The Influence of Everyday Bias

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Today’s Topics

- What Is Bias?
- How Bias Affects Decision Making
- Techniques to Mitigate Bias
McGurk Effect

- https://www.youtube.com/watch?v=aFPtc8BVdJk
What Is Bias?
What is Bias?

A tendency or inclination that results in judgment without question.

An automatic response

A shortcut to interact with our world
What is Unconscious Bias?

Mental associations without:

- Awareness
- Intention
- Control

These often conflict with our conscious attitudes, behaviors, and intentions.
Whodunnit?

https://www.youtube.com/watch?v=ubNF9QN
EQLA
As you look at the following slides, note the feelings, judgments, and reactions that emerge.

LOW.... Hold up BLUE card

HIGH.... Hold up MAIZE card
What patterns do you notice?
John Fetterman

- Mayor of Braddock, PA (a suburb of Pittsburgh) Tattoo= Zip Code
- Has a Master’s degree in Public Policy from Harvard
- Served in the Americorps
- Received international media attention for the economic revitalization programming he started in his community
Pratibha Patil
- Economist
- Attorney
- First female president of India, 2007-2012
TED BUNDY
• Serial Killer and Rapist
• Confessed to killing 30 women
Oxana Federova
• Miss Universe 2002
• Fashion model
• Russian police captain
• PhD in civil law
Mae Jemison

- Physician
- Professor
- U.S. Astronaut
11 million pieces of information at any one time

40–50 pieces of information get absorbed

Culture
How Bias Effects Decision Making
83% of Radiologists who were asked to search for cancer nodules, did not notice the gorilla in the top right hand portion of this image!
The Bargh Studies
## Height Bias

<table>
<thead>
<tr>
<th>Category</th>
<th>Height</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average American Male</td>
<td>5’9”</td>
<td></td>
</tr>
<tr>
<td>Average CEO</td>
<td>6’0”</td>
<td></td>
</tr>
<tr>
<td>Men 6 feet or taller</td>
<td></td>
<td>14.5%</td>
</tr>
<tr>
<td>CEOs 6 feet or taller</td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>Men 6’2” or taller</td>
<td></td>
<td>3.9%</td>
</tr>
<tr>
<td>CEOs 6’2” or taller</td>
<td></td>
<td>30%</td>
</tr>
</tbody>
</table>

(Gladwell, 2015)
“Big Five Orchestral Audition Study”

Hurricane Research


https://encryptedtbn1.gstatic.com/images?q=tbn:ANd9GcRbIMGeghpIcd8Y9K3QouuZNdnHr2ypKIMnNuBBdAtAYQMElxUXwA
Has This Ever Happened To You?

https://www.youtube.com/watch?v=zNCrMEOqHpc
Small Group Activity
“Fed Ex Stolen Idea”

Discuss:

- What were the power dynamics in the room?
- How do you think these dynamics affect how decisions are made in our work environments?

Share your findings with the larger group
Techniques to Mitigate Bias
A Simple Math Problem

• Start with 1,000
• Add 40
• Add another thousand
• Add 30
• Add another thousand
• Add 20
• Add another thousand
• Add 10
• Answer?  
  – 4,100
John Ridley Stroop, 1935
Fast (Emotional) Brain

Slow (Thinking) Brain

Catalyzing person or circumstance
Which biases are ours?
Six Ways to Reduce Bias

- Ask for feedback
- Engage with people you consider “others”
- Explore awkwardness and discomfort
- Recognize and accept you have bias
- Develop the capacity to use a flashlight on yourself
- Practice “Constructive Uncertainty”
WRAP-UP: “Start, Stop, Continue”