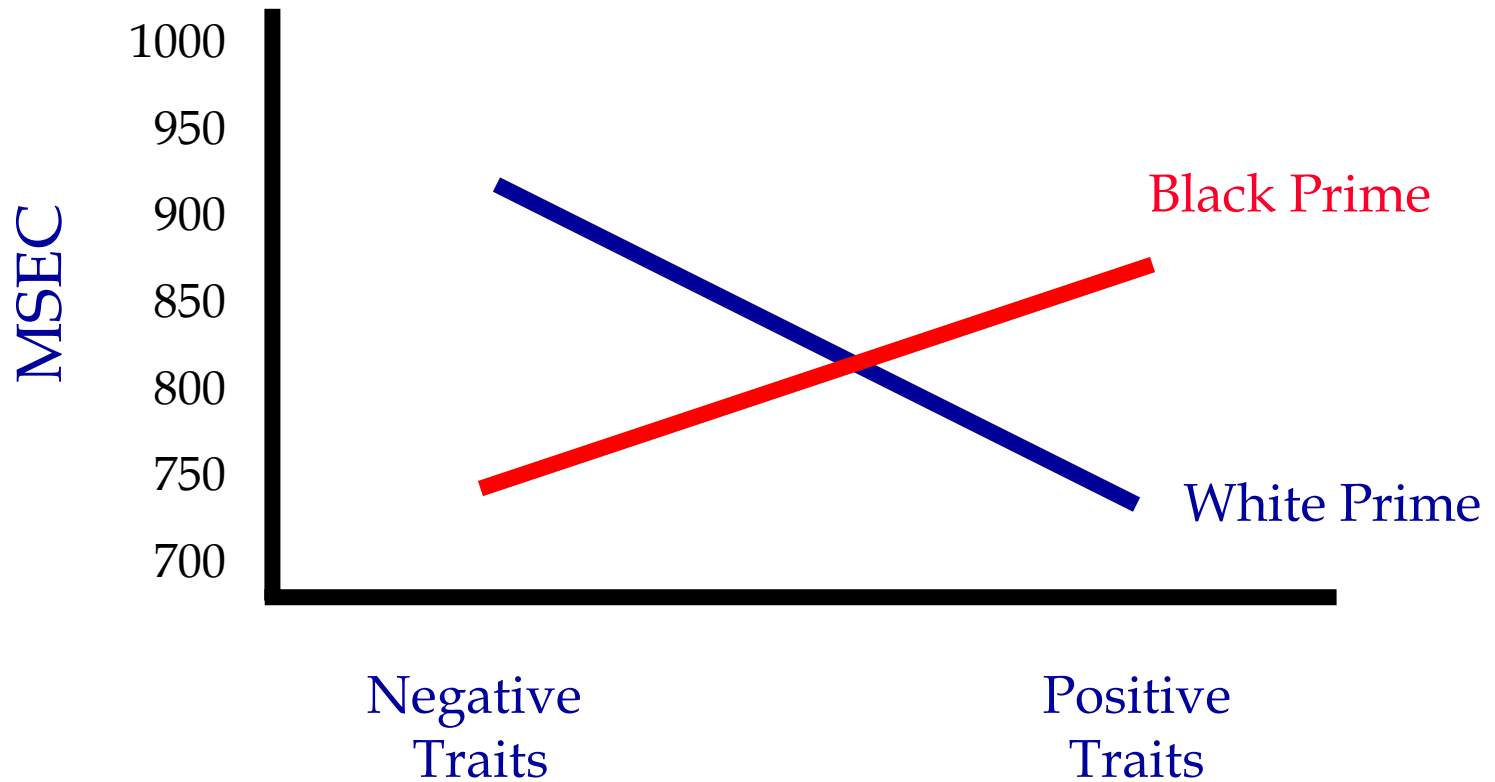


Can this trait *ever* apply to a person (house)?





