

Diversity Activities

Is the World Colorblind?

Objectives

To recognize the extent and implications of color associations in our language.

Time

10 - 15 minutes

Materials

- “Is the World Colorblind?” handout
- Pens or pencils

Instructions

1. Distribute the worksheet to participants.
2. Ask them to write down as many words and phrases as they can think of.
3. After about five minutes, ask participants to compare the length of each list. Which lists were longer? Which were shorter?
4. What implications might the subconscious associations of language have on our perceptions of the world?

Is the World Colorblind?

Positive Associations for “White”

1. snow

Negative Associations for “White”

1. bland

Positive Associations for “Black”

1. “in the black”

Negative Associations for “Black”

1. dirty