

# 7 Day Bias Cleanse

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MTV has launched a social justice campaign that aims to prompt young people to combat “hidden racial, gender and anti-LGBT bias” through a “seven-day racial bias cleanse.”

The cleanse call to action is one part of the “Look Different” **campaign** launched by MTV; another aspect is a controversial new white privilege documentary MTV is slated to air soon. Look Different includes the “**Bias Cleanse**,” partly the brainchild of the Kirwan Institute for the Study of Race and Ethnicity, which helped create the “seven-day racial bias cleanse that will provide you with daily tasks that will help you begin to de-bias yourself,” MTV’s website states. “We’ll help you unlearn biases, open up conversations with family and friends and always give you specific things you can do to make things better,” it states.

Participants are asked to sign up for the program to receive a daily e-mail that offers specific instructions on how to undergo the de-biasing process.

To sign up visit, <http://www.lookdifferent.org/what-can-i-do/bias-cleanse>