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FACT SHEET **July 2025**

Jury Service and Fairness: Understanding the Challenges of Implicit Bias

California continues its commitment to access to justice by expanding civic education with a video that discusses the topic of implicit bias. Also known as unconscious bias, it impacts the way we interpret and process information in ways we don't intend or even realize. However, by educating ourselves, we can learn strategies to mitigate it. This is particularly important for jurors, who must evaluative evidence, assess the credibility of witnesses, and apply these facts alongside the law to reach a verdict in thousands of criminal and civil cases. While we all have implicit biases, we can learn to overcome them.

Highlights

Jury Service and Fairness: Understanding the Challenges of Implicit Bias serves as a guide and a tool for jurors to identify preconceptions that may impact their ability to serve. The video explains that implicit bias is unconscious, involuntary, and automatic but there are ways we can address it.

The video begins by illustrating the concept using geometric shapes and representations of everyday things or people in media to show how, over time, we form certain associations in our unconscious mind. While our unconscious mind is important, it may also cause us to hold assumptions or form stereotypes; these can influence our thoughts and even decisions. The video asks us to consider using some helpful strategies that have been proven to interrupt our biases. The concluding message empowers jurors to be fair and impartial to everyone.

Development and Production

Jury Service and Fairness: Understanding the Challenges of Implicit Bias was originally developed by the Perception Institute and made in collaboration with the New York Unified Court System in 2021. It was adapted in 2023 by the Judicial Council in partnership with the California Judges Association. The topic of implicit

bias has become an important piece of civic education for the state's judicial branch, and this video expands access to the lessons we can learn about it to all members of the public, especially those summoned for jury service. Improving the juror experience to maintain access to justice remains an important goal of the branch because jury service is a fundamental right and cornerstone of our democracy.

Distribution

The Judicial Council has distributed the video, along with other juror educational materials, to all courts in California's 58 counties and continues to do so. The video is available for streaming on the California Courts website and in courts across the state.

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Additional resources:
Information for jurors, courts.ca.gov/juryservice.htm