



A HANDBOOK ON UNDERSTANDING

**UNCONSCIOUS
BIAS**

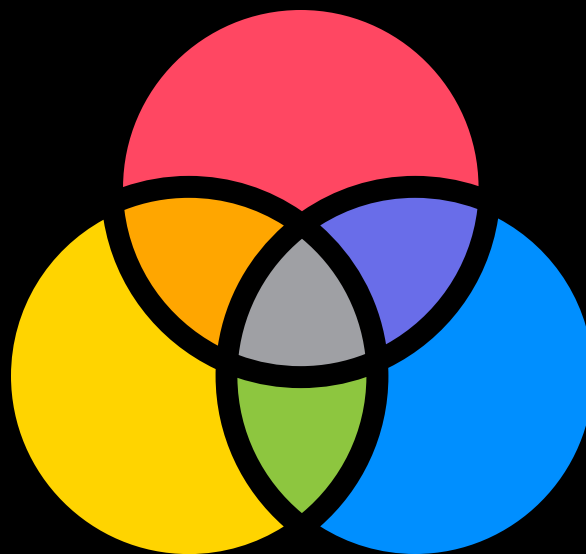
THE RED ELEPHANT FOUNDATION

WHAT IS A BIAS?

A bias is a prejudice towards or against something, a person, or a group of people, in relative comparison with another thing, person or group of people.

This prejudice is unfair, and can affect the thing, the person or the group of people against whom the bias is held. compared with another usually in a way that's considered to be unfair.

Biases may be held by an individual, group, or institution and can have negative or positive consequences.



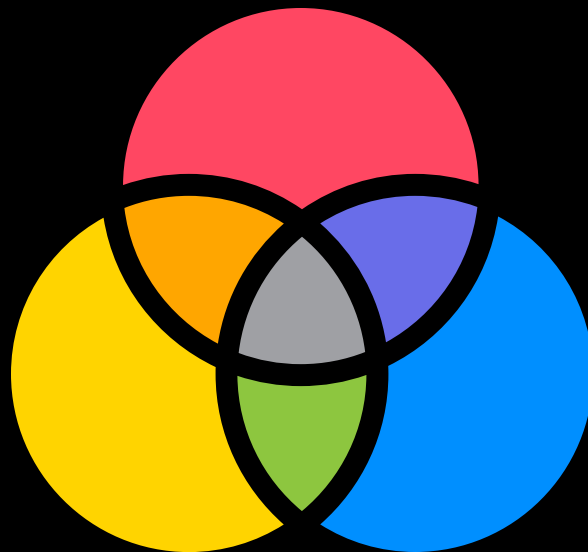
WHAT IS A BIAS?

There are two kinds of biases:

Conscious and Unconscious

Regardless of whether it is conscious or unconscious, biases are not limited to being based on ethnicity, gender and race. Though racial bias and discrimination are often talked about and heard of, biases may exist toward from any social group.

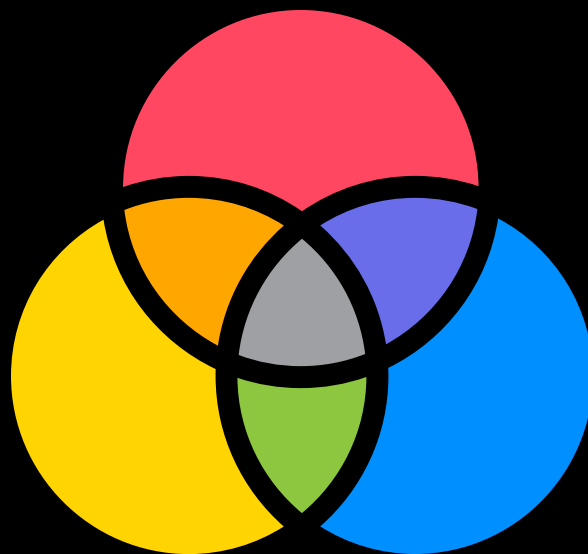
One's age, gender, gender identity physical abilities, religion, sexual orientation, weight, and many other characteristics are subject to bias.



WHAT IS A CONSCIOUS BIAS?

A conscious bias, as the name suggests, is one that is consciously known and exercised. It is a prejudice, an opinion, inclination or feeling that is based on a conscious framing of an opinion or belief.

