



Bias exists

Company One
Event

Unconscious Bias

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A shortcut our brains take to process the information flying at us at all times.

Take a moment, a breath. Acknowledge the things you can feel, smell, touch, hear. Drop into the moment.

Key tactics today:

- Find self-awareness
- Slow down to process
- Remember neutrality exists



ArtStaysHere, Humphreys Street Studios

AttendanceBot Blog video

12 Cognitive Biases Explained

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Types of Unconscious Bias

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Confirmation bias & Ostrich bias (3:50 to 5:18) - We only look to confirm the information we already believe, and actively ignore things we want to avoid.

Selective Perception bias (8:30 to 9:05) - We see and hear what we are open to, we ignore what we don't want to receive.

Anchoring bias (0:17 to 1:20) - We weigh all subsequent information against the first piece of information we got.

Survivorship bias (7:43 to 8:29) - We revere what has survived (history, architecture, artifacts) because we have no context with which to make judgements. You can't know what you don't know.

Choice Supportive bias (3:08 to 3:48) - Its right because it's my choice.

Gathering Information

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Confronting Bias

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don't take it personally

Check Yourself

1. This is not about you
2. Our liberation inextricably tied together
3. Unlearning is for Everyone

Ask Yourself

1. What apprehension do I have, if any?
2. What do I hope to get out of this?
3. Can I offer the dignity, this person deserves?

Go!

1. Summarize and Repeat
2. Invite to dialogue
3. Offer statistics/facts or personal experience
4. Declare intolerable or unacceptable

don't make assumptions

be impeccable

always do your best

Confronting Bias Example

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Well she is a renter, what do you expect?

Summarize and Repeat

What do you expect? Renters behave in a certain way, is that what you are saying?

Invite to Dialogue

I hear people say they are frustrated by renters all the time, but I do not understand why. Why do you have different expectations for renters?

Offer statistics/facts or personal experience

I am a renter. I have been a renter for my entire life, my parents rented as well. I expect nothing different from any other neighbor. Can you tell me more about why you do?

Declare intolerable or unacceptable

Please do not use coded language, it is offensive to me. Please explain what you mean by renter.

More Types of Unconscious Bias

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Outcome bias & Hindsight bias (5:19 to 6:10) - Basing effectiveness of decision making based on how things turn out, ignoring the conditions in which the decision was made, or the journey it took to achieve the outcome.

***Blind spot bias (9:06 to 9:38)** - Your bias is that you think you are less biased than anyone else.

Bandwagon Effect/Group Think (2:50 to 3:07) - If 9/10 people in a meeting agree on something, the 10th person won't speak up even if they have a great idea.

*Blind spot is not a phrase we should be using because of the connotation that blindness is a negative condition and its ableist culture it perpetuates.

Affinity Bias Exercise video

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Thank you!