

Bias Awareness and Types of Bias



What is Bias Awareness?

Bias awareness is the recognition that we all operate with bias based off intersecting elements of our lived experience. For example, our culture, religion, society, age etc. Being aware of our bias and reflecting and challenging them leads to us creating a more inclusive world! Some common biases that show up in our daily lives are:

Affinity Bias

Affinity bias is where you gravitate toward people similar to ourselves

Conformity Bias

Conformity bias is when people go along with what most people in a group think or say, even if they personally feel differently.

Attribution Bias

Attribution bias is when we judge someone without knowing the full story. It is when we assume someone's behaviour is because of who they are as a person, instead of thinking outside factors that might be affecting them.

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Confirmation Bias

Confirmation bias is the tendency to look for pieces of information that support our current views or opinion and ignore information that conflicts with them.

Cultural Bias

Cultural bias is when we stereotype individuals based on their county of origin, religion, or ethnic background

Science of Bias

Have you heard of neuroplasticity?

It's the brain's ability to grow and change based on experience. That means our thinking, including our biases, can change too.

We may never be completely bias-free, but we can become aware, challenge ourselves, and grow with intention and practice

How do we Challenge our Biases?



- Reflect, recognize and study yourself and your biases.
- Break stereotypes by exposing yourself and forming relationships with people from different groups.
- Engage in discussion with others and take the perspective of others, truly view the world through their eyes.
- Be curious! Approach new concepts, perceptions and people with curiosity and openness.
- Document and reflect on your interactions.
- Commit to improvement

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