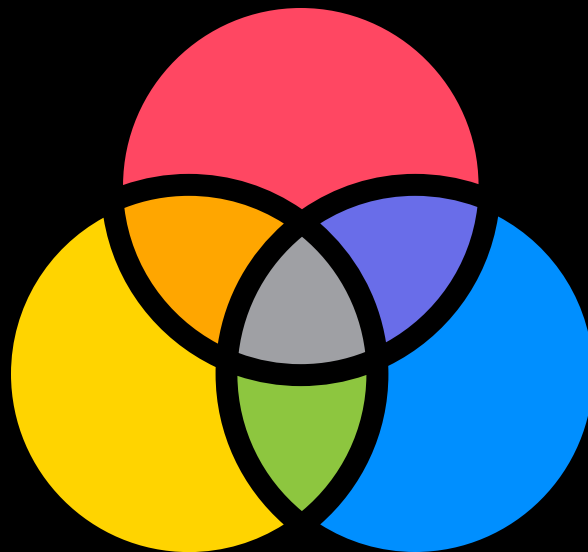
A conscious bias is built either on prior experience, or based on a conscious understanding of a certain set of facts or ideas, or information received. The frame of reference for a conscious bias is information received either through a reliable or an unreliable source - which then becomes the basis for the framing of a bias.



WHAT IS AN UNCONSCIOUS BIAS?

Unconscious biases are social stereotypes about certain groups of people. It is usually formed outside their own conscious awareness. Everyone holds unconscious beliefs about various social and identity groups. All too often, these biases arise from one's tendency to organize social worlds by categorizing.

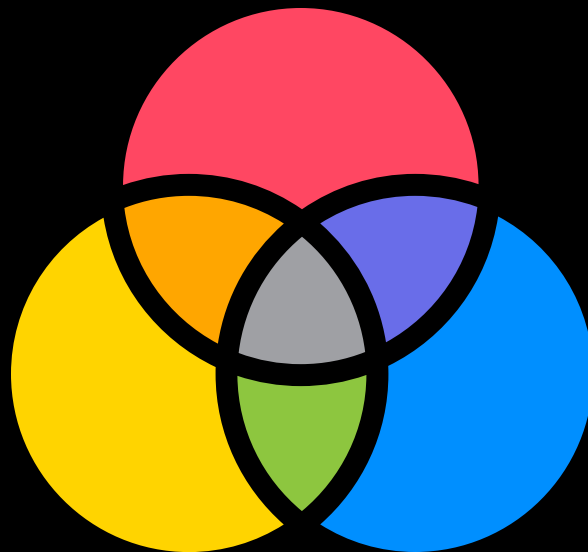
Unconscious bias is far more prevalent in comparison with a conscious prejudice. It is incompatible with one's conscious values, most of the time.



WHAT IS AN UNCONSCIOUS BIAS?

Unconscious biases do not remain unchanged - an individual can educate themselves, and check particular behaviours, which can then culminate in lasting change.

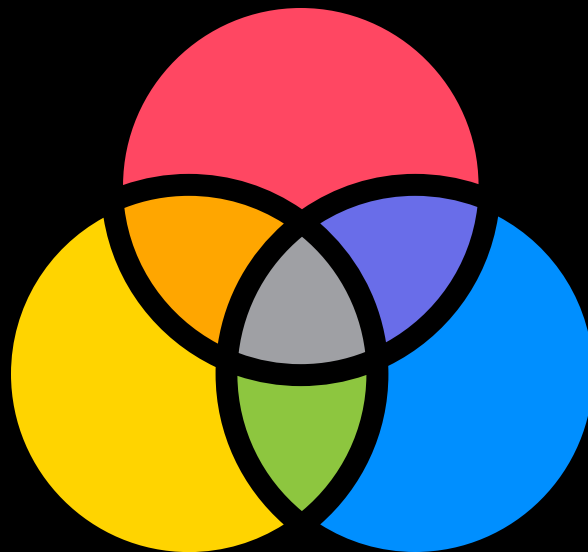
If unchanged, unconscious biases can lead to stereotyping, which can result in exclusion, discrimination, violence and impact a larger social ethos.



HOW DO YOU CHECK AN UNCONSCIOUS BIAS?