Racial Categorization





Dissociation

<u>Study</u>	<u>Implicit Prejudice Measure</u>	<u>Explicit Prejudice Measure</u>	<u>Statistic (df, n, direction)</u>	<u>Effect size (r)</u>
Dasgupta et al. (1999)	IAT using names and pictures	Overall effect	r(73)=.145 {75}{+}	0.15
		Feelings thermometer	r(73)=.22	
		Semantic differential	r(73)=.31	
		Modern Racism	r(73)=-.055	
		Diversity scale	r(73)=.06	
Dovidio et al. (1997, study 1)	Evaluative race priming (Black vs. White faces; positive vs. negative adjectives)	Overall effect	r(22)=.215 {24}{+}	0.22
		Attitudes Toward Blacks	r(22)=.28	
		Modern racism Scale	r(22)=.15	
Dovidio et al. (1997, study 3)	Evaluative race priming (Black vs. White faces; positive vs. negative adjectives)	Overall effect	r(31)=-.03 {33}{-}	-0.03
		Modern Racism Scale	r(31)=.01	
		Old Fashioned Racism	r(31)=-.07	
Fazio et al. (1995, study 1)	Evaluative race priming (Black vs. White faces; positive vs. negative adjectives)	Modern Racism Scale	r(51)=.15 (53){-}	-0.15
Fazio et al. (1995, study 2)	Evaluative race priming (Black vs. White faces; positive vs. negative adjectives)	Modern Racism Scale	r(47)=.28 {49}{-}	-0.28





Differential Prediction

Attitude

Behavior

- Explicit
Self-Report
- Implicit
Priming

Deliberative
Self-Report Evaluations
Spontaneous
Nonverbal Behavior

Dovidio et al., 1997





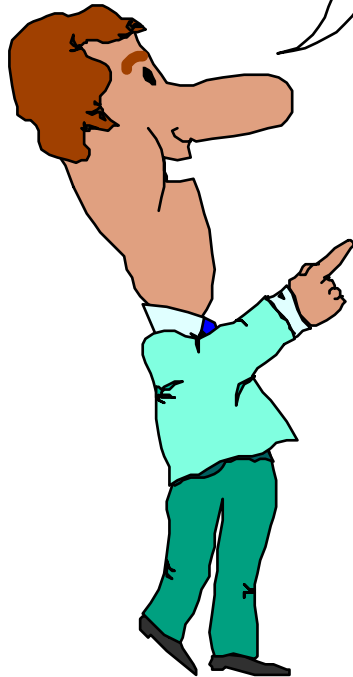
Racial Attitudes and Behavior

Correlations with:	<u>Evaluation of Interviewer</u>	<u>Visual Contact</u>	<u>Rate of Blinking</u>
Old-Fashioned Racism	.37*	+.02	-.04
Response Latency	-.02	-.40*	+.43



Perspectives

Conscious
Attitudes
Controllable
(e.g., Verbal)
Behavior



Actor

Verbal
Behavior
Nonverbal
Behavior



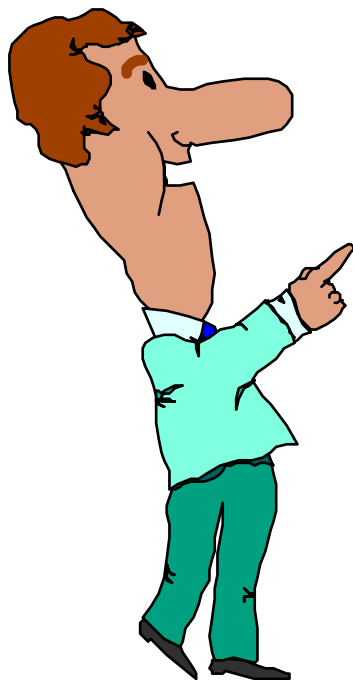
Observer





How friendly did I behave?

Conscious attitude	.33*
Verbal behavior	.36*
Implicit Attitude	.09
Nonverbal Behavior	-.07



White Actor

How friendly did The White person behave?

