
So what if I'm bias?

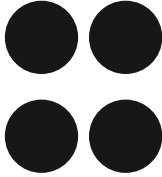
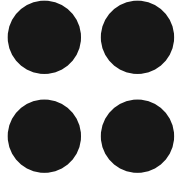
By Sara Salmani

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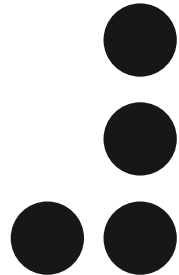






The Challenge

Unconscious bias.



EXERCISE

The implicit association test.

Male

Female

Male

Female

Husband

Male

Female

Uncle

Male

Female

Grandpa

Male

Female

Son

Male

Female

Boy

Male

Female

Girl

Male

Female

Mother

Male

Female

Daughter

Male

Female

Grandma

Male

Female

Wife



Liberal Arts

Science

Liberal Arts

Science

Engineering

Liberal Arts

Science

Biology

Liberal Arts

Science

Music

Liberal Arts

Science

Chemistry

Liberal Arts

Science

Literature

Liberal Arts

Science

Geology

Liberal Arts

Science

English

Liberal Arts

Science

Humanities

Liberal Arts

Science

Physics

Liberal Arts

Science

Math

Female
or
Liberal Arts

Male
or
Science

Female
or
Liberal Arts

Male
or
Science

Music

Female
or
Liberal Arts

Male
or
Science

Mother

Female
or
Liberal Arts

Male
or
Science

Philosophy

Female
or
Liberal Arts

Male
or
Science

Father

Female
or
Liberal Arts

Male
or
Science

History

Female
or
Liberal Arts

Male
or
Science

Wife

Female
or
Liberal Arts

Male
or
Science

Engineering

Female
or
Liberal Arts

Male
or
Science

Son

Female
or
Liberal Arts

Male
or
Science

Chemistry

Female
or
Liberal Arts

Male
or
Science

Physics



Male
or
Liberal Arts

Female
or
Science

Male
or
Liberal Arts

Female
or
Science

Father

Male
or
Liberal Arts

Female
or
Science

Engineering

Male
or
Liberal Arts

Female
or
Science

Music

**Male
or
Liberal Arts**

**Female
or
Science**

Daughter

Male
or
Liberal Arts

Female
or
Science

Uncle

Male
or
Liberal Arts

Female
or
Science

Math

Male
or
Liberal Arts

Female
or
Science

Girl

Male
or
Liberal Arts

Female
or
Science

Literature

Male
or
Liberal Arts

Female
or
Science

Husband

Male
or
Liberal Arts

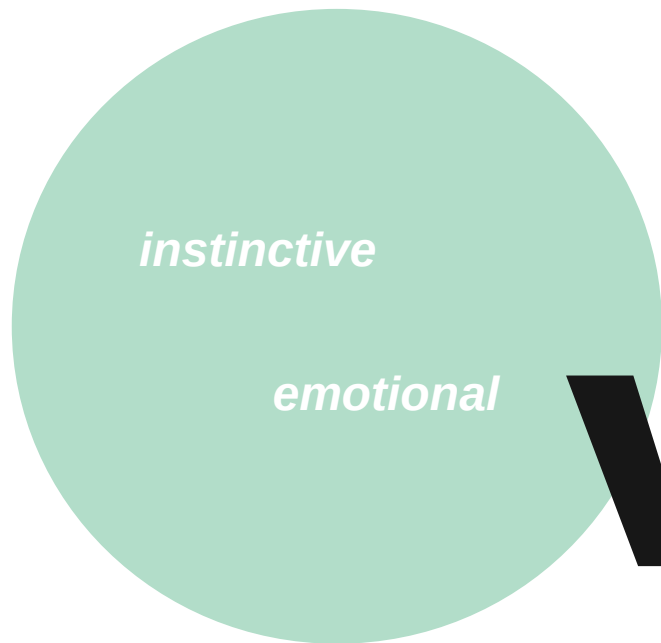
Female
or
Science

Physics



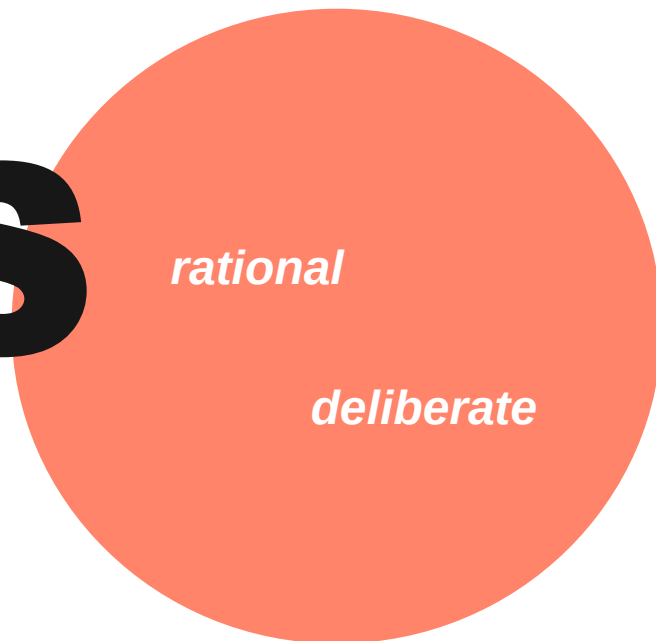


SYSTEM 1



VS

SYSTEM 2





Cognitive filters allow the mind to unconsciously prioritize, generalize, and dismiss large volumes of input.