A good way to ensure that you check your unconscious bias is to start by monitoring your behaviour, conversations and actions. Ask yourself:

- What aspects of my conversations and engagements are centered around facts I didn't verify?
- Do I say / do things that can be hurtful to one's identity?
- Do I say / do things that come from a place of ignorance?
 - Do I say / do things that are based on stereotypical information that I have not verified?

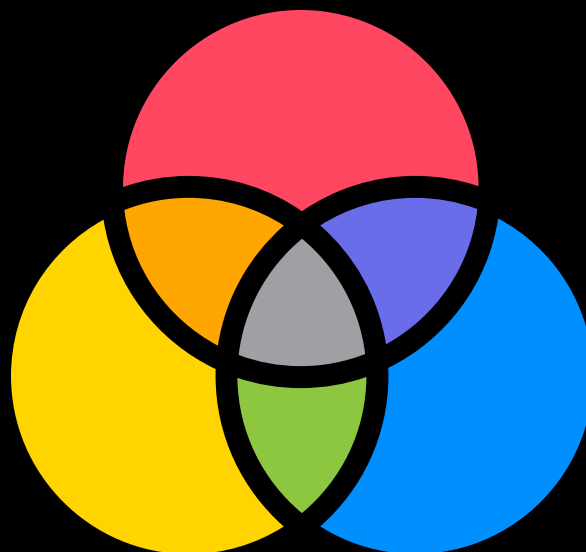


HOW DO YOU CHECK AN UNCONSCIOUS BIAS?

A second step in the process is to educate yourself.

There are a variety of ways to do so:

- Reading up on the subject of the bias.
- Engage with the person / representative of the group itself to ask questions and understand them better.
- Endeavour to constantly re-educate, and expand on your knowledge and understanding of the subject of the bias.

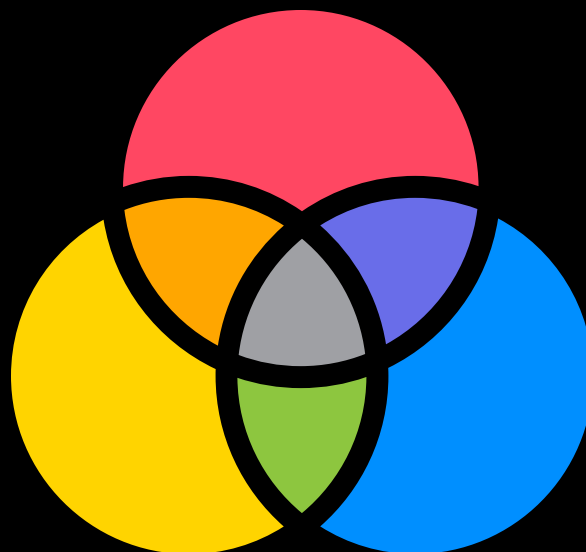


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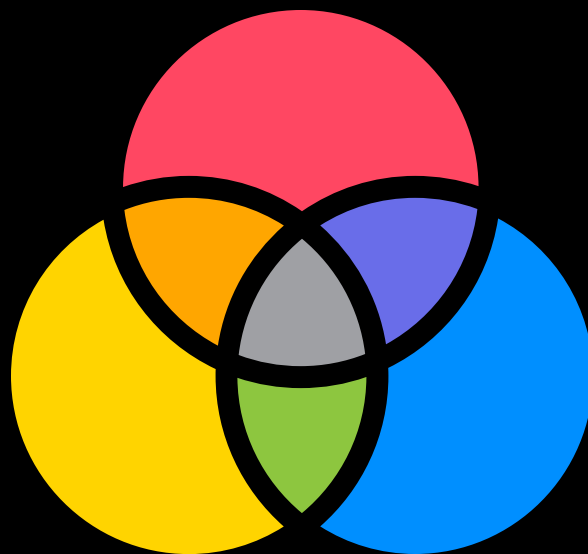
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HOW DO YOU CHECK AN UNCONSCIOUS BIAS?

The next step in the proces is to pay forward. It's important to understand that a social set up built on unconscious bias can be damaging to the interests of the society at large - as equality of treatment and equal respect for all goes for a toss in the process.

Keep having conversations, engage and share all that you have learned, and make a difference in the minds of as many people as you can.



REFERENCES

<https://oitecareersblog.wordpress.com/tag/conscious-bias/>

<https://diversity.ucsf.edu/resources/strategies-address-unconscious-bias>

