



20+



15 min



5+



You need

Inspired by
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TED TALK 2017

Imagine



To give participants an experience of how fast our brain makes judgment and how all of us have bias. and if not aware, we might unintentionally discriminate.



Read it to participants:

"So start with taking a deep breath and close your eyes if that's okay for you.

And now I want you to imagine that:

You're at the airport and running late for your flight. So you rush through security. Run to the gate and make it down the jet way and just as you enter the plane the door closes behind you and the pilot steps out of the cockpit and says hi and welcomes you onboard.

After a few hours you reach your destination, and you decide to go to a local restaurant to have dinner. And there you have the best meal of your life! At the table next to you there is a very cute couple happily celebrating their anniversary. you chat with them for a while, and you realize that both you and the couple are going to the same conference tomorrow! What a nice surprise, you weren't expecting to meet new people, and yet here you are, enlarging your network even before getting to the actual event.

The next morning you go to the biggest technology conference in the world. And the CEO of this year's hottest tech start up just took the stage to speak.

Now you should have a solid picture of the story that I told you so now you can open your eyes".



Unconscious bias happens when our thoughts and actions are influenced by hidden preferences or prejudices we aren't aware of. These biases can shape how we see and interact with others, often without us realizing it. They develop over time through things like the culture we live in, media we consume, personal experiences, and social connections.



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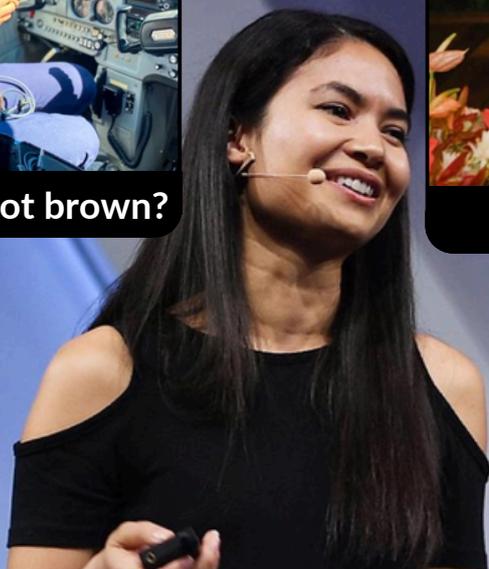




Was the pilot brown?



Was the married couple two men?



Did the Tech CEO look like the CEO of Canva?

Research tells us that your answers to these questions are probably **NO**.

The exercise that we just did was just to give you a very fresh experience of how fast our brain makes judgement even when we don't have that much information.



One of the reasons why we have unconscious bias in our brain is simply because it is efficient. You could say that our brain is lazy. Our brain uses shortcuts to process vast amounts of information that we get every day. And these shortcuts help us make quick decisions without having to analyze every piece of information.

The problem is that these shortcuts that our brain creates are sometimes based on prejudices, stereotypes, and fake news, that our brain mistakenly treats as facts. It is important to become aware of the biases that we have.



Take a test to assess your own unconscious biases