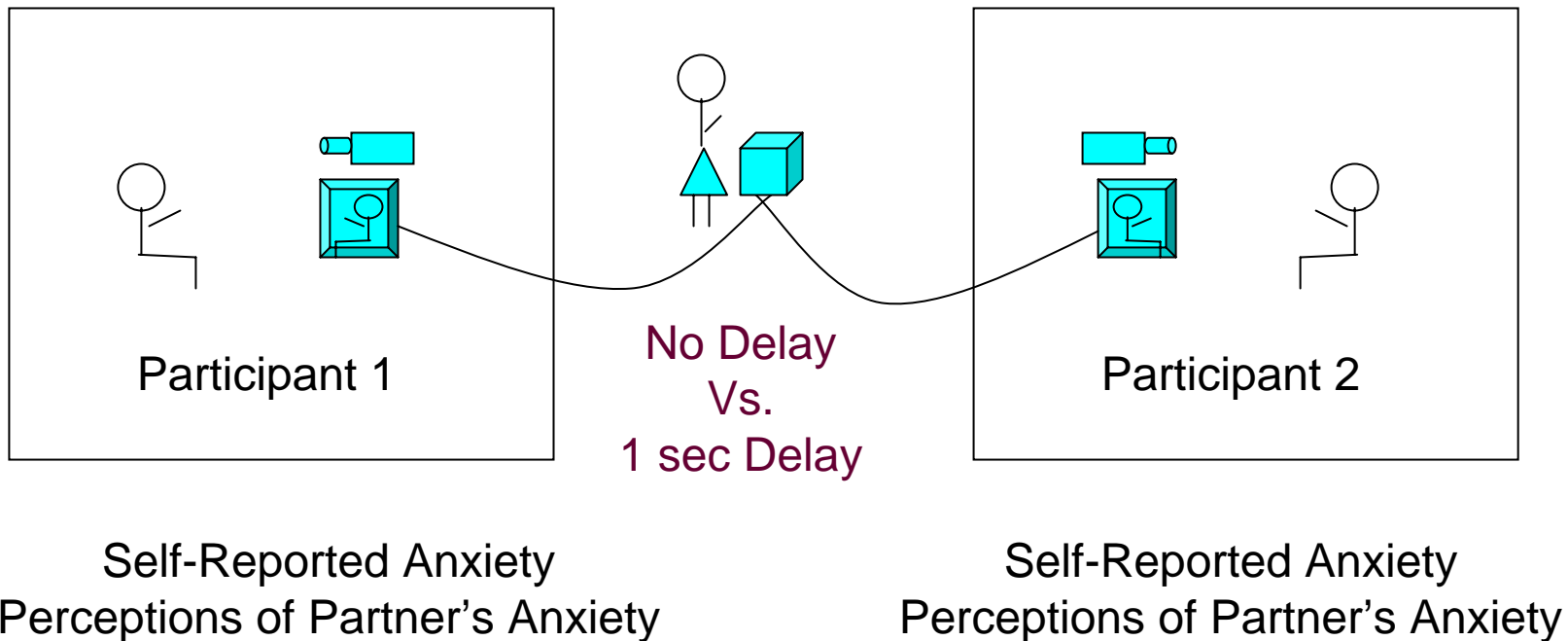
Conscious attitude	-.14
Verbal behavior	-.17
Implicit Attitude	.40*
Nonverbal Behavior	.34*



