

# Beyond Bias

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# Creating a Television Series

- » Scenario: We are a group of producers, writers, and actors and we are creating a television crime series.

# Bias Defined

- » Bias typically comes from our strong, innate tendencies to
  - (a) categorize objects and people into groups,
  - (b) prefer things (and people) merely because they are familiar or because they belong to our group,
  - (c) simplify a complex world (e.g. with stereotypes), and
  - (d) rationalize inequities

Source: Glaser, Spencer, & Charbonneau (2014).

# Bias Defined

- » Bias feeds into, and creates:
  - Stereotypes
  - Prejudice
  - Discrimination (along with all of the “isms”)

# Different Types of Bias

- » Self-Serving Bias: Our successes are earned and deserved, our failures are not our fault
- » Fundamental Attribution Error: Other people's behaviors are due to internal, stable causes
- » Confirmation Bias: Paying attention only to information that supports our values & beliefs while discounting or ignoring information that doesn't

# What Creates Bias?

- » People (i.e. family, friends, colleagues, community, etc.)
- » Media & Advertisements
- » Communication (language & nonverbal)
- » Geography
- » Culture
- » Personal Experience & Childhood
- » History
- » (all of which work in concert together)

# The Influence (and Power) of Media

» “Our everyday lives are an interconnected mesh of communication acts, which links us with media, with each other, and with our historical traditions” (Bird, 2003, p. 19).

# Evidence of Media Bias

- » Presidential candidates “received coverage that was was overwhelmingly negative in tone and extremely light on policy” (Harvard Kennedy School, 12/7/2016).

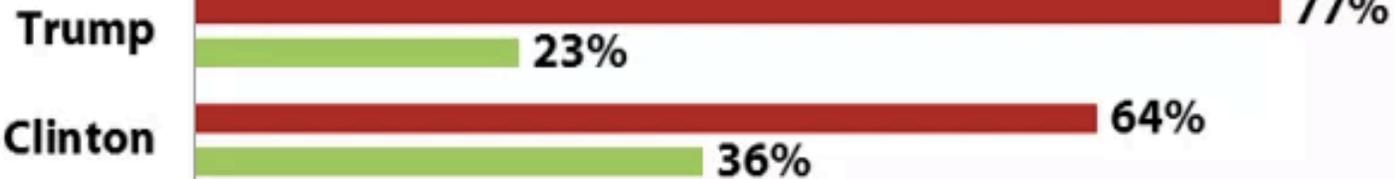
# Evidence of Media Bias

Tone of nominees' coverage

percentage of news reports

■ Negative ■ Positive

General Election



Full Campaign



# Evidence of Media Bias

Total number of minutes dedicated to coverage of issues in presidential campaigns (Andrew Tyndall)

<b><i>Year</i></b>	<b><i>Total Minutes</i></b>	<b><i>ABC</i></b>	<b><i>CBS</i></b>	<b><i>NBC</i></b>
<b><i>1988</i></b>	<b><i>117</i></b>	<b><i>36</i></b>	<b><i>40</i></b>	<b><i>42</i></b>
<b><i>1992</i></b>	<b><i>210</i></b>	<b><i>112</i></b>	<b><i>38</i></b>	<b><i>60</i></b>
<b><i>1996</i></b>	<b><i>98</i></b>	<b><i>29</i></b>	<b><i>53</i></b>	<b><i>17</i></b>
<b><i>2000</i></b>	<b><i>130</i></b>	<b><i>45</i></b>	<b><i>39</i></b>	<b><i>46</i></b>
<b><i>2004</i></b>	<b><i>203</i></b>	<b><i>40</i></b>	<b><i>119</i></b>	<b><i>66</i></b>
<b><i>2008</i></b>	<b><i>220</i></b>	<b><i>41</i></b>	<b><i>119</i></b>	<b><i>66</i></b>
<b><i>2012</i></b>	<b><i>114</i></b>	<b><i>13</i></b>	<b><i>70</i></b>	<b><i>32</i></b>
<b><i>2016</i></b>	<b><i>32</i></b>	<b><i>8</i></b>	<b><i>16</i></b>	<b><i>8</i></b>

# Evidence of Media Bias

**6 MINUTES**  
OF **SEXIST** ATTACKS AGAINST  
**HILLARY CLINTON**



[https://www.youtube.com/watch?v=i\\_7GrRw6S64](https://www.youtube.com/watch?v=i_7GrRw6S64)

# Evidence of Media Bias

## HAVE A HALLOWEEN MASK YET?

TRICK OR TREAT AS THE SCARIEST UNION LEADER IN AMERICA



### INSTRUCTIONS

1. Simply cut out the Randi Weingarten mask and attach elastic string to either side of mask.
2. Using scissors cut the eyes from the mask.
3. Wear mask with caution. Parents of children in failing schools may give you a piece of their mind.

The scariest thing this Halloween is that our kids have fallen behind Latvia, Estonia and Vietnam in science and math. Randi Weingarten, President of the American Federation of Teachers, protects incompetent teachers in the classroom from being fired and refuses to reward outstanding teachers with merit-based pay.

