



the BRANDLAB

MICROAGGRESSIONS

Topic	Verbal/Nonverbal Slight	Intent	Impact	Alternative
<b>Alien in own land</b> When assumed African American, Asian Americans, and Latino Americans are from outside of U.S	<ul style="list-style-type: none"> <li>• "Where are you from?" "Where were you really born?"</li> <li>• "You speak very good English."</li> <li>• Asking a Latino American to teach them words in their native language.</li> </ul>		<ul style="list-style-type: none"> <li>• You don't belong here.</li> <li>• You're a foreigner.</li> </ul>	
<b>Assigning intelligence</b> Prescribing intelligence to a person solely on the basis of their race or age or gender	<ul style="list-style-type: none"> <li>• "You're so well spoken!"</li> <li>• "You're a credit to your race."</li> <li>• "You're so articulate."</li> <li>• Asking an Asian person to help with a math problem.</li> <li>• Calling on mostly men for their input</li> </ul>		<ul style="list-style-type: none"> <li>• People of color are generally not as intelligent as Whites.</li> <li>• It is unusual for someone of your race or age or gender to be intelligent.</li> <li>• All Asians are intelligent and good in math</li> </ul>	
<b>Color Blindness</b> Statements indicating a White person does not want to acknowledge race	<ul style="list-style-type: none"> <li>• "When I see you, I don't see color."</li> <li>• "I don't see you as an African-American."</li> <li>• "I see only one race, the human race."</li> </ul>		<ul style="list-style-type: none"> <li>• Dismissing a person of color's racial/ethnic experience.</li> <li>• Assimilate to the dominant/majority culture.</li> <li>• Overlook the person as a racial/cultural being and barriers they may experience being accepted by society.</li> </ul>	

Sue, D. W., Capodilupo, C. M., Torino, G. C., Bucceri, J. M., Holder, A. M. B., Nadal, K., & Esquin , M. (2007). Racial microaggressions in every day life: Implications for clinical practice. *American Psychologist*, 62, 271-286.

# FEAR LESS

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<p><b>Denial of Racism</b> A statement made when Whites deny their racial biases</p>	<ul style="list-style-type: none"> <li>• “I can’t be racist. I have several Black friends.”</li> <li>• “As a woman, I can empathize with the struggle experienced by minorities.”</li> </ul>		<ul style="list-style-type: none"> <li>• I am exempt from racism because I have friends of color.</li> <li>• Your racial oppression is the same as my gender oppression.</li> </ul>	
<p><b>Myth of Meritocracy</b> Statements asserting race is not a factor in life successes</p>	<ul style="list-style-type: none"> <li>• “I believe the most qualified person should be hired.”</li> <li>• “Everyone can succeed, if they work hard enough.”</li> <li>• “I don’t believe the bar should be lowered for people of color.”</li> </ul>		<ul style="list-style-type: none"> <li>• People of color are given unfair advantages because of their race.</li> <li>• People of color are lazy and/or incompetent.</li> <li>• My success is only based on filling a diversity quota.</li> </ul>	
<p><b>Second-class citizen</b> Occurs when a person is given privilege/preferential treatment as a consumer over another person due to their gender or race/ethnicity</p>	<ul style="list-style-type: none"> <li>• Person of color mistaken for a service worker.</li> <li>• Being ignored at a store counter as attention is given to the White customer behind you.</li> <li>• When an equally qualified woman is given a salary position earning less than her male counterpart.</li> <li>• A woman being passed up for a promotion by a less qualified male colleague.</li> <li>• A female sports team not getting the same resources or funding as a male sports team.</li> </ul>		<ul style="list-style-type: none"> <li>• People of color are servants to Whites.</li> <li>• Denial of possibly occupying high-status positions.</li> <li>• Whites are more valuable customers than people of color.</li> <li>• You don’t belong. You are a less than.</li> <li>• Women’s contributions are not as valuable as men’s.</li> <li>• Women have to work harder to be successful.</li> </ul>	

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<p><b>Communication Styles</b> The notion that values and communication styles of the dominant culture are ideal</p>	<ul style="list-style-type: none"> <li>• “Why do you have to be so loud/animated? Just calm down” (sometimes said to a Black person).</li> <li>• “Why are you so quiet? Be more verbal. Speak more!” (sometimes said to a Latinx or Asian person).</li> <li>• Dismissing an individual who brings up race/culture.</li> <li>• “It must be that time of month.”</li> <li>• Telling someone they are “Acting Black” or “Acting White”.</li> <li>• Telling someone to “Speak proper English”.</li> <li>• “You’re coming off a little shrill.”</li> </ul>		<ul style="list-style-type: none"> <li>• Assimilate to the dominant culture.</li> <li>• Leave your cultural baggage outside.</li> <li>• Women should be feminine and soft-spoken.</li> </ul>	
<p><b>Cultural Values</b> A statement or action that demonstrates what is the dominant cultural ideal.</p>	<ul style="list-style-type: none"> <li>• “You’re married? What is your husband’s/ wife’s name?”</li> <li>• “I just ate so much junk food and feel SO fat.”</li> <li>• “You should smile more!” (typically said to a woman).</li> <li>• “Are you really going to stay home and watch the baby?”</li> <li>• You’re going to let your wife wear the pants?”</li> </ul>		<ul style="list-style-type: none"> <li>• There are only heterosexual relationships.</li> <li>• Thin is healthy and ideal.</li> <li>• Women should look pleasant.</li> <li>• Men are workers and women are caretakers.</li> </ul>	

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<p><b>Assumptions of gender roles</b> Occurs when an individual assumes that a woman and/or man should maintain traditional gender roles</p>	<ul style="list-style-type: none"> <li>• Calling an outspoken/ assertive woman a bitch or catty.</li> <li>• A man repeats something a woman says and get credit.</li> <li>• A man is respected for his strong opinions.</li> <li>• Asking woman when she is going to have children.</li> </ul>		<ul style="list-style-type: none"> <li>• Women should be feminine and domesticated.</li> <li>• Men should be strong bread winners.</li> <li>• What is acceptable for a man to do in public is totally different than what a woman is expected to do in public.</li> </ul>	
<p><b>Golden Rule</b> Treat others as you wish to be treated yourself</p>	<ul style="list-style-type: none"> <li>• “Racism wouldn’t exist if everyone used the Golden Rule.”</li> <li>• “I can’t be racist because treat everyone the same.”</li> </ul>		<ul style="list-style-type: none"> <li>• I don’t care how you want to be treated.</li> <li>• I know what is best for you.</li> </ul>	
<p><b>More "ouches" in conversations...</b></p>	<ul style="list-style-type: none"> <li>• “Indian giver.”</li> <li>• “That’s so gay.”</li> <li>• “That’s retarded”</li> <li>• “That’s so ghetto”</li> <li>• “I jewed him down.”</li> <li>• “That’s so White of you.”</li> <li>• “You people ...”</li> <li>• “Rule of thumb”</li> <li>• “Low man on the totem pole”</li> <li>• Imitating accents or dialects</li> </ul>			

Notes: