

Bias

Bias – Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. Associations that affect our choices and decisions are the result of both conscious and unconscious mental processes.

A cognitive bias is a mistake in reasoning, evaluating, remembering, or other cognitive process, often occurring as a result of holding onto one's preference and beliefs regardless of contrary information. A person demonstrating cognitive bias is making a conscious decision to be prejudice in favor of or against one thing, person or group based on their associations, environment and or training.

An implicit bias, or implicit stereotype, is the unconscious attribution of particular qualities to a member of a certain social group. Implicit stereotypes are influenced by experience, and are based on learned associations between qualities and social categories, including race or gender. As a result we may make prejudicial decisions in favor of or against one thing or person compared to another but it is not a conscious decision it is happening subconsciously.

Institutional or structural bias, is a tendency for the procedures and practices of particular institutions to operate in ways which result in certain social groups being advantaged or favored and others being disadvantaged or devalued. As a result individuals coming from certain colleges, universities, companies or organizations are given preferential treatment based on the institution they are associated with.

Potential Bias Areas

- Personal attributes and identity characteristics, particularly those that have been historically associated with bias in our country:
- Height and Weight
- Gender
- Race
- Accent and Voice Tone
- University/Organization