



**Contra Costa County
Bar Association**

Elimination of Bias? Impossible!

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What is Bias?

To: Everyone ▾ File ...

|Type message here...



Bias Differentiation

Conscious

*An intentional act in **favor of or against** one thing, person, idea or group compared with another, usually in a way considered to be **unfair or unjustified***

Unconscious

*An unrecognized mental process or categorization that is intimately **tied to cognitive heuristics** and how the **human brain processes information.***

An aerial, high-angle photograph of a bustling city intersection at night. The scene is filled with pedestrians crossing the street, cars moving through the lanes, and brightly lit buildings and streetlights. A large, teal-colored arrow points from the left towards the right, partially obscuring the street scene. Inside the arrow, the text "11 million bits" is written in large, white, sans-serif font. At the tip of the arrow, there is a small teal circle containing the text "50 bits" in white.

11 million bits

50
bits

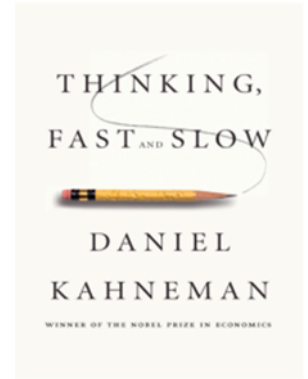
THINKING, FAST AND SLOW

System 1

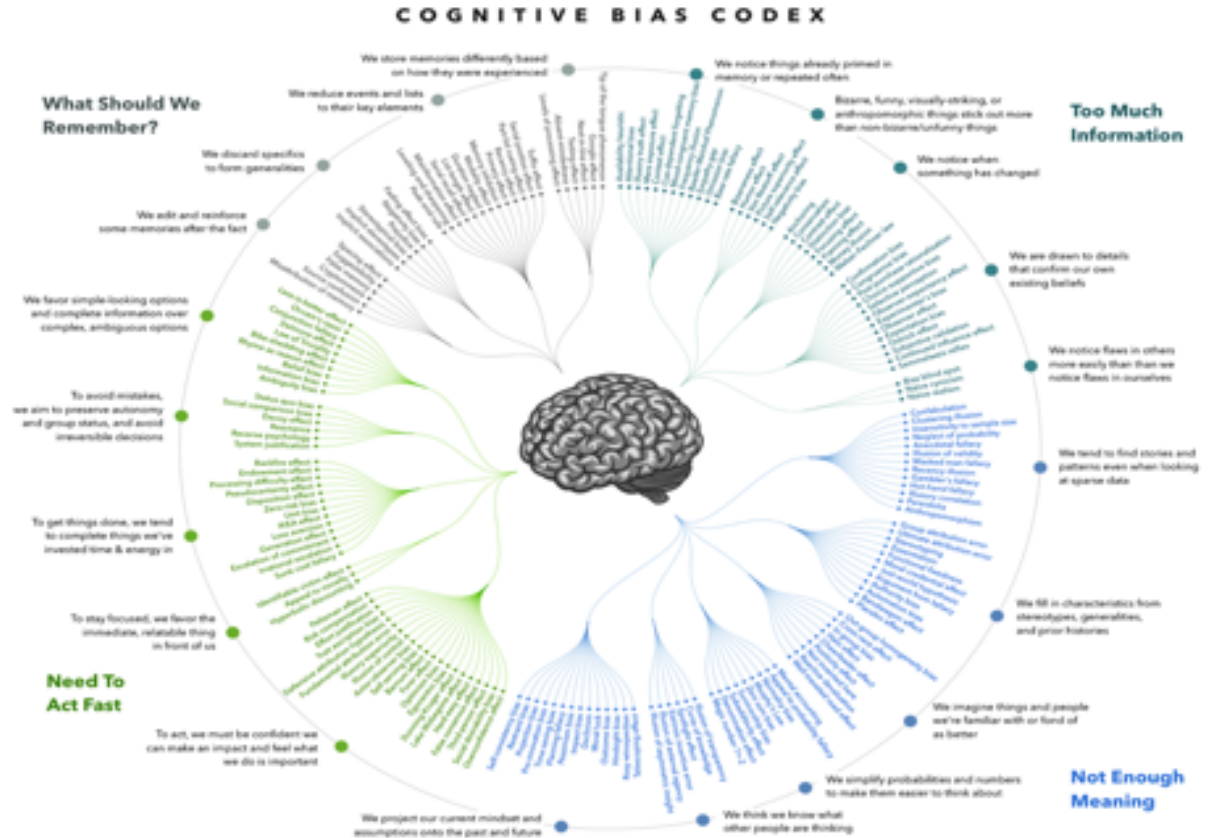
- Fast
- Unconscious
- Automatic
- Everyday Decisions
- Error Prone

System 2

- Slow
- Conscious
- Effortful
- Complex Decisions
- Reliable



There are over 180 named Cognitive Biases



DESIGNHACKS.CO - CATEGORIZATION BY BUSTER BENSON - ALGORITHMIC DESIGN BY JOHN MANODSIAN (JME) - DATA BY WIKIPEDIA

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Bias Ecosystem



Social Biases:

Gender, Race,
Culture & Age



Cognitive Biases:

Like-Me, Egocentric,
Availability,
Anchoring, Proximity



Institutional Biases:

Processes, Protocols,
Policies, Systems &
Governance

Which Cognitive biases did you score the highest?

