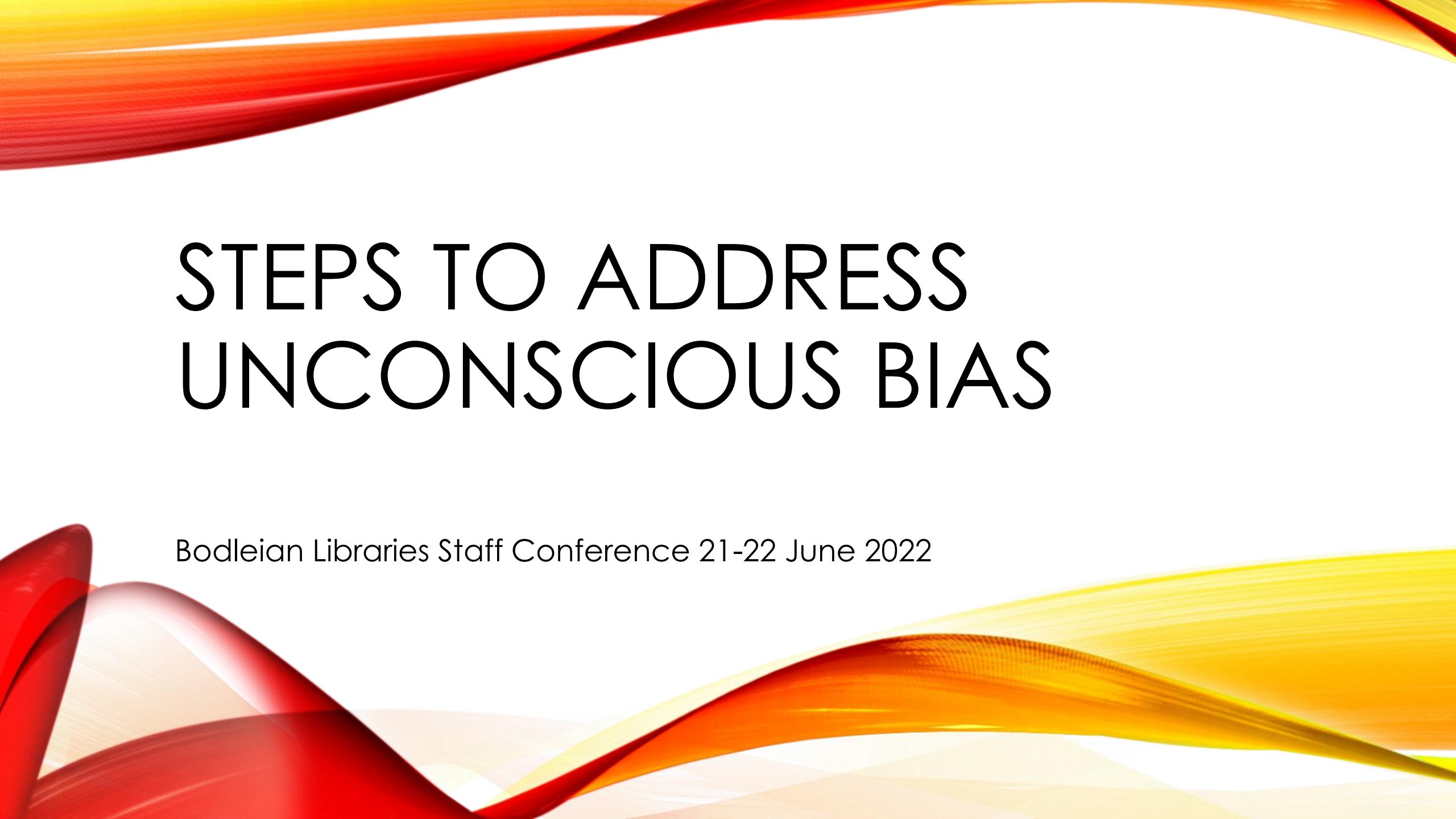


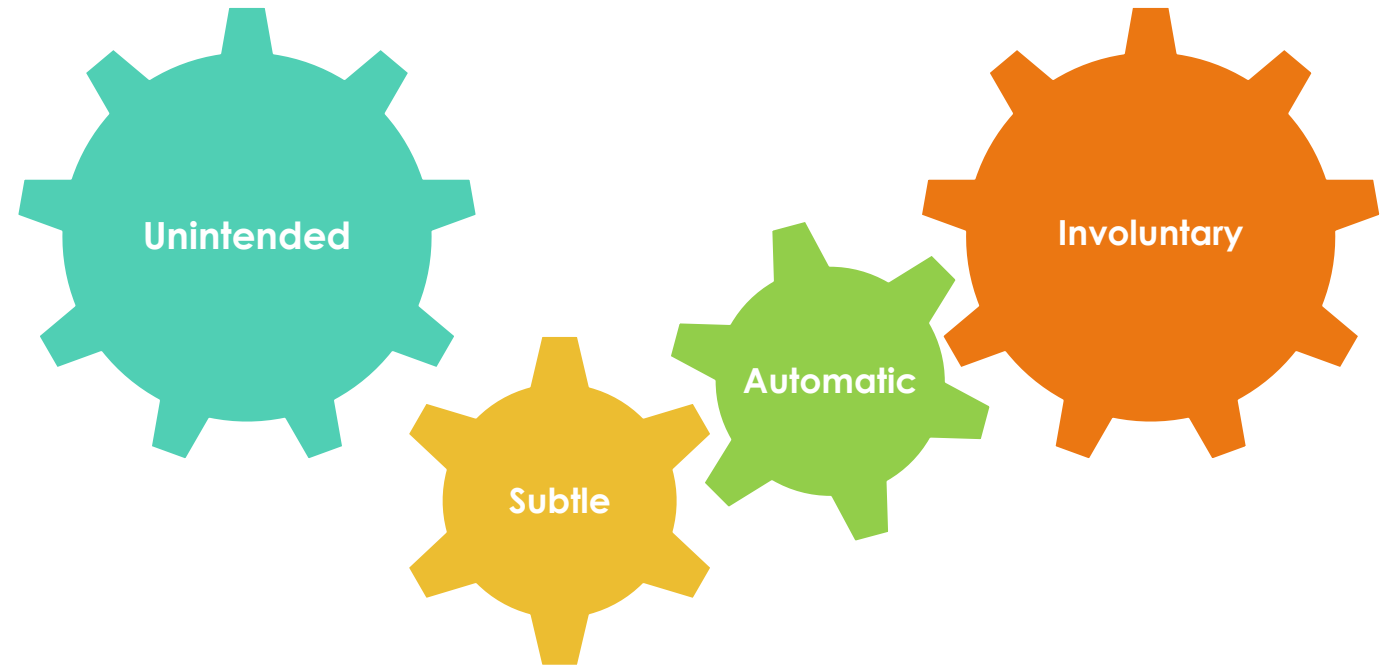
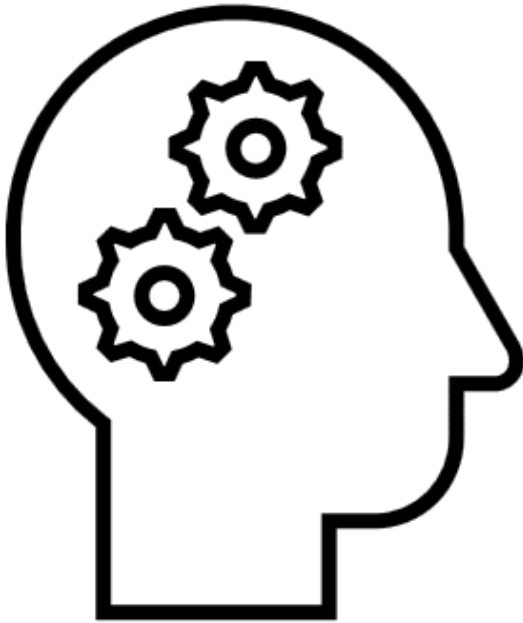


STEPS TO ADDRESS UNCONSCIOUS BIAS

Bodleian Libraries Staff Conference 21-22 June 2022

IMPLICIT BIASES ARE...

