

UNCONSCIOUS BIAS

Everyone has it, we need to accept it and understand it

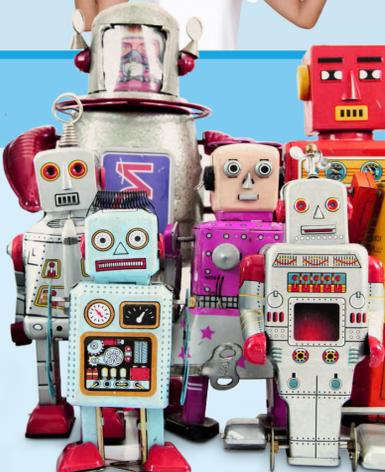


SO WHAT IS IT?

These biases are prejudices, albeit often subtle, that we all have but are unaware of. We simply cannot process everything about each new person we encounter. As a result, information about people and objects is suppressed, grouped and placed into easy to use categories. This prejudgement of groups of people is both normal, and to be expected as our default position. Understanding that prejudgments are automatic is critical to understanding and countering the effect of the biases **we ALL have**.

There are many different types of bias

Here are a few:



CONFIRMATION BIAS

Making choices based on your long-held beliefs or learned stereotypes. Our experience and exposure throughout life develops, then reinforces the association of certain traits with certain groups.



SYSTEMIC BIAS

This is when organisational rules or processes unnecessarily favour some individuals or groups, while putting others at a disadvantage. Individual biases get unintentionally embedded into policies and procedures.



AFFINITY BIAS

Favouring people with whom you have something in common that creates a personal connection and makes it easier for you to trust them or see them in a favourable light.



CONFORMITY BIAS

This refers to our tendency to take cues from others to arrive at a decision, rather than exercise our own independent judgement.

WHAT CAN WE DO ABOUT IT?



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