A screenshot of an email composition window. At the top left, it says "To:" followed by a blue button labeled "Everyone" with a downward arrow. To the right of this are two buttons: one with a document icon and the word "File", and another with three dots "...". Below these buttons is a text input field with the placeholder text "Type message here..." and a vertical cursor at the beginning.

The scores do not, in any way, indicate that you are a bad person but rather that you are perfectly human.

5 Common Workplace Biases: LEAAP

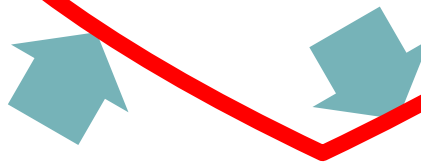
- Like Me: “People like me are better than others”
- Egocentric: “My views are clear to all and true”
- Availability: “Decisions based on ‘easiest-to-access’ ideas”
- Anchoring: “Decisions based on first data point, graph or image”
- Proximity: “Closer is better than distant”

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“You Don’t Look Like a Lawyer”



Social Biases – Gender

Stereotype: An overgeneralized belief about a particular group of people

Gender: Social roles, behaviours, attributes, and responsibilities assigned, established, and/or taught on the basis of sex (male or female).

Gender Stereotypes: Overgeneralized beliefs about the ‘nature’ of men and women, including about their core characteristics, strengths and weaknesses, and natural predispositions to certain roles/responsibilities, etc.

Four Main Patterns of Racial and Gender Bias

- Prove it-again bias - the need for women and people of color to work harder to prove themselves
- Tightrope bias -describes the narrow range of behavior expected of and deemed appropriate for women and people of color.
- Maternal wall bias - describes the well-documented bias against mothers
- Tug-of-war bias - represents the conflict between members of disadvantaged groups that may result from bias in the environment.

Systemic Bias Statistics

- 58% of women attorneys of color and 50% of white women lawyers - mistaken for administrative staff or janitors
- 63% of women of color report having to go “above and beyond” to get the same recognition as their colleagues.
- women of color experience prove-it-again bias at a higher percentage than any other group
- 67% of women of color report being held to higher standards than their colleagues.
- Almost 70 % of women of color say they were paid less than their colleagues with similar experience and seniority

Social Biases – Culture/Age

- Using cultural bias as a shield
- Using cultural bias as a sword – pre-emptive strikes
- Hiding behind cultural stereotypes
- Using humour with cultural stereotypes

- Age:
- Oldest guy in the room
- Combining age with cultural stereotypes – “the wise old Chinaman”
- Busting the stereotypes of age

Biases Amplified in a Pandemic

Normalcy Bias



Confirmation Bias



Cognitive Biases

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Blind Spots

- Like Me: “Groupthink | Homogenized workforce”
- Egocentric: “Intimidation. Loss of creativity/ideas”
- Availability: “Value quantity and expediency over quality”
- Anchoring: “Lost revenue. Stereotypes. Internalized norms.”
- Proximity: “Same prep as in-person or face to face”

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Mitigation Technique

- Like Me: “Find strength in the ‘other’ seek commonality”
- Egocentric: “Listen & value differing perspectives”
- Availability: “Stop. Breathe. Reflect on wisdom of the choice”
- Anchoring: “Question the source, origins, motives & credibility”
- Proximity: “Remove distance from the equation”

Mental Defense Resources

- AllSides Media Bias Rankings - <https://www.allsides.com/>
- Depolarizing Political Biases - https://rise.articulate.com/share/mK1ipwJja3u_3Pf4YMXUNUpH7G9Pb0Eb#/
- For parents, Common Sense Media - <https://www.commonsensemedia.org/>
- Social Dilemma (Netflix)

Braver Ange





Action items

Post something you learned today to LinkedIn and tag the @percipiocompany

If you'd like to learn more about Bias Mitigation Consulting or Coaching, email info@percipiocompany.com



Media Bias

- Limit Consumption
- Look and Listen for Media Bias
- Turn off notifications

info@percipiocompany.com

Thank You



[@percipiocompany](https://www.linkedin.com/company/percipiocompany)