The brain taking shortcuts to
make judgements and
decisions quickly

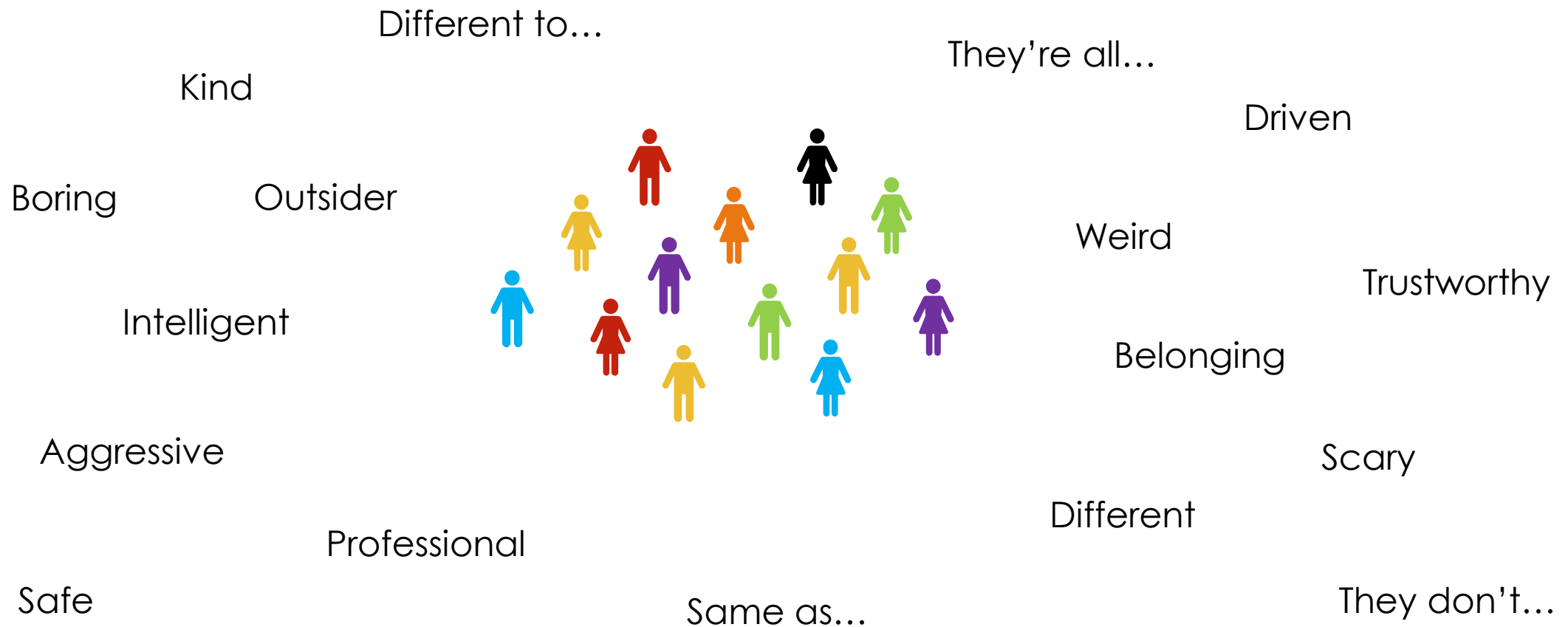




THE MECHANISM EXISTS FOR A
GOOD REASON...

