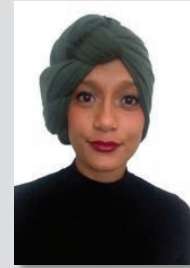


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Evaluating Bystander Anti-Racism Strategies at an Institutional Level

Bystander anti-racism is action taken by 'ordinary' people in response to incidents of interpersonal racism. The limited existing literature suggests that bystander anti-racism benefits not only targets of racism but also perpetrators, the bystander who intervene and other bystanders, and can lead to the creation and strengthening of anti-racist social norms that promote community cohesion (Nelson et al. 2010). This paper evaluates the effectiveness of the combination of three organisational bystander anti-racism strategies as a means of increasing bystander anti-racism confidence and skills amongst UWS students and staff. In doing so, this paper is novel in its focus on the effectiveness of bystander anti-racism strategies in an organisational context, and also because anti-racism projects such as this are seldom evaluated

The strategies used were:

1. Training through workshops
2. Social marketing/communication campaign
3. Attendance at culturally and linguistically diverse community dinners

Participants were surveyed at three points: immediately prior to the bystander anti-racism training, following the last of the community dinners, and 6 months after the second survey. 118 participants undertook the bystander anti-racism training and completed the first survey, and 54 completed the post-intervention survey. Data from the final survey is still being collected. The initial analysis from interim findings indicates that UWS students and staff felt more confident and skilled to address interpersonal racism that they witnessed, in and outside the university. This paper details the changes in confidence and skills identified by participants and the effectiveness of the strategies employed during the project.

