

Unconscious bias

Understanding our own biases and the impacts they can have in the workplace is a great first step in recognising and mitigating against the negative impact of bias.

What is unconscious bias?

It is the **BRAIN** making judgements and decisions **QUICKLY**



It happens without us being aware
Subtle – Unintended
Automatic – Involuntary

Sometimes it is called

IMPLICIT BIAS

It is influenced by
Stereotypes
Socialisation
FRIENDS
Culture Media Family

What are the different types of unconscious bias?

There are many different types of unconscious bias, more than we can list here. However, here are some of most common types and how they impact you and others:

Confirmation Bias

More likely to look for information that confirms our own ideas. Ignoring information that doesn't.



Group Think

Making decisions to keep group harmony and to avoid possible conflicts.



Brilliance Bias

A form of gender bias. Associating the traits of "brilliance" or "genius" with males. Demonstrated by the 'draw a scientist' study.



Attribution Bias

A cognitive bias causing a person to misinterpret their impulse and other's behaviour. Resulting in them protecting their ego or self-image in from of others.



Beauty Bias

Judging people based on their attractiveness and treating those perceived more beautiful to us more favourably.



Gender Bias

The tendency to prefer one gender over another.



Affinity Bias

Preference for people who like me.



Halo Effect

Where our perception of someone is positively influenced by our opinions of that person's traits.



Horns Effect

Where our perception of someone is negatively influenced by our opinions of that person's traits.



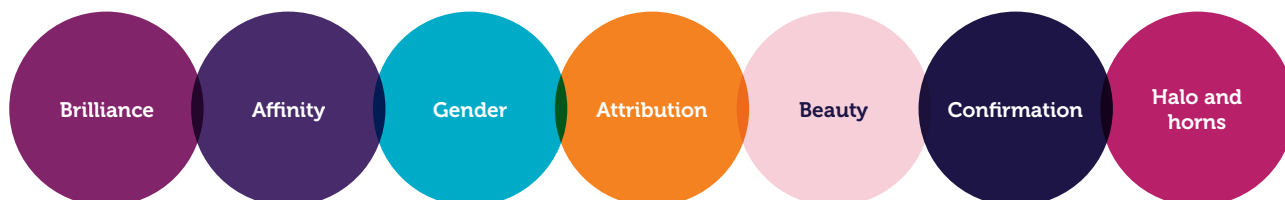
Learn what biases you might have, take the **Harvard Implicit Bias Test**



What can you do?

Understand what biases you might hold

If we are to mitigate or fight back against our own biases, we must first become conscious of them. Knowing your bias is a vital first step if you are to progress, this is why WISE recommends you take the **Harvard Implicit Bias Test**.



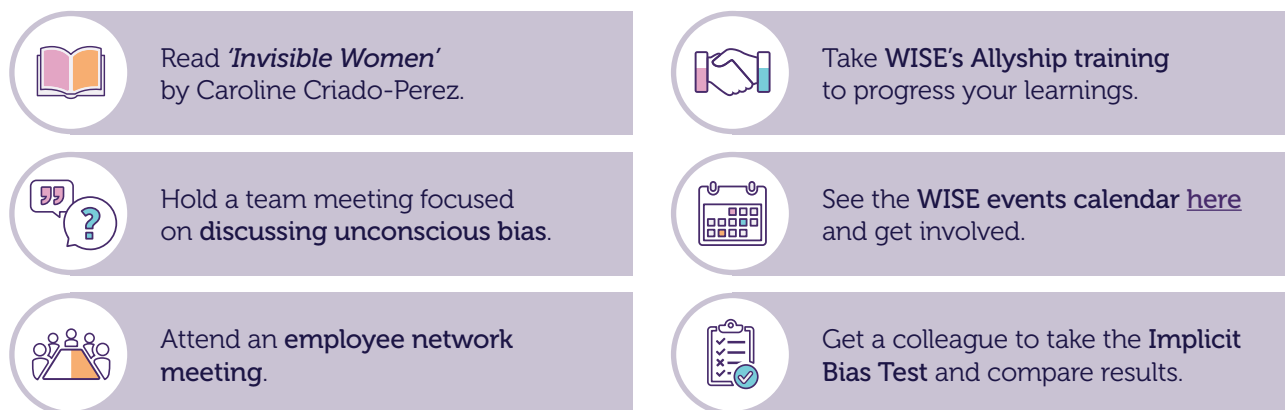
Put your learning into practice

Knowing your own biases and understanding why you might have developed them are only the first steps. Below are six activities that can help mitigate against bias in yourself and others; they are easy to remember, practical and most importantly effective at combating our unconscious biases.



Continue your learning and progression

To ensure you can keep developing a greater awareness and understanding of unconscious bias, WISE recommends the below for you to try.



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