

Implicit Bias

The Unconscious Mind



Let's watch a quick video!

The Backwards Brain Bicycle

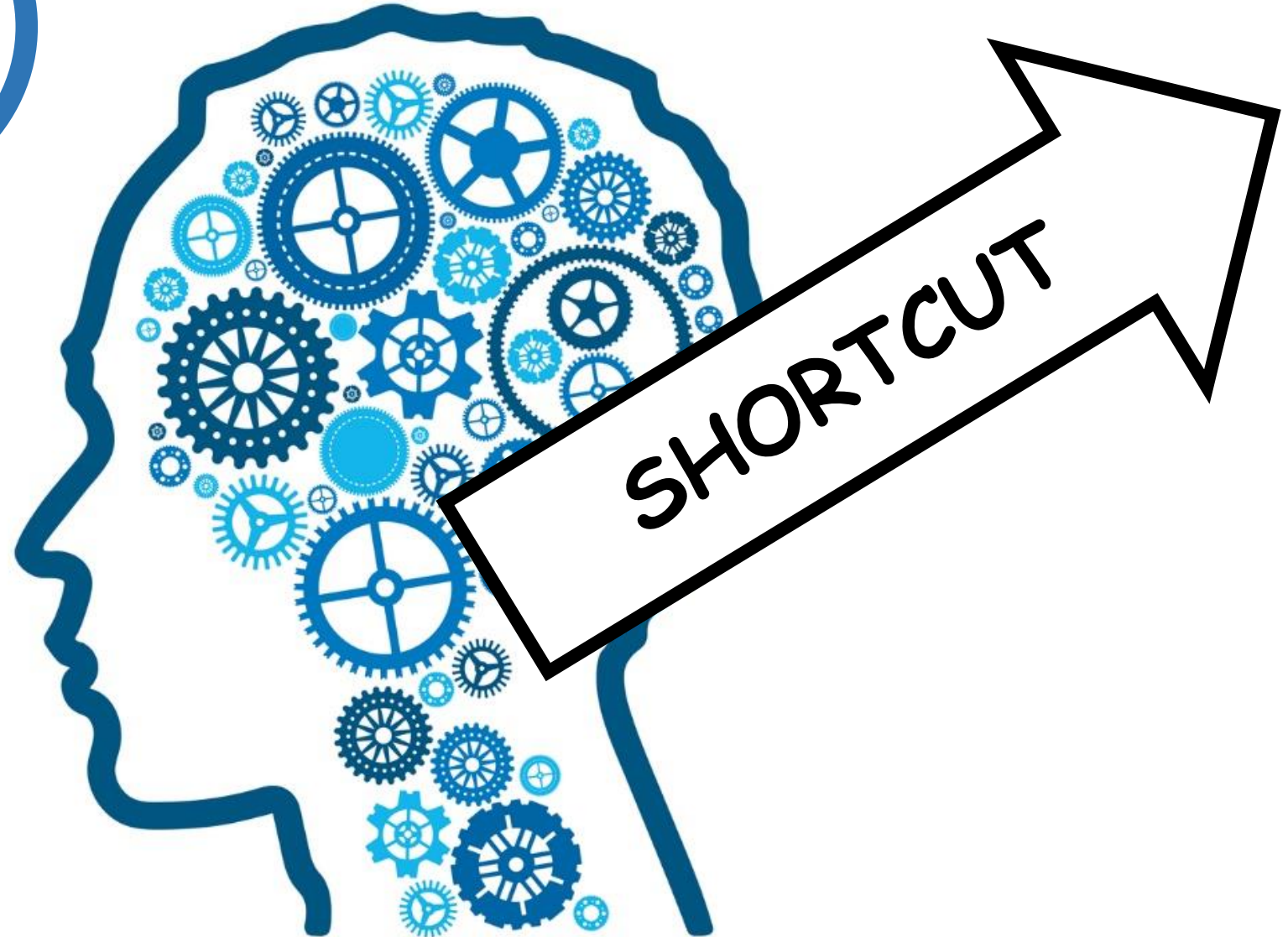
<https://www.youtube.com/watch?v=MFzDaBzBIL0>

Is the part of the mind that include thought processes, memories, interests, and motivations with an impact on behavior

