

Implicit Association at Play: **Challenging Our Unconscious Assumptions in Community Recreation**

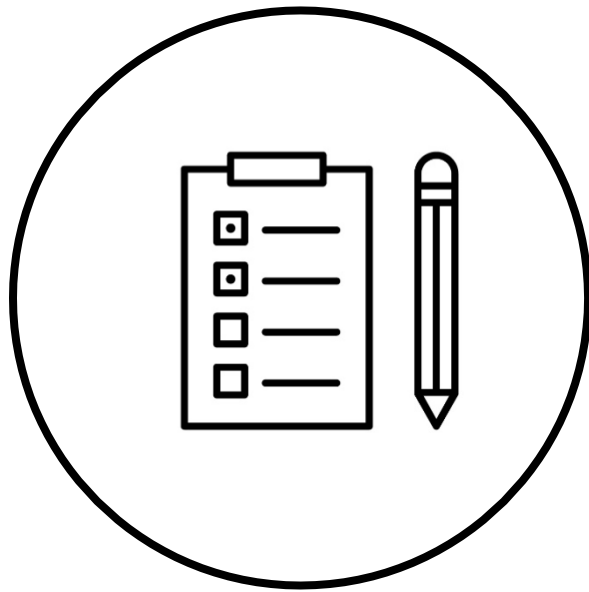
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Goals:

- 1 Understand what implicit association means and how it can influence our decision-making
- 2 Learn to recognize examples of implicit association (and resulting differential treatment) in our communities and organizations
- 3 Understand how implicit association impacts the equality of opportunities and outcomes
- 4 Learn to apply strategies that can help de-bias our perceptions and improve interactions within our communities



Activity:

What three terms do you immediately associate with each of the following?

City Councillor



Martial Arts Instructor



Single Parent



Parks & Recreation Director



Social Housing Resident



Yoga Participant



What is implicit association?

“The attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner. Activated involuntarily, without awareness or intentional control. Can be either positive or negative. Everyone is susceptible.”

*Kirwan Institute,
The Ohio State University*

System 1 Thinking:

Unconscious
Automatic
Fast
Effortless

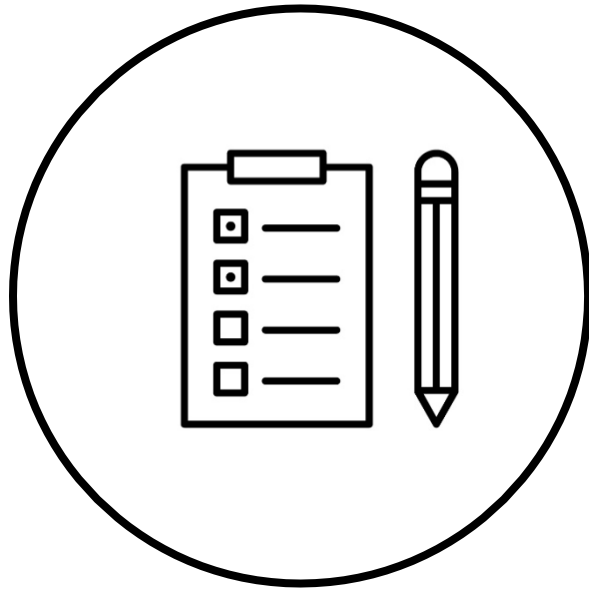


System 2 Thinking:

Conscious
Deliberate
Slow
Effortful

How does implicit association work?

- Our brains take shortcuts by making associations based on our personal experiences, background and cultural environment
- Unconscious associations about a social group can result in our attributing a particular quality or qualities to all individuals from that group
- These associations impact our attitudes and behaviours
- These associations can run contrary to our consciously stated beliefs and values



Activity:

What are some examples of implicit association from your experience in community recreation?



Discussion:

Why is it important for us to understand implicit association and how it works?

What we can do?

- Educate ourselves about implicit association and our own biases
- Deliberately slow down our decision-making processes
- Question the reasons for our decisions and use our conscious principles as filters
- Question stereotypes, avoid generalizations and focus on individuals
- Practice empathy by considering the perspectives of others
- Create a culture of feedback that supports open conversation about implicit association
- Welcome and embrace diverse thoughts, lived experiences, values and positions

Thank you

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