Black Observer



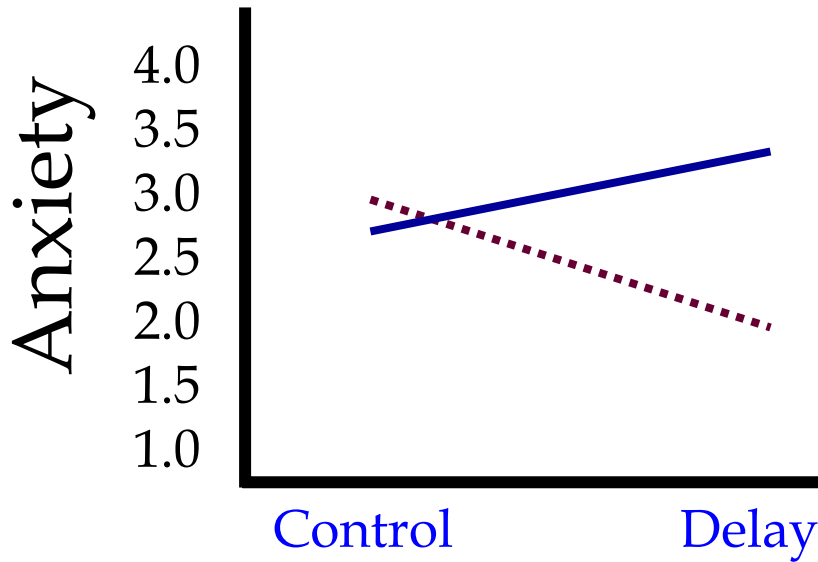
Video Interaction



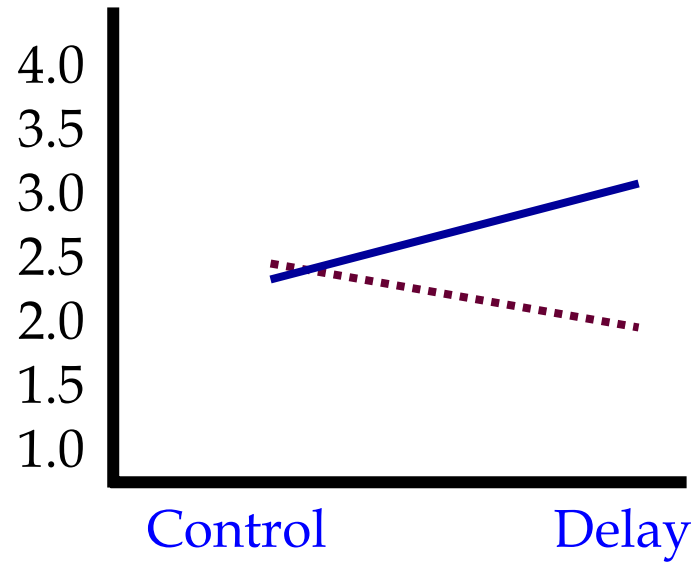


Disruption and Anxiety

..... Same Race
———— Different Race



White
Participants

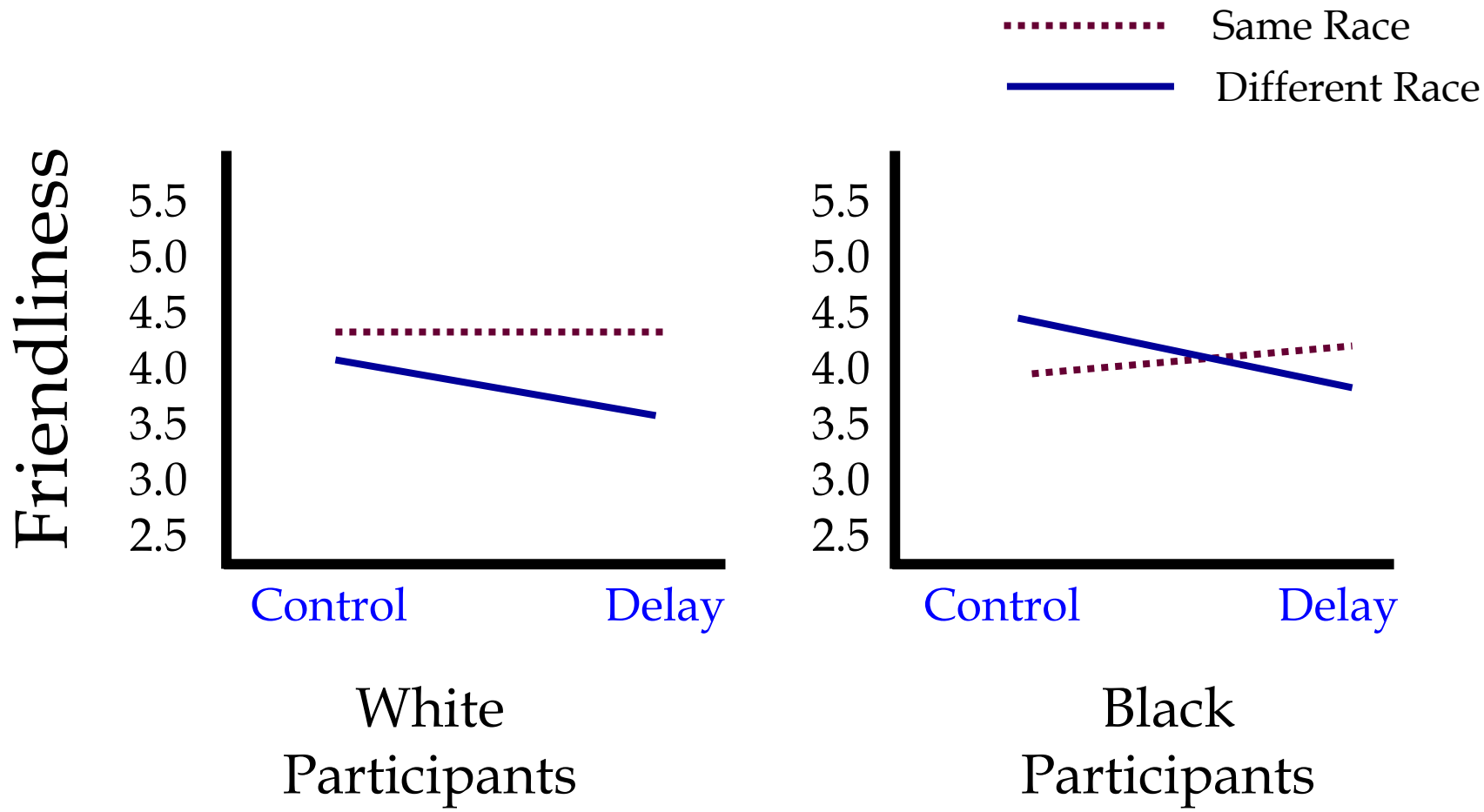


Black
Participants



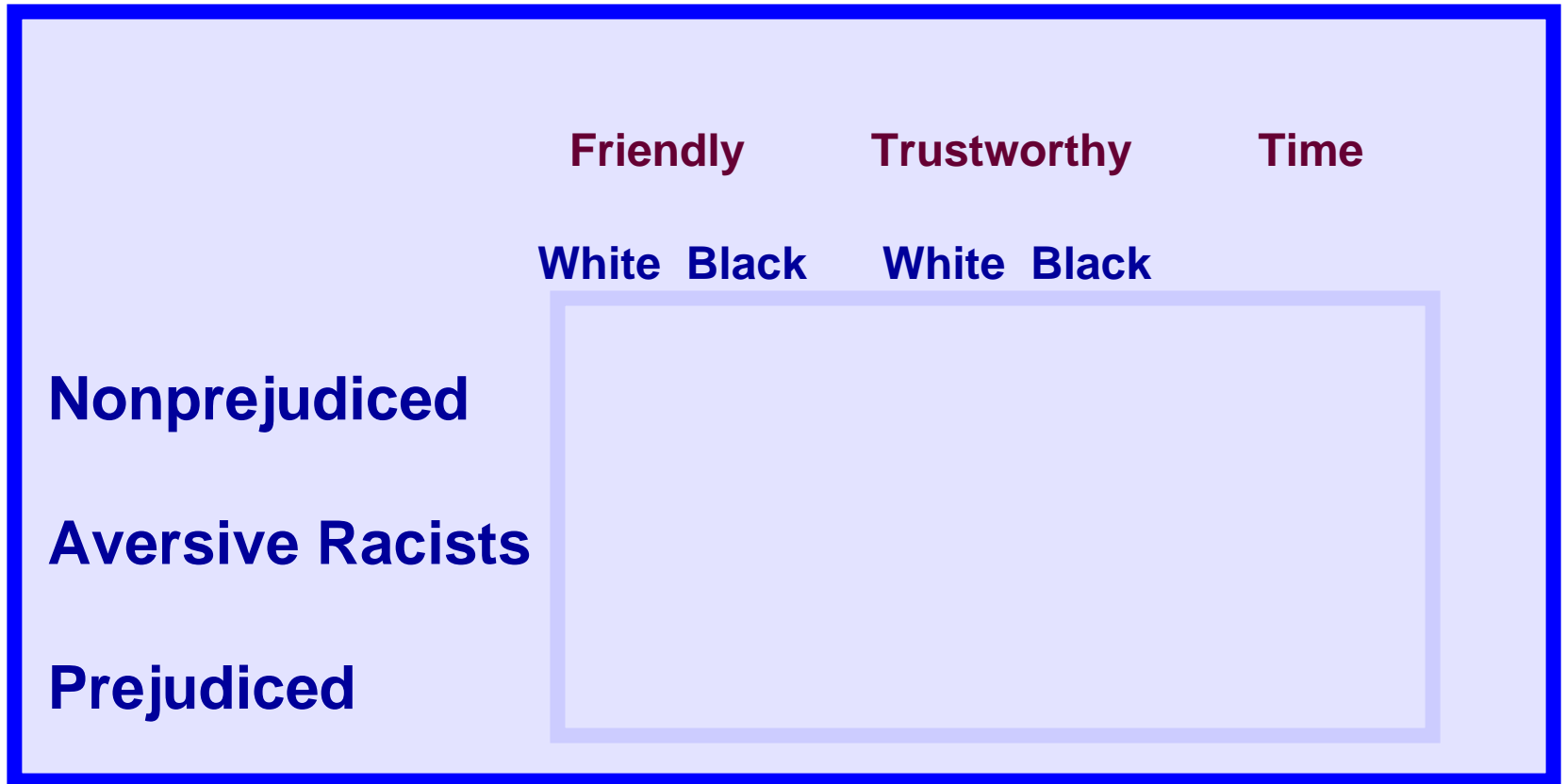


Disruption, Anxiety, & Friendliness





Group Effectiveness





Group Effectiveness

	Friendly		Trustworthy		Time
	White	Black	White	Black	
Nonprejudiced	5.6	5.5			
Aversive Racists	5.8	4.6			
Prejudiced	4.6	4.4			





Group Effectiveness

	Friendly		Trustworthy		Time
	White	Black	White	Black	