**AUTOMATIC
REACTIONS &
SKILLS**

**IMPLICIT
KNOWLEDGE**

**INSTINCT
&
INTUITION**



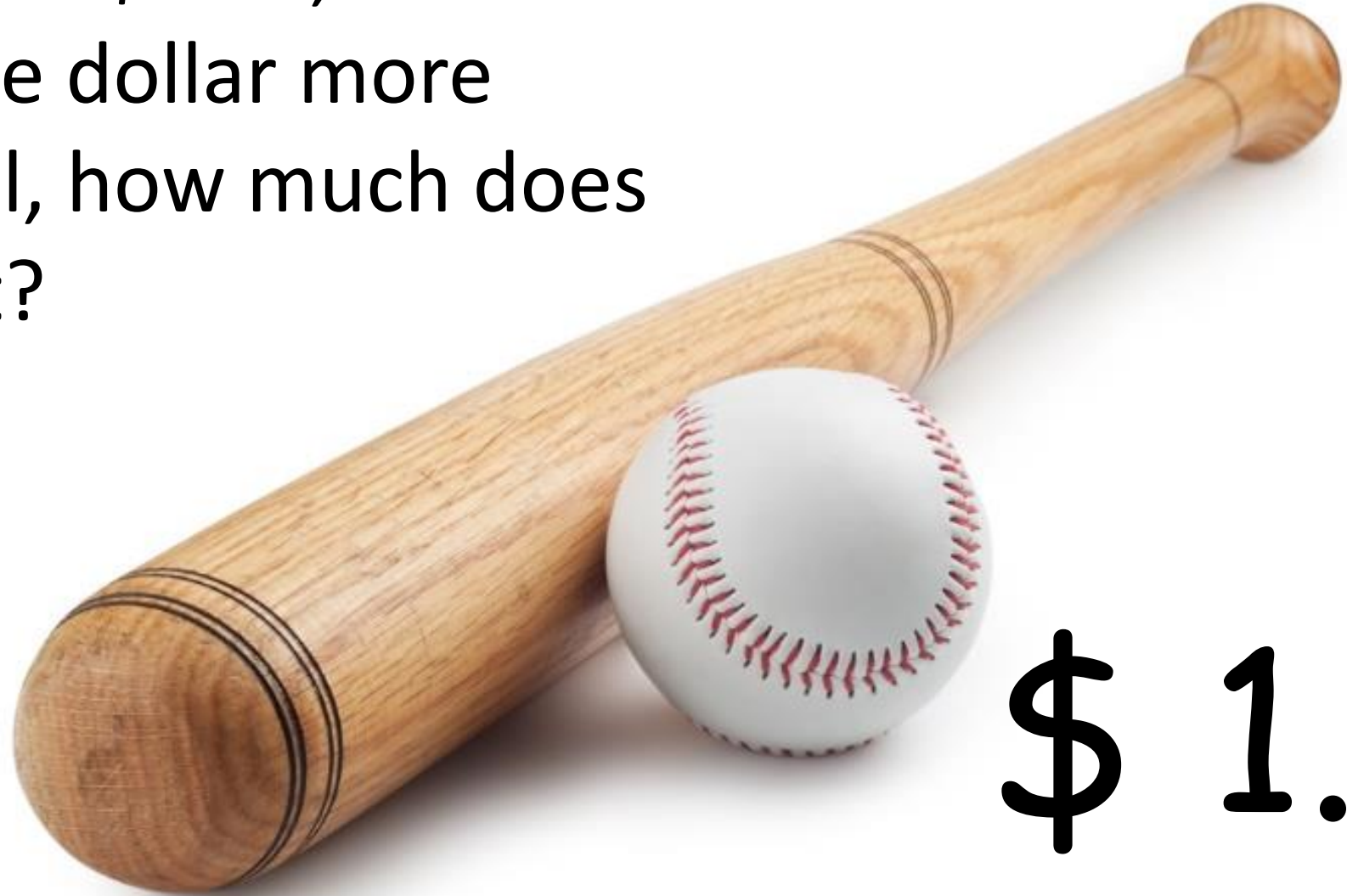
Unfortunately,
on matters that
require rational
thinking...



The
unconscious
mind is wrong
most of the
time



Here's a classic example, a bat and a ball cost \$1.10, if the bat costs one dollar more than the ball, how much does the ball cost?



