

# IMPLICIT BIAS

**Implicit (unconscious) Bias is a non-intentional prejudice or unsupported judgement in favor of or against one thing, person or group as compared to another, in a way that is usually considered unfair.**

## Beauty

Treating someone differently based on our own individual attraction to them.

## Affinity

Treating someone differently based on how similar they are to you.

## Confirmation

Focusing on information that only backs up our own beliefs and first impressions.

## Conformity

Changing your opinion to conform to the opinions of others.

## Contrast

Comparing two or more things and exaggerating the performance of one in contrast to the other.

## Attribution

How we perceive the actions of others; stereotypes

## -INTERRUPT THE BIAS-

✓ Challenge your own stereotypes, assumptions, and traditions.

✓ Spend time with people from diverse backgrounds

✓ Be receptive of other points of view