Bias Checking

Co-Design

- Further develop More-Complete ideas before narrowing down

got assumptions?

Linder, Benjamin. Bias Checking. Mar 2019. https://canvas.instructure.com/courses/1518820/files/75259280. Powerpoint Presentation.
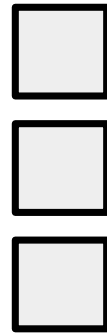
bias checking

got representation?

Who's not here?
Why not?

Types of Assumptions to Consider

- What someone is like because they are in a group
  - *Your focus so far.*

- Who is in a group
  - *It seems like 保安 are male.*

- Structural/social constructs
  - *Kids will need to ask their mom and dad.*

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Institutional Biases

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Social Biases

Forer effect / Barnum effect
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Ingroup bias
The tendency for people to give preferential treatment to others their perceive to be members of their own groups

Self-fulfilling prophecy
The tendency to engage in behaviors that elicit results which will (consciously or not) confirm existing attitudes.

Halo effect
The tendency for a person's positive or negative traits to "spill over" from one area of their personality to another in others' perceptions of them (see also physical attractiveness stereotype).

Ultimate attribution error
Similar to the fundamental attribution error, in this error a person is likely to make an internal attribution to an entire group instead of the individuals within the group.

False consensus effect
The tendency for people to overestimate the degree to which others agree with them.

Self-serving bias / Behavior confirmation effect
The tendency to claim more responsibility for successes than failures. It may also manifest itself as a tendency for people to evaluate ambiguous information in a way beneficial to their interests (see also group-serving bias).

Notational bias
A form of cultural bias in which the notational conventions of recording data biases the appearance of that data toward (or away from) the system upon which the notational schema is biased.

Egocentric bias
Occurs when people claim more responsibility for themselves for the results of a joint action than an outside observer would.

Just-world phenomenon
The tendency for people to believe that the world is just and therefore people "get what they deserve."

System justification effect / Status Quo Bias
The tendency to defend and bolster the status quo. Existing social, economic, and political arrangements tend to be preferred, and alternatives disparaged sometimes even at the expense of individual and collective self-interest. (See also status quo bias.)

Dunning-Kruger / Superiority Bias
Overestimating one's desirable qualities, and underestimating undesirable qualities, relative to other people. Also known as Superiority bias (also known as "Lake Wobegon effect", "better-than-average effect", "superiority bias", or Dunning-Kruger effect).

Illusion of asymmetric insight
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Herd instinct
Common tendency to adopt the opinions and follow the behaviors of the majority to feel safer and to avoid conflict.

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People overestimate others' ability to know them, and they also overestimate their ability to know others.

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Trait ascription bias
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19 social biases

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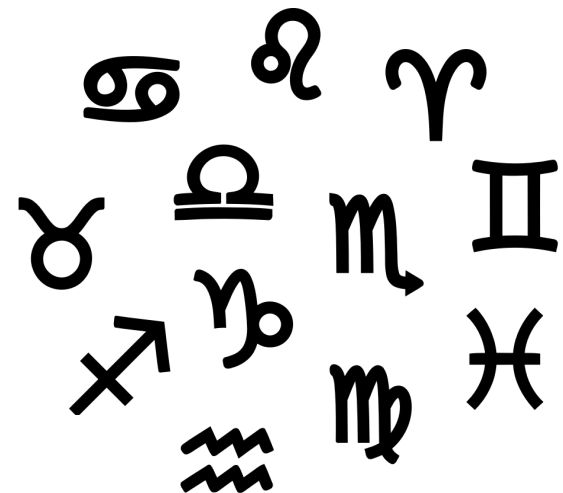
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- What favors and special privileges are stakeholders/non-stakeholders giving to members of their in-group? What disadvantages does that create for those in the out-group?
- What superiority/inferiority "storytelling" and hurtful behaviors might be linked with in-group favoritism?
- Have certain individuals found a way to overcome in-group favoritism and relate to many groups without problems? How so?
- If you saw in-group favoritism playing out, how might you confront it?

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- Are my pre-existing attitudes in any way impacting my thoughts, feelings, behavior toward someone to effectively confirm my existing beliefs?

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**What is beautiful is good,
And who is good will soon also be beautiful.**

–Sappho, Greek lyric poet

- Are my evaluations of a person guided by specific internal evaluations of different qualities, or by strong initial impressions of one quality in particular?

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	Outgroup	Ingroup
Positive behavior	Situational (e.g. luck)	Dispositional (e.g. hardworking)
Negative behavior	Dispositional (e.g. lazy)	Situational (e.g. accident)

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False consensus effect
The tendency for people to overestimate the degree to which others agree with their opinions, preferences, habits, etc.

I.e. People believe that their own ideas are "normal" and that the majority of people share those same opinions, or assume that a consensus exists on matters when there may be none.

