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What types of bias might Stakeholders hold or impose?

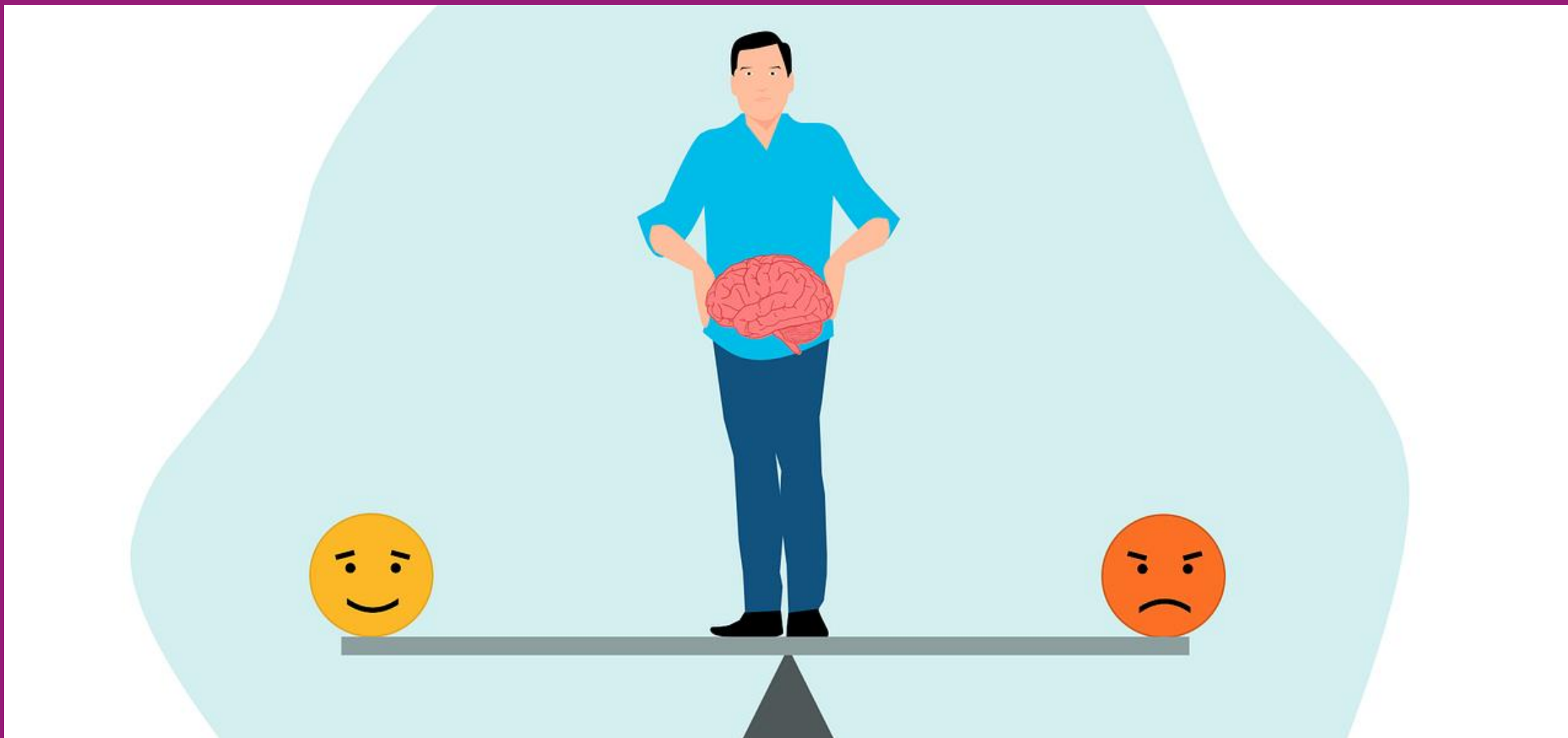




IMPLICIT BIAS

A FORM OF BIAS THAT OCCURS AUTOMATICALLY AND UNINTENTIONALLY, BUT
NEVERTHELESS AFFECTS JUDGEMENTS, DECISIONS, AND BEHAVIORS





Ideal



Reality





I LOVE SIMPLICITY

The image features a large, stylized orange silhouette of a person's head in profile, facing left. The head is set against a teal background. Inside the head, the text "I LOVE SIMPLICITY" is written in a simple, black, sans-serif font. In the bottom left corner, there is a light green illustration of a glass with a straw, partially visible as if the person is drinking from it.

LIMITS ON ATTENTION AND MEMORY



INDIVIDUAL MOTIVATION

People tend to be influenced by their existing attitudes or beliefs and tend to make choices based on the conclusions at which they want to arrive.



SOCIAL PRESSURE



People tend to conform to the opinions expressed dearlier by others or to act in socially desirable ways





SHORTCUTS

- ANCHORING
- FRAMING
- CONFIRMATION
- HALO-EFFECT
- AVAILABILITY







EXAMPLES OF VULNERABLE POPULATIONS



- Ethnic minority populations
- Individuals experiencing mental ill health
- Individuals living in poverty
- Sexual and gender minorities
- Children
- Older adults
- Individuals with disability

COMBATING BIAS



ELIMINATE
DISCRIMINATORY
BEHAVIOR

COMBATING BIAS



RAISE AWARENESS

COMBATING BIAS



CREATE A
SAFE
LEARNING
ENVIRONMENT

COMBATING BIAS



NORMALIZE BIAS
WHILE REDUCING
SELF-BLAME

COMBATING BIAS



PRESENT THE SCIENCE
OF IMPLICIT BIASE

COMBATING BIAS



USE CRITICAL
REFLECTION
EXERCISES

CREDITS

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Images: Pixabay.com

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