\$ 1.10

Most people, including over 50% of students
at some of the world's leading universities
got the answer wrong

50% 

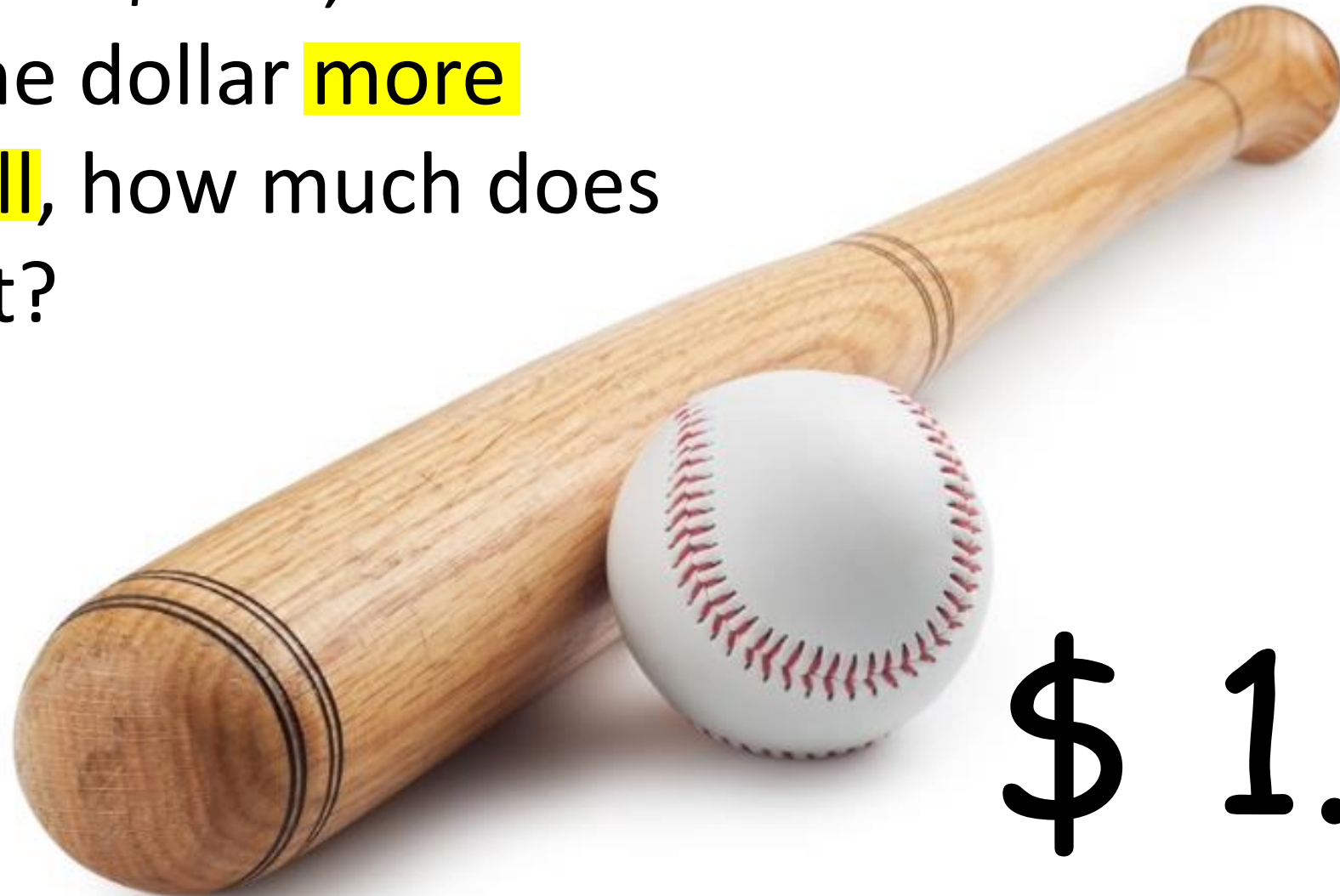
They said

10 CENTS

The correct answer is actually

5 CENTS

Here's a classic example, a bat and a ball cost \$1.10, if the bat costs one dollar **more than the ball**, how much does the ball cost?



\$ 1.10

Although $\$1.00 + \0.10 does equal $\$1.10$, if you take $\$1.00 - \0.10 you get $\$0.90$, but the problem requires that the bat cost $\$1.00$ more than the ball. So the ball must cost $\$0.05$, and the bat must cost $\$1.05$ since $\$1.05 + \$0.05 = \$1.10$



Still not convinced?