Our users are not us:
https://www.youtube.com/watch?v=TewiUcN35Yo

NN/g
False-Consensus Effect

- Am I using my own judgements to predict or replace users' judgements and evaluations?

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Good grade	I'm smart/ I study hard
Bad grade	Teacher mean/ Test unfair

- Are we interpreting ambiguous information in a way that benefits our interest (in justifying a specific solution, design choice, or our design process)?

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Egocentric bias

When people claim more responsibility for themselves for results of a joint action than an outside observer would.

I.e. When people rely too heavily on their own point of view when viewing life events or trying to see things from other people's perspectives.

I.e. We naturally assume that others care about our actions as much as we do.

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- Are we failing to see how the situation and other variables have contributed to the person's misfortunes?
- Are we being charitable in our assumptions?

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- Are any aspects of the user experience being left alone/preserved simply because they they reflect the status quo?
- Are any decisions being made/solutions being avoided simply because their 代价 of departing from status quo is the lowest?

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I.e. We are unable to recognize our lack of ability.

"As areas of knowledge grow, so too do the perimeters of ignorance."

–Neil deGrasse Tyson, Astrophysicist

- Are there problems, people, outcomes, or user responses we felt immediately confident we could understand?
- Are we giving the user room to show us the things we might not know we don't know?

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- Do I hold this opinion or interpretation merely because my teammates/other classmates do so too?

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/cognitive-slide-8-enlarged.jpg

Illusion of transparency
People overestimate others' ability to know them, and they also overestimate their ability to know others.

- The rich, complex experience of being you, and correspondingly your user, is impossible to see.
- There is a huge discrepancy between what our user thinks we will understand and what we really understand.
- How much is lost in the transfer of ideas from your user's head to yours?

19 social biases

System justification effect /
Status Quo Bias
The tendency to defend and bolster the status quo. Existing social, economic, and political arrangements tend to be preferred, and alternatives disparaged sometimes even at the expense of individual and collective self-interest. (See also status quo bias.)

Dunning-Kruger / Superiority Bias
Overestimating one's desirable qualities, and underestimating undesirable qualities, relative to other people. Also known as Superiority bias (also known as "Lake Wobegon effect", "better-than-average effect", "superiority bias", or Dunning-Kruger effect).

Illusion of asymmetric insight
People perceive their knowledge of their peers to surpass their peers' knowledge of them.

Herd instinct
Common tendency to adopt the opinions and follow the behaviors of the majority to feel safer and to avoid conflict.

Illusion of transparency
People overestimate others' ability to know them, and they also overestimate their ability to know others.

Fundamental attribution error /
Actor-observer bias
The tendency for people to over-emphasize personality-based explanations for behaviors observed in others while under-emphasizing the role and power of situational influences on the same behavior (see also actor-observer bias, group attribution error, positivity effect, and negativity effect)

Projection bias
The tendency to unconsciously assume that others share the same or similar thoughts, beliefs, values, or positions.

Outgroup homogeneity bias
Individuals see members of their own group as being relatively more varied than members of other groups.

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	Others	Me
Negative behavior	Dispositional (e.g. rude)	Situational (e.g. distracted)

- Have we actively understood the circumstantial aspects of our users' behaviors?
- Are we spending enough time understanding their use contexts and environment?

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Bias Avoided	Projection Bias
• Value for the money • Money back guarantee • Benefits of the product, including those unrelated to weight loss	• Better than any other supplement on the market • No reason to try another product, as x is the best of the best.

Avoid Projection Bias with Social Proof
- Before you do anything, compare your stance to what others may be thinking. Back up your claims with social proof.
- When you have validation from a third party, it's much easier to avoid falling into projection bias. Instead of relying on assumptions of yourself or even your immediate team, A/B test ways to truly find out what your audience needs and will do.

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Outgroup homogeneity bias

Individuals see members of their own group as being relatively more varied than members of other groups. (Group-level version of Trait ascription bias.)

- Are we glossing over any intra-group membership diversities we might recognize for members of our own group?

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- Are we glossing over any variabilities in individual personality, behavior, or mood that we might otherwise recognize in ourselves?

What can you do about it?

- Interrogate your assumptions
  - *What needs to be countered?*
  - *What is useful to probe further?*
- Consider the diversity of coverage within your people group
  - *Ask if all your personas look like you (or an older version of you)*
  - ***Examine your personas for bias***
  - *Pictures matter*

Linder, Benjamin. Bias Checking. Mar 2019. https://canvas.instructure.com/courses/1518820/files/75259280. Powerpoint Presentation.

How can you correct course in co-design?

