

# Consciously Addressing Unconscious Bias





**What was the first thing you  
noticed about me?**



- **Gender • Race and Ethnicity • Age • Status • Trustworthy-ness • Charisma • Leadership potential**
- **Social habits • Intelligence**



**What we notice in the first few seconds**

# What is Unconscious Bias?

Unconscious biases are prejudices and stereotypes individuals have about certain groups of people that they aren't consciously aware of having.

- Shaped by our personal experiences,
- Attitudes of family, friends and others, living and working environments,
- Culture: media, movies, and books
- Developed over the course of a lifetime, beginning at an early age.

# Types of Unconscious Biases



## Affinity Bias

Feeling a connection to those similar to us



## Perception Bias

Stereotypes and assumptions about different groups



## Halo Effect

Projecting positive qualities onto people without actually knowing them



## Confirmation Bias

Looking to confirm our own opinions and pre-existing ideas.



# Affinity Bias



Only receptive to  
people to people who  
are like themselves

This is an excellent suggestion Mrs Riggs,  
maybe one of the men here would like to make it

# Perception Bias

Stereotyping people  
based on a group they  
belong to





create

# Beauty Bias or Halo Effect



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Assuming everything  
about a person must  
be great because you  
like something about  
them

B.E. FOR DOGS:

## HALO EFFECT



Duke

CENTER FOR  
ADVANCED  
HINDSIGHT



GERMAN, FOEHL, TROWER 2019

# Confirmation Bias



"I trust this site to tell the truth."

Looking for information  
that supports our  
beliefs, and ignoring  
details to the contrary



Overcoming the effects of unconscious bias  
is a journey. Set out with intention, and  
create a road map for pushing forward.



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