Here's with algebra

First, let's set up the equation:

$$x + (x + \$1.00) = \$1.10$$

$$\$1.00 + 2x = \$1.10$$

$$2x = \$1.10 - \$1.00$$

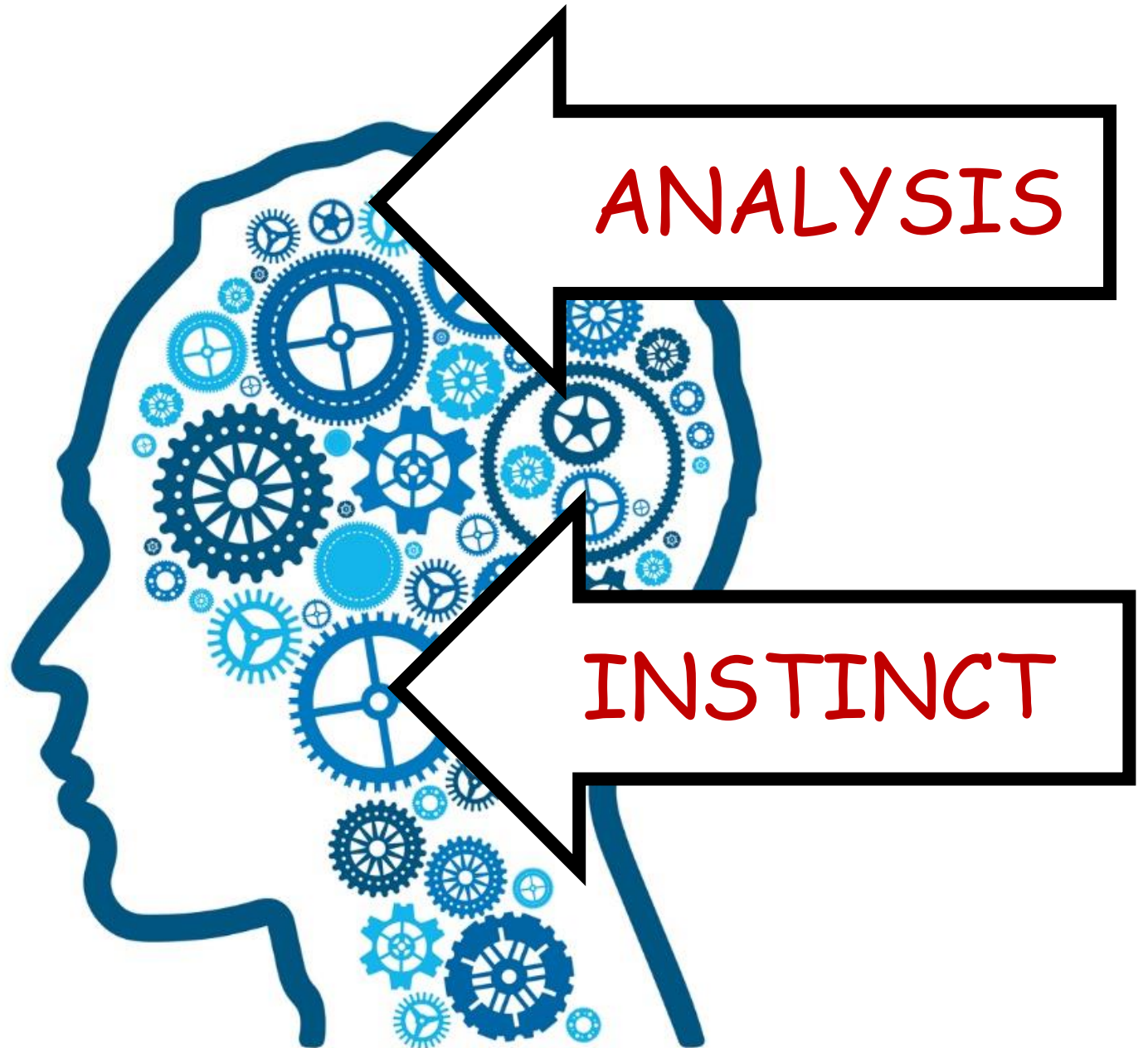
$$2x = \$0.10$$

Finally, solve for x:

