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Bias can negatively impact a design. It can result in a product that doesn't reach a more diverse user base, or fails to consider common challenges for everyday users. To better understand how personal biases can affect the way we conduct our research, it's important to reflect on questions that can broaden our perspective. As you continue thinking about bias, consider the following questions:

Have you considered how you will account for the possibility of bias in your own work?

What specific measures would you take to address potential biases when you're conducting a usability study?

What steps have you taken to reduce bias in the past?