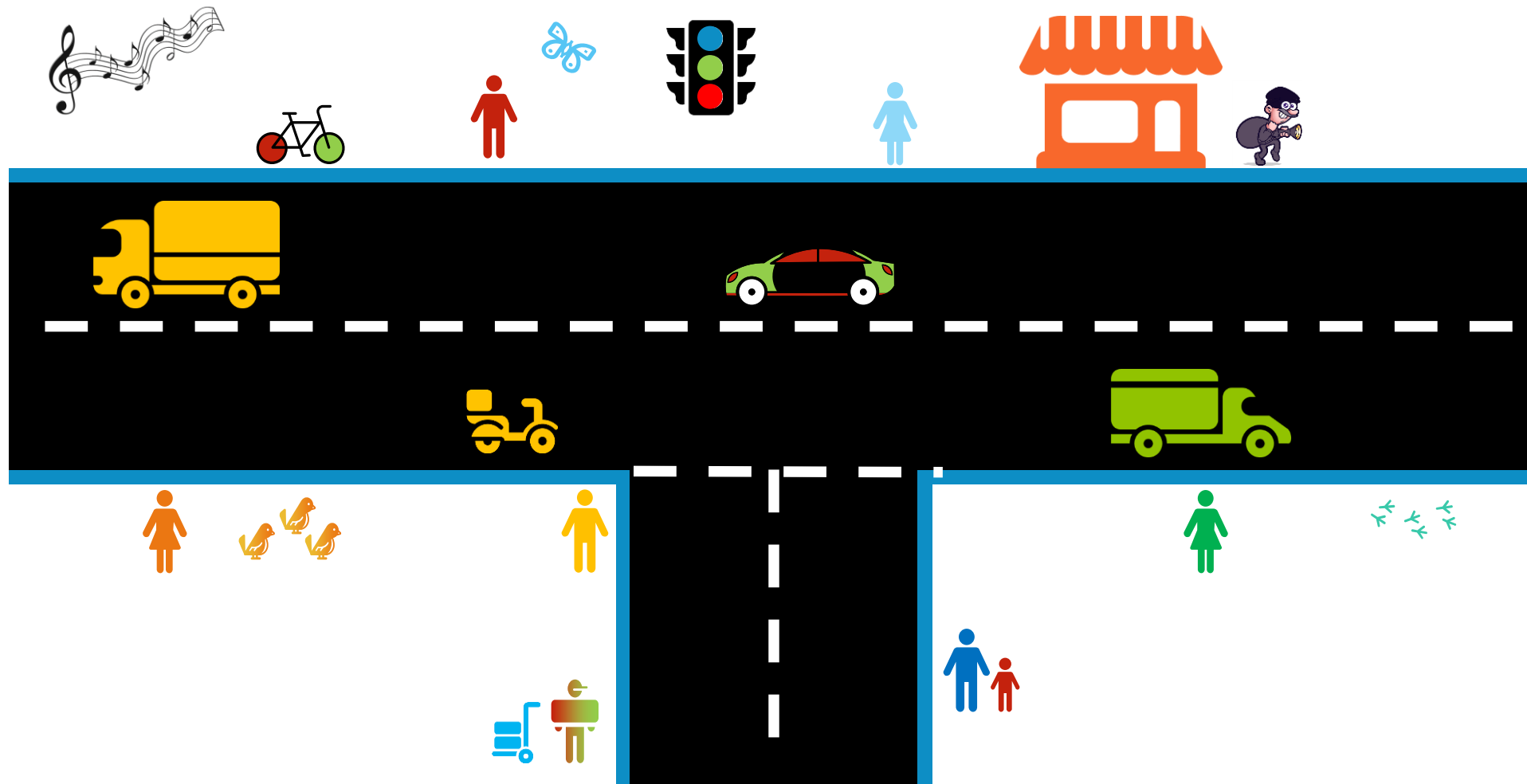


BUT IT ISN'T ALWAYS HELPFUL



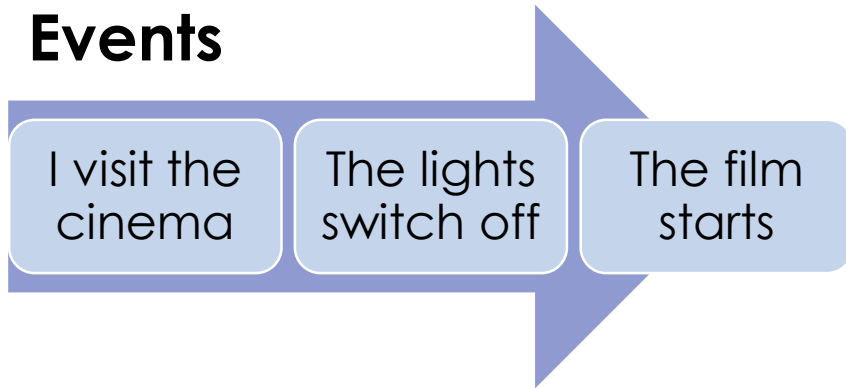


WE CONSTANTLY MAKE JUDGEMENTS



WE MAKE ASSUMPTIONS ABOUT...

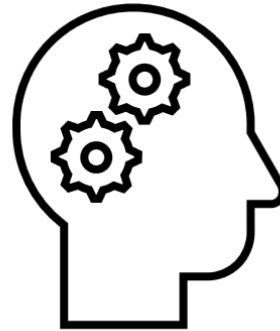
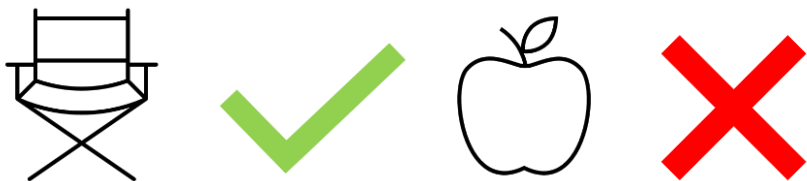
Events



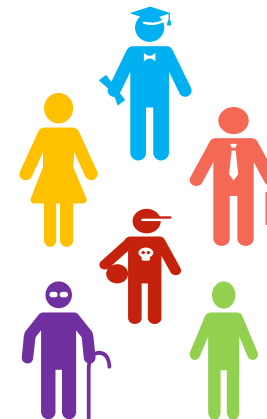
Ourselves



Objects



Each other



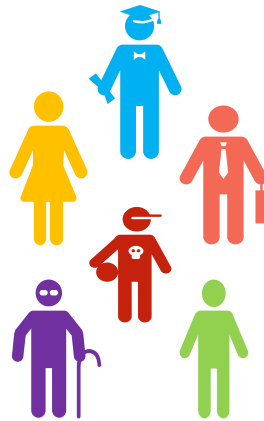
Ascribed roles

Identities or qualities that we associate with someone based on something they have no control over, like gender, age, or ethnicity.