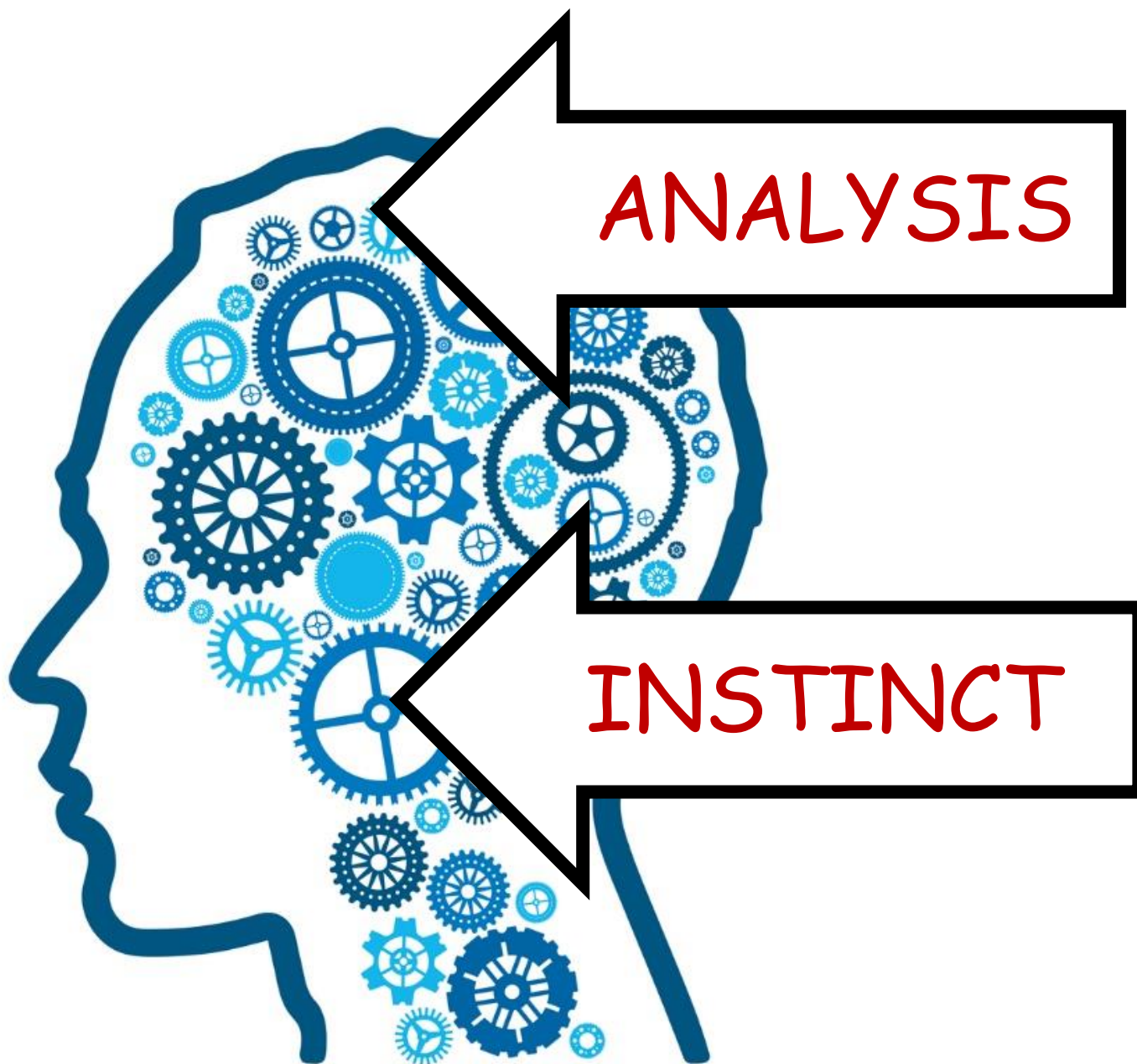
$$\mathbf{x = \$0.05}$$



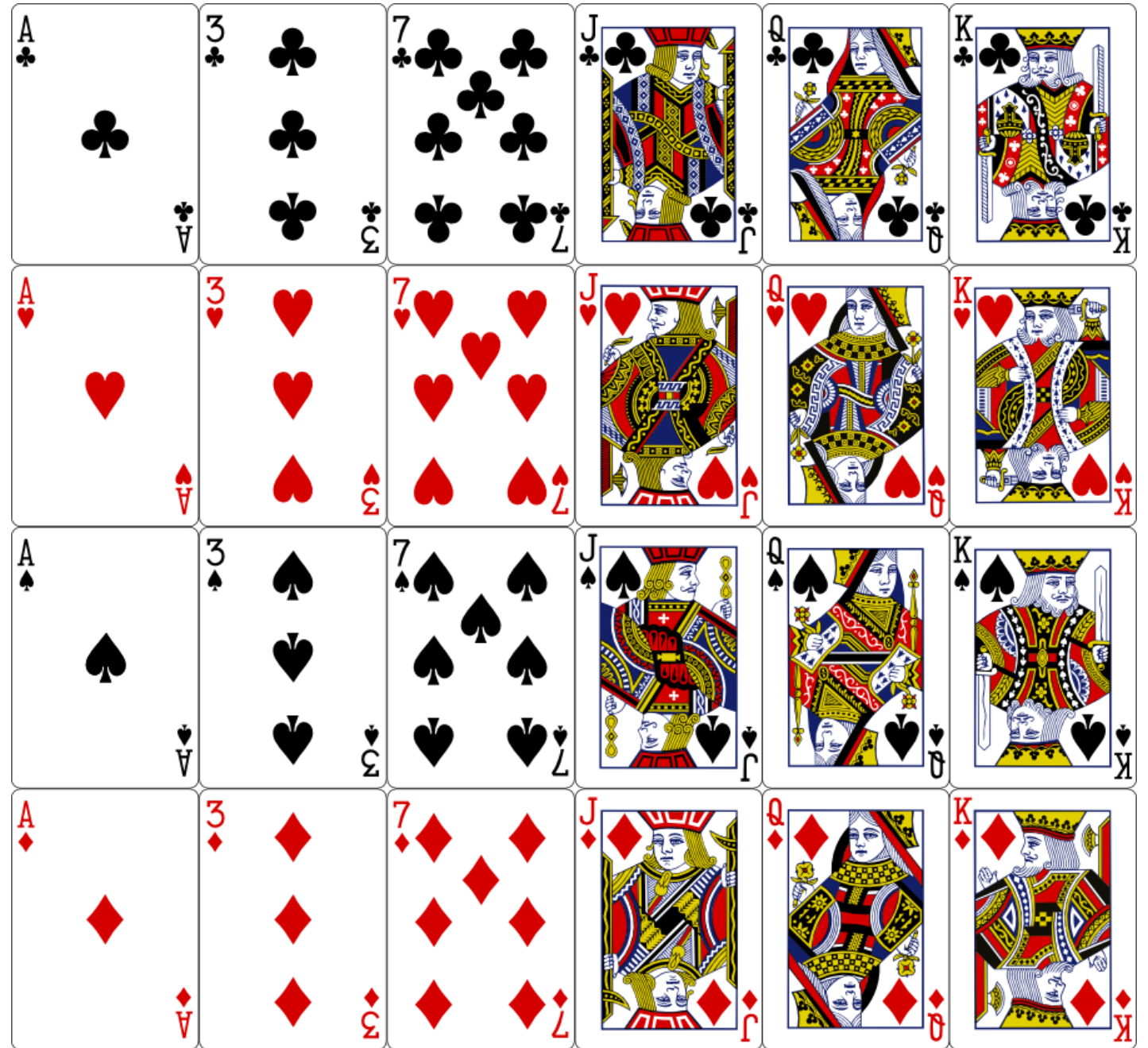
Many of us choose 10 cents without thinking, this is because our own conscious mind uses instinct not analysis, so our own conscious is fallible... it's also biased, it makes snap judgements with issues and things...



...and also
with people
we meet...



...categorizing
them
according to
gender, social
and other
characteristics.



Within fractions of a second we judge whether somebody is like us and belongs to our in-group, these are the people we favor.

INGROUP



OUTGROUP



That is Implicit Bias



All of us have it and it
colors our decisions
without our realizing.



True success for us and our teams can only be achieved if we relate with, collaborate with, and serve the widest range of people, and that is not possible if implicit bias is narrowing down the field for subjective reasons.



To lessen the impact of implicit bias we need to raise self-awareness of our own implicit bias upholding our values of Diversity, Equity, and inclusion.



Thank you!