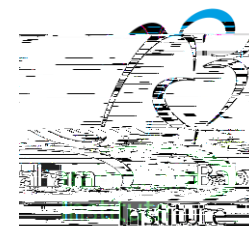


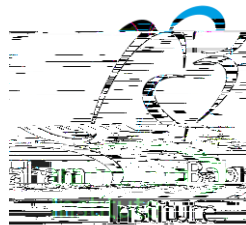


Elizabeth Wynn

She/her

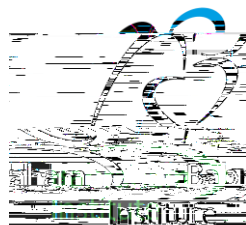
23/4/2020







Unconscious biases limit people's potential and prevent us from making the best decisions.



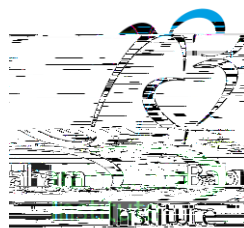
Heuristic

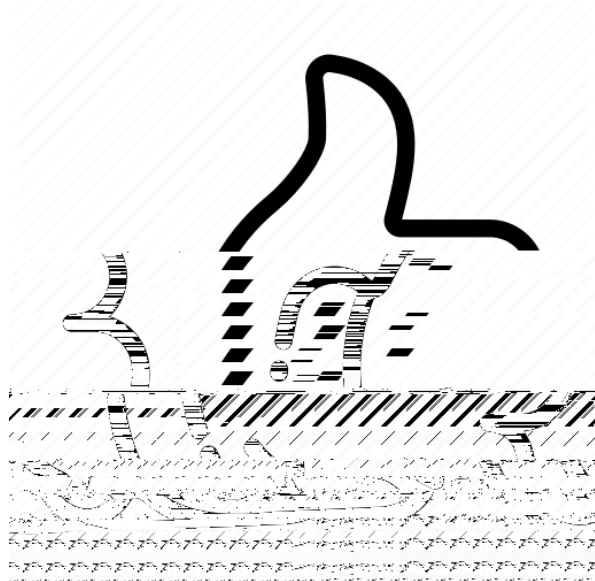
Gut feeling

Intuition

Rule of thumb

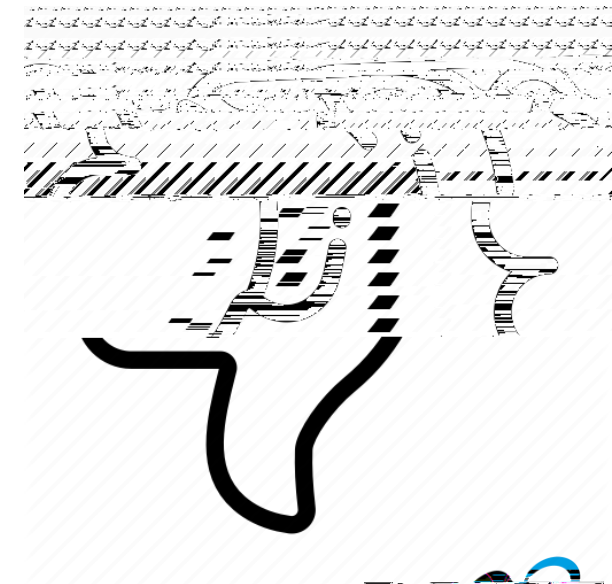
Common
sense





- Make decisions quickly
- Make decisions with missing information
- Reduce cognitive load

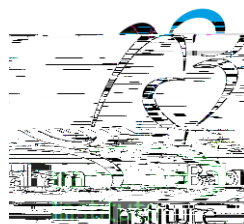
- Lead to incorrect conclusions
- Prevent new ideas
- Replicate bad learning

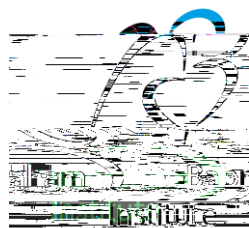


Q: What percent of child abductions are by strangers?

A: Less than 2%

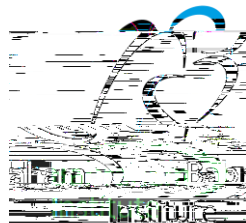
Availability heuristic: treating the information you can recall most easily as the most important





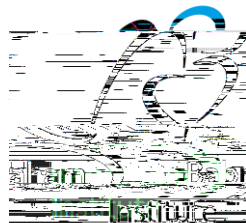
-
- More habitual responses than goal-directed choices
 - More impulsive decisions
 - Less likely to adjust initial judgment

Yu, 2016



The goal is not to get rid of unconscious biases, but to mitigate them

- Learn about and be aware of biases
 - Harvard Implicit Association test
- Take your time
- Create structures like checklists or SOPs
- Mindfulness



Any questions?