For more information about AFT and how they are failing our children's schools go to:

**AFTFACTS.com**

## Randi Weingarten's Union Protects Bad Teachers.



Find out why she opposes reforms that would improve our kids' education:

**AFTFACTS.com**

PAID FOR BY THE CENTER FOR UNION FACTS

# Evidence of Media Bias



# Evidence of Media Bias



**Donald J. Trump** ✓  
@realDonaldTrump



Follow

"@Don\_Vito\_08: "A picture is worth a thousand words" @realDonaldTrump #LyingTed #NeverCruz @MELANIATRUMP "



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8:55 PM - 23 Mar 2016

# Evidence of Media Bias

## THE BUFFALO NEWS

NYSUT chief Magee gives union more-aggressive public face



In a state where union leadership conjures images of rough and tumble Teamsters, Magee is the antithesis. She showed up for the first day of this week's conference wearing a hot-pink skirt and oversized pearls, complemented by a Kate Spade purse and neat French manicure.



# Evidence of Media Bias



<https://www.youtube.com/watch?v=vQ-TMwP8OZU>

# The Reality of Institutional Bias

- » Call back rates for job interviews
- » Applying for low-wage jobs
- » Doctors making medical recommendations
- » Purchasing a car
- » Legislators responding to constituents
- » Faculty responding to emails re: research inquiries
- » Selling iPods on eBay

# The Reality of Bias

- » “The paramount destiny and mission of women are to fulfill the noble and benign offices of wife and mother.”
  - » –SCOTUS in *Bradwell v. Illinois*
- » Right to Practice a Professional Career
- » 1964: Congress passes Civil Rights Act, Title VII
- » 1972: Equal Employment Opportunity Act

# The Reality of Bias

Right to Receive Equal Pay for Equal Work  
(Federal level)

# The Reality of Bias

» For every dollar a man is paid, how much does a woman earn?

1 dollar

95 cents

78 cents

54 cents

## » **A woman earns 78 cents for every dollar a man is paid.**

- » This creates a yearly gap of \$11,084 between full-time working men and women. That \$11,084 lost could purchase 89 more weeks of food or more than 3,000 additional gallons of gas or more than one year of rent for a woman's family.
- » The Equal Pay Act of 1963 made it illegal for employers to pay unequal wages to male and female employees who perform work requiring equal effort, skill and responsibility.
- » Lily Ledbetter Fair Pay Act of 2009: amendment of Civil Rights Act of 1964
- » Yet wage disparities between women and men remain evident today in the private and public sectors and at every educational level.

# The Reality of Bias

» How much does an African American woman earn for every dollar earned by a white man?

78 cents

74 cents

72 cents

64 cents

**An African American woman earns 64 cents for every dollar a man is paid.** More than 50% of married African American mothers are the primary breadwinners, bringing in at least half of their families' income. The gender wage gap is smaller for union women than their nonunion sisters. The union advantage is clear for workers of color as well.

# The Reality of Bias

» How much does a Latina earn for every dollar earned by a white man?

78 cents

74 cents

64 cents

56 cents

**A Latina earns 56 cents for every dollar a man is paid.** Forty percent of married Latina mothers are the primary breadwinner, bringing in at least half of their families' income. But earning 56 cents for every dollar paid to white men means Latinas need to work nearly twice as many hours to give their families the same economic security.

# The Reality of Bias

Right to Hold Public Office: No laws prohibiting women from holding public office (protected by 5th & 14th amendments)

- » Only 21% of U.S. Senate is female
- » Only 19.1% of House of Representatives is female
- » Only 8% of U.S. governors are female
- » Only 29% of Assembly and 22% of Senate in New York State is female

# Analyzing Your Bias

- » Be mindful of your biases
  - What characteristics of myself are influencing my biases? (know yourself)
  - What characteristics of other person or people are influencing my biases? (know others)
  - What characteristics of the context are influencing my biases? (know context)

# Analyzing Your Bias

## » Check your biases

- What are the facts and what are my interpretations of them?
- What characteristics of the alternative views that I have not considered?
- What can I learn from direct/indirect bias-checking behavior?
- How do I revise my initial bias?

# Discussing Bias With Others

- » Ask probing questions (e.g. “What makes you think that?”)
- » Don’t play “gotcha!”
- » Don’t call someone a racist, sexist, homophobe, etc.
- » Don’t attack people or personalities but seek to educate others

# Discussing Bias With Others

- » Listen (trying not to interrupt no matter how difficult the conversation or subject)
- » Monitor your nonverbal behaviors (facial expressions, volume, etc.)

“It is the mark of an educated mind to be able to entertain a thought without accepting it.”

-Aristotle

# Resources

- » Take an Implicit Association Test (IAT):  
<https://implicit.harvard.edu/implicit/takeatest.html>
- » Gender Roles video featuring children:  
<https://www.youtube.com/watch?v=-VqsbvG40Ww>
- » Gender Roles within Television advertising:  
<https://www.youtube.com/watch?v=9d6Q72Gq850>
- » Gender Roles in Society:  
<https://www.youtube.com/watch?v=QthMrCqspww>
- » Glaser, Spencer, & Charbonneau (2014):  
[https://gspp.berkeley.edu/assets/uploads/research/pdf/GlaserSpencerCharbonneau\\_for\\_PIBBS\\_2014.pdf](https://gspp.berkeley.edu/assets/uploads/research/pdf/GlaserSpencerCharbonneau_for_PIBBS_2014.pdf)
- » Suffolk County Community College Media on Bias:  
<http://scccmedia.weebly.com/bias.html>

# Resources

- » New York Times article: “Racial Bias, Even When We Have Good Intentions”  
<https://www.nytimes.com/2015/01/04/upshot/the-measuring-sticks-of-racial-bias-.html>
- » FiveThirtyEight article: “How Unconscious Sexism Could Help Explain Trump’s Win”  
<https://fivethirtyeight.com/features/how-unconscious-sexism-could-help-explain-trumps-win/>