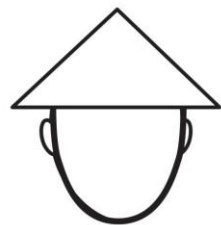
99.99996%
unconscious

Unconscious bias can prevent you from:

- Making objective decisions
- Overlook great ideas
- Undermine individual potential
- Create less than an ideal work experience

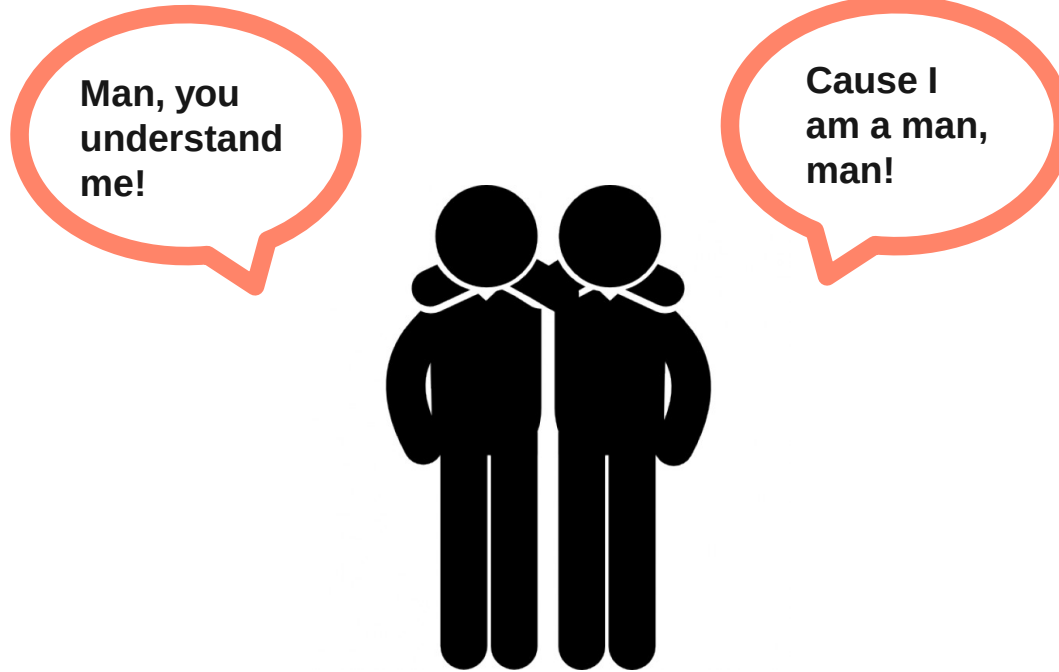
Underlying reasons for **bias**.

Implicit stereotypes



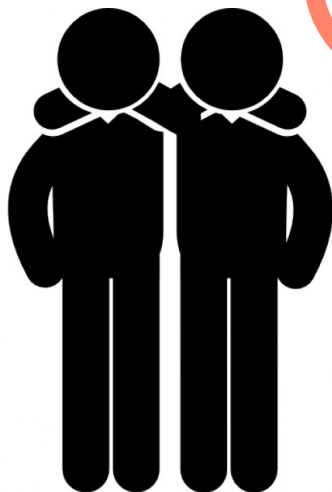
50%

Ingroup favouritism

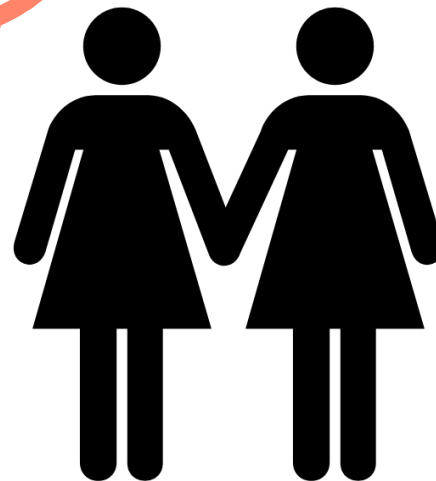




Outgroup bias



Let's stick together, cause we understand how men work!



Let's work together, cause we understand how women work!

Four methods for overcoming bias

- Structure for success
- Collect data
- Evaluating subtle messages
- Hold everyone accountable

Thank you!

TW: @sarazsalmani