

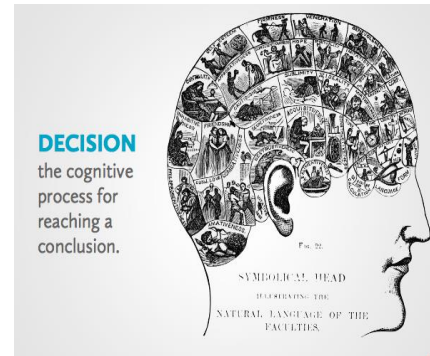
UNCONSCIOUS BIAS

Webinar

October 2017

WHAT IS UNCONSCIOUS BIAS

- Unconscious bias refers to a bias of which we are not in conscious control
- It is a bias that happens automatically and is triggered by our brain making quick judgements and assessments of people and situations, influenced by a variety of factors: our background, cultural environment and personal experiences



RESOURCES

BRITISH COUNCIL RESOURCES

- **Build diversity into planning**
Equality Screening and Impact Assessment Guide to Mainstreaming
Questions to support inclusive activities
- **Mainstreaming**
Diversity Assessment Framework
- **Engage with difference**
Living Library

OTHER RESOURCES

- Harvard online tests
<https://implicit.harvard.edu/implicit/takeatest.html>
- Unconscious Bias (04) – What do you see
<https://vimeo.com/140169732/01ebd03400>



TYPES OF UNCONSCIOUS BIAS		
Type	Definition	Example
Affinity Bias	Valuing people who are like us in looks, sound and behaviour.	"Tom is likely to be great for the role; he went to the same university I did."
Comparison Bias	People who appear different can be seen as more different than they actually are.	"I try to avoid Mary, who is a wheelchair user; I think I'll say or do something wrong!"
Confirmation Bias	Seeking out evidence supporting our viewpoint, regardless of whether or not it is consistent.	"It is difficult for older people to acquire new computer skills"
Attribution Bias	The tendency to give preferential treatment to people perceived to be members of the same 'group'.	"I need to allocate the work for this promising new project which may mean a promotion; I'll give it to my friend Betty."
Recency Bias	The tendency to associate people with their most recent positive/negative actions and ignore past performance.	"Johanna used to meet all deadlines but she missed quite a few in her last project. I don't think I'll trust her ever again!"
Halo/Horns Effect	The tendency to like/dislike everything about a person.	"This doctor saves a thousand of lives! He must be an amazing father too!"

TIPS ON HOW TO ADDRESS UNCONSCIOUS BIAS



Take a pause



Stay alert



Avoid reinforcing



Speak up



Monitor yourself



Know the drivers

We expect people to behave as we do and, when they don't, we may perceive these behaviours as wrong or ineffective. Focus on outcomes not style.



Review your decisions

Make sure your decisions are objective and don't include stereotyping. Avoid acting impulsively and challenge other's decisions.



Pause and think

If you pause before making a decision, unconscious bias is noticeably reduced.