Nonprejudiced	5.6	5.5	5.8	5.3	
Aversive Racists	5.8	4.6	5.9	4.2	
Prejudiced	4.6	4.4	5.4	4.7	







Group Effectiveness

	Friendly		Trustworthy		Time
	White	Black	White	Black	
Nonprejudiced	5.6	5.5	5.8	5.3	4:35
Aversive Racists	5.8	4.6	5.9	4.2	6:10
Prejudiced	4.6	4.4	5.4	4.7	5:42






Disparities in Health Care: Interaction (Beyond Access)

- Race-concordant visits longer, involve more positive affect, and are more participatory (Albrecht et al., 2003 ; Cooper et al., 2003)
 - 57% of Blacks say that discrimination occurs “often” or “”very often” in interactions with White physicians (Malat & Hamilton, 2006)
 - Blacks show lower levels of trust of their physician, and more *after* visit (Gordon et al., 2006; Halbert et al., 2006)
 - Participation and trust related to patient satisfaction, seeking treatment, and adherence (Roter et al., 1997; Stewart, 2000)
- 



Race & Trust

- 69% of Whites see racial equality; 59% of Blacks see inequality
 - Blacks are more likely than Whites to believe in conspiracies:
 - Government makes sure drugs are available to Black children (60% vs. 16%)
 - AIDS was created in a lab deliberately to infect Black people (19% vs. 5%)
 - One-third of Blacks are distrustful of Whites; over 50% are distrustful of police
- 



