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## Investigating the Perceptions and Effectiveness of an Ally Skill-Building Workshop

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# Investigating the Perceptions and Effectiveness of an Ally Skill-Building Workshop

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## Abstract

The present study utilized a three-part longitudinal quasi-experimental research design to measure employee's levels of implicit person theory, color blind racial attitudes, modern sexist attitudes, and perceptions of social norms to determine the effectiveness of an ally skill-building workshop and its impact on behavioral intentions over time. Results suggest that an ally skill-building workshop may be effective in bringing awareness to racism which then influences intentions to display allyship behaviors over time. Precaution should be taken, as increasing racism awareness may in turn allow employees to be more aware of potential negative social norms within their respective departments. Additionally, sexist attitudes did not change over time nor influence allyship behaviors. Further, it seems that employees are becoming more open-minded to diversity management initiatives as racism awareness, sexist attitudes, and levels of implicit person theory did not influence their reactions to the workshop. Overall, results suggest that an ally skill-building workshop may support allyship development via cognitive learning and behavioral techniques to influence more inclusive environments within an organizational setting.



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## Methods

- Three-part longitudinal quasi-experimental design
- 131 participants completed the workshop

Measures	Distributed Survey		
	1st Survey	2nd Survey	3rd Survey
CoBRAS	X	X	X
MSS	X	X	X
IPT	X		
Social Norms	X	X	X
Training Reactions		X	
Behavioral Intentions		X	X

## Measures

- CoBRAS: Color-Blind Racial Attitudes Scale diverges from traditional racism (i.e., belief in racial superiority) and moves towards an assessment of the level of unawareness of racism's existence, whether ideological or structural/institutional (Neville et al., 2000).
- MSS: Modern Sexism Scale predict subtle or covert forms of sexism as modern sexists believe that sexism either no longer exists or that others place too much emphasis on current sexism levels (Swim et al., 1995).
- IPT: Refers to an individual's reluctance or inability to adapt and change to new information, experiences, or contexts which influences their behaviors and attitudes (Chiu et al., 1997).
- Social Norms: Social norms are a common way of acting in specific contexts and provides the environment in which change in behavior can occur and be sustained over time (Linnehan et al., 2006).
- Training Reactions: Reactions are defined in this study as self-report measures that represent the participating employee's responses to the Ally Skill-Building workshop.
- Behavioral Intentions: Theory of Reasoned Action is used to explain and predict the intention to engage in behaviors by examining and the norms of how individuals are expected to behave in situations where these behaviors are anticipated to be displayed (Fishbein & Azjen, 1975).

## Results suggest:

- I. Ally skill-building promotes behavioral changes over time
- II. Awareness of racism can be increased
  - I. Potential implications regarding social norms
- III. Racial awareness, sexist attitudes, and implicit person theory did not influence reactions

## References

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