

What is Unconscious Bias; considerations and top tips.

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Outline of session

What is Unconscious Bias; considerations and top tips.

- Overview
- Examples
- What can you do
- Q & A



What is Unconscious Bias?

Unconscious bias refers to a bias that we are *unaware of*, and which happens outside of our control. It is a bias that happens automatically and is triggered by our brain making quick judgments and assessments of people and situations, influenced by our **background, cultural environment and personal experiences**

(ECU: 2013 *Unconscious bias in higher education*)

Examples

- Name
- Foreign v local qualifications
- Location / address
- Interview panel representation
- Selection of candidates / single gender
- Research project – advisory / steering group group composition
- Teaching case studies
- Recruitment & Selection for student
- Recruitment & Selection for staff
- Staff Appraisal
- Student attainment
- Job adverts
- Marketing
- Website

What you can do

- Be awareness/ conscious
- Considerations
- Small changes
- Pragmatic
- Challenging stereotypes and counter stereotypical information
- Using context to explain a situation
- Changing perception and relationship with out-group members
- Being an active bystander
- Improving processes

Summary

- We all have unconscious biases and we are all affected by bias
- We can take action to manage the impact on our behaviour and decision making
- It's up to individuals to decide what action to take

Q & A

Resources

ECU link <http://www.ecu.ac.uk/>

Unconscious bias in HE Literature review

<http://www.ecu.ac.uk/publications/unconscious-bias-in-higher-education/>