Health and Health Care Disparities

Mental Health (Surgeon General's Report)

- African Americans: More likely to have a disorder and less likely to seek help
- Latinos: Latino youth experience more depression, anxiety-related disorders, and drug use; Only 1 in 11 Latinos will contact a mental health provider





Implications for Interventions: Building Trust

- Meta-Analysis of Effectiveness of HIV Intervention Programs for Blacks (Weis, Johnson, & Dovidio, in prep.)
- 78 studies published from 1991-2006
- Dependent Measure: Condom Use, Pretest-Posttest
- Overall efficacy, $d_+ = .11, p < .001$





Predictors of HIV Intervention Effectiveness for African Americans

Demographics

- Proportion of Blacks in Area

Intervention Features

- Content Matching*
- Race Match of Facilitator*

Social Milieu

With White Facilitators

- Whites' Attitudes toward Blacks

With Black Facilitators

- Blacks' Attitudes toward Blacks
- 



Conclusion

Contemporary bias ...

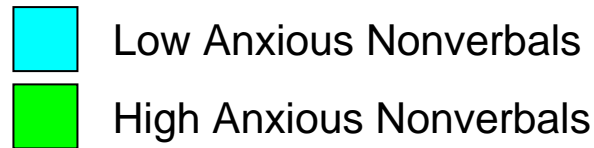
- is often unconscious
- may be subtle, its consequences may be significant
- produces different perspectives
- adversely affects effectiveness
- Provides the context for interventions



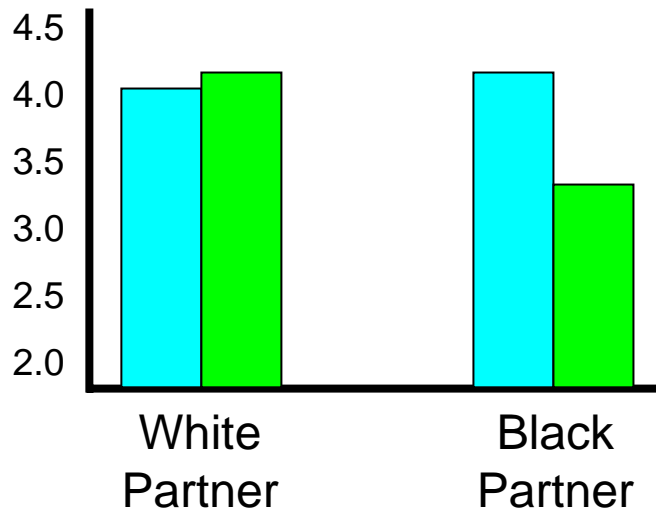




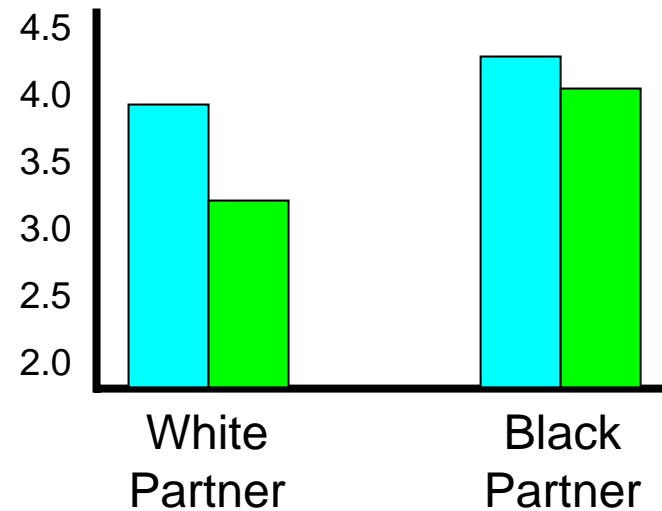
Anxiety and Friendliness



Whites' Perceptions



Blacks' Perceptions





Emergency Intervention

