

# Barriers to Culturally Mindful Communication

- Individual level
- Institutional/societal level

# Stereotyping

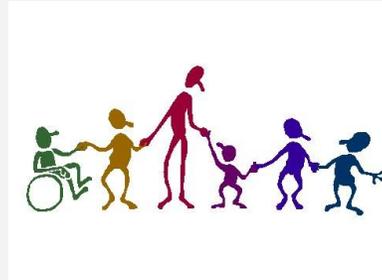
Apply a template



Inflexible and overgeneralized belief about a group of people

# Generalization

Flexible assessment /Use categories as a guide



Generalization (Categorization) is based on a human need to process information

# Ethnocentrism Continuum

Definition: “The view of the things in which one’s own group is the center of everything, and all others are scaled and rated with reference to it”

Core concepts of ethnocentrism (Bizumic & Duckitt, 2012)

1. Preference for the ingroup over outgroups
2. Perception of superiority of ingroup over outgroups
3. Wish to preserve the ethnic purity of one’s own group
4. Pursuit of ingroup interests by exploiting outgroups
5. Need for group cohesion
6. Strong devotion to the ingroup

# Ethnocentrism Continuum



To some degree, it is natural.  
We all have it.  
Sometimes it help us.

- Dominant Culture (White) Supremacy
- Apply negative stereotypes
  - Reinforce negative attitude
  - Emphasize importance and superiority of dominant cultural group
  - Prejudicial attitude
  - Prejudice expressed in action
  - E.g. Racism, sexism, ageism, ableism etc.

# Implicit Bias

- ▶ Attitudes (stereotype, ethnocentrism, prejudice) can be explicit or implicit.
  - Explicit: You are aware of it.
  - Implicit: You are not aware of it.
- ▶ **Implicit Bias:** Discriminatory biases based on implicit attitudes or implicit stereotyped.
- ▶ **Implicit Association Test (IAT)** ---Tony Greenwald and Mahzarin Banaji  
<https://www.washington.edu/news/2018/09/13/uw-psychology-professor-honored-for-founding-research-on-implicit-bias/>
- ▶ Debate over IAT: <https://www.apa.org/monitor/2008/07-08/psychometric>

# Class Discussion: Implicit Association Test (IAT) and Implicit Bias

- ▶ What was your reaction taking the IAT?
- ▶ What are your take aways?
- ▶ How might you use the result of IAT?

# “Micro-Aggression”

- ▶ Term coined by Chester M. Pierce (1970)
- ▶ Definition: A brief everyday exchange that sends denigrating messages to certain individuals because of their group membership.
- ▶ Example

# Examples of Micro-Aggression

- ▶ **Microassault:** Expresses bias or prejudice that the actor is aware of.
  - Joke about opinionated women as a “bitch.”
- ▶ **Microinstult:** Demean the target person. Generally below the level of awareness of well-intentioned members of the dominant culture. Often intend no offense. Not aware of the harm caused.
  - “No, where are you REALLY from?” (to US-born person of color)
  - “You [drive] really well for a girl.” (to a female adult)
  - “You are really pretty for a [nationality / body type] girl.”
- ▶ **Microinvalidation:** exclude, negate, or nullify the psychological thought, feeling or experiential reality. Frequently unintended.
  - “You don’t speak Spanish?” (to US-born Hispanic person)
  - Link: [University apologizes for touting diverse student body with video of all-white students](#)

# Group Discussion

- ▶ Think about situations that you have encountered “microaggression.” What was said, and how did you reacted in that moment?
- ▶ Share the story with your group member if you feel comfortable.
- ▶ Discuss as a group what other ways may be effective in addressing “microaggression”?
- ▶ (15 minutes)