- Ask people directly about aspects of their identity/experience
  - *The act of asking is an acknowledgement of your awareness*
  - *Make yourself vulnerable*
- Seek groups outside the dominant/majority
  - *By definition harder to find*

Focus on the Fringe

- Social Justice: Celebrate and center marginalized voices

- Design: Universal Design

- Engineering: Consider the edge cases

We don't make personas to get the dominant viewpoint.

Ideas that come from considering the fringe often help a broader audience.

Do the right thing.

Linder, Benjamin. Bias Checking. Mar 2019. https://canvas.instructure.com/courses/1518820/files/75259280. Powerpoint Presentation.

This Week

- Examine and update your Personas for bias
  - Consider each social bias in terms of whether or not it is present in your people representations or design process.
  - Address shortcomings accordingly.
    - See slides 29-31

- Phase 2 Design Review, 19-Dec

Phase 2 Design Review 19-Dec

- Discuss
  - ==6 More-Complete== ideas in Gallery Sketch form
  - 1-2 promising ideas to move forward, including:
    1. Explanation of how they were selected through Co-Design methods
    2. Story of what the future could be like (articulated with before-and-after Future Scenarios)
       - See Moore, *Target-Customer Characterization – The Use of Scenarios*

Phase 2 Design Review 19-Dec

- Format
  - 15 min presentation
  - 5 min Q&A
  - 3 min feedback
  - Team timer & presenter notes are encouraged. Presentations will be stopped at <u>exactly</u> 15 minutes!
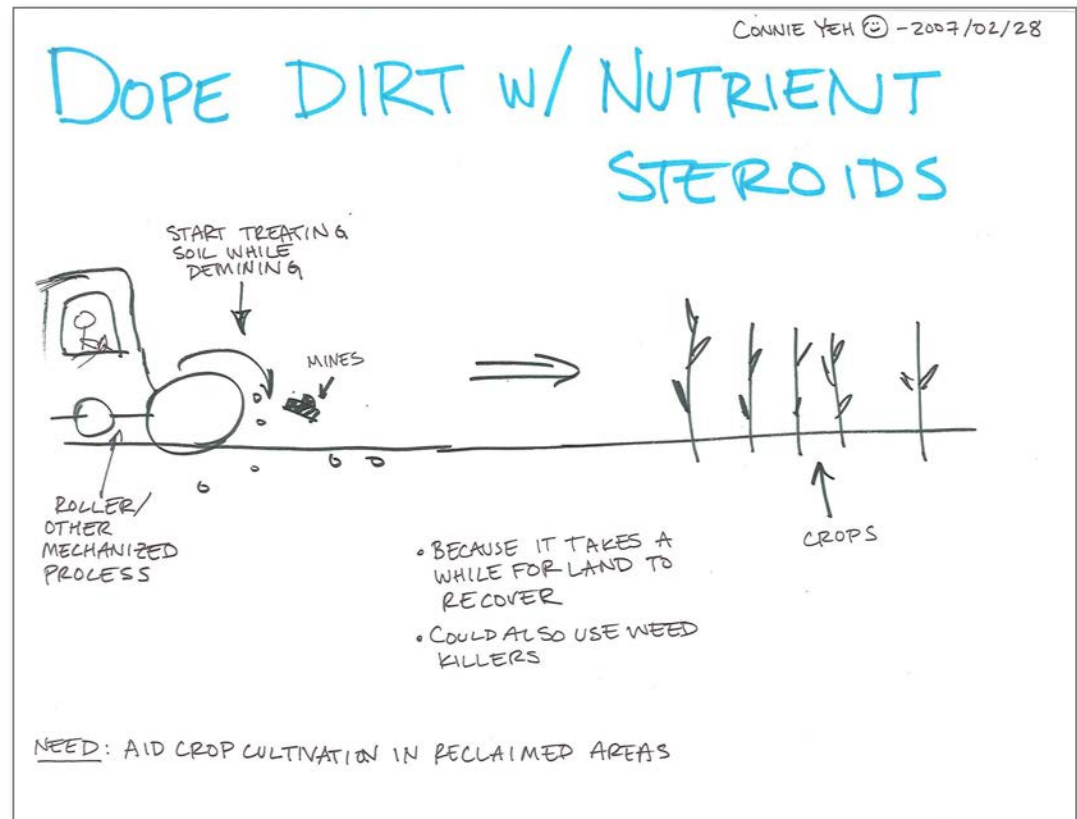- Submission Requirements (see Canvas)

Gallery Sketch
Visual scene laid out on one page with more detail
(See lecture *Ideation & Representing Ideas*)

- Evocative title
- ...hing
- ...ers
- Use of color
- Liberally annotated
- *How it works*

Source: Connie Yeh

Linder, Benjamin. Representing Ideas. Mar 2019. https://canvas.instructure.com/courses/1518820/files/75297128. Powerpoint Presentation.

Future Scenarios

- Follow requirements specified in Moore, *Target-Customer Characterization – The Use of Scenarios*