Women = caring

Men = competitive

Younger = less reliable



Achieved roles

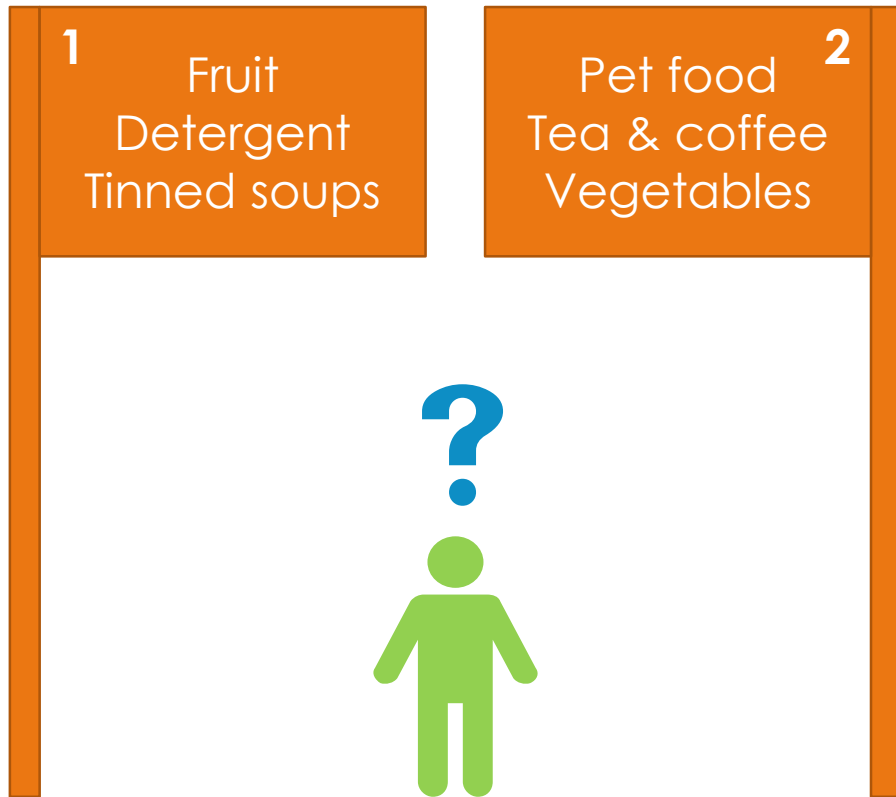
Identities or qualities that we associate with someone based on their life choices, skills, and abilities.

Librarians = shy

Doctors = honest

Academics = disorganised

SOME WRONG ASSUMPTIONS ARE JUST AN INCONVENIENCE



BUT WE MAY TREAT PEOPLE DIFFERENTLY BECAUSE OF...



Affinity bias

Feeling a connection to someone similar to us



Halo/Horns effect

Projecting positive or negative qualities onto people without actually knowing them



Perception bias

Stereotypes and assumptions about different groups



Confirmation bias

Looking for information that confirms existing preconceptions and ideas

EXAMPLES

Boston's Museum of Fine Arts

In 2019 a complaint was made to Boston's Museum of Fine Arts after groups of black students visiting the museum were treated noticeably less well than groups of white students of similar ages visiting the same exhibitions and galleries.

[Museum of Fine Arts apologizes to Boston-area school for alleged racial profiling and inappropriate comments - The Washington Post](#)

Adam or Mohamed?

In 2017 a BBC Inside Out investigation sent CVs from two candidates, Adam and Mohamed, in response to 100 job adverts. Adam and Mohamed had identical skills and experience, but Adam was offered three times as many interviews as Mohamed.

[Is it easier to get a job if you're Adam or Mohamed? - BBC News](#)

EXAMPLES

Redraw the Balance

Since 2016 Inspiring the Future has worked with primary schools in Britain, Denmark, China, Canada and South Africa to explore how early we start making assumptions about what careers are suitable for different genders.

[Redraw the Balance - challenging gender stereotypes - Education and Employers](#)

Reverse Assumptions

The 'Reverse Assumptions' video series looks at what biases affect the assumptions we make about each other – this video looks at what we think we can assume about someone's appearance without actually seeing them.

[Do Your Assumptions Affect How You Treat People? | Reverse Assumptions - YouTube](#)