

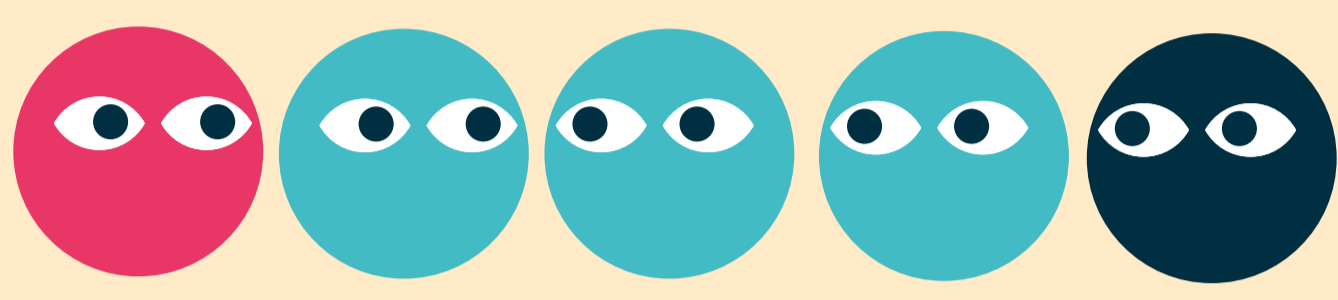
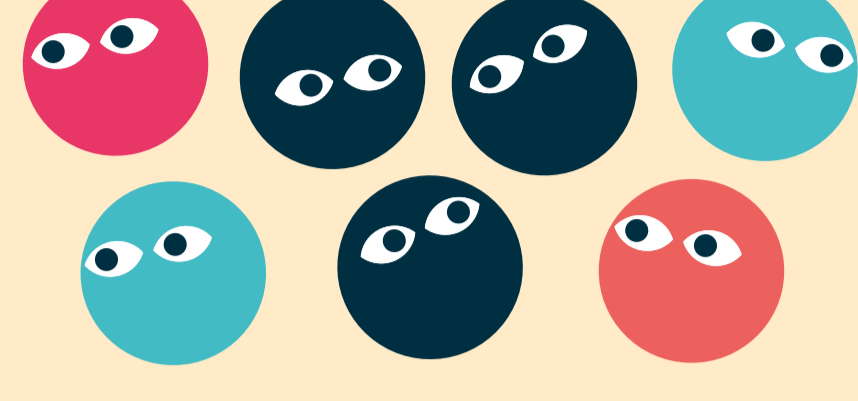
UNCONCIOUS BIAS

Recently all staff at Brighton Girls have undertaken unconscious bias training to further our understanding of discrimination. Here's what we looked at:



AFFINITY

When we warm up to someone we feel a connection to because of a shared history or context: e.g. attended the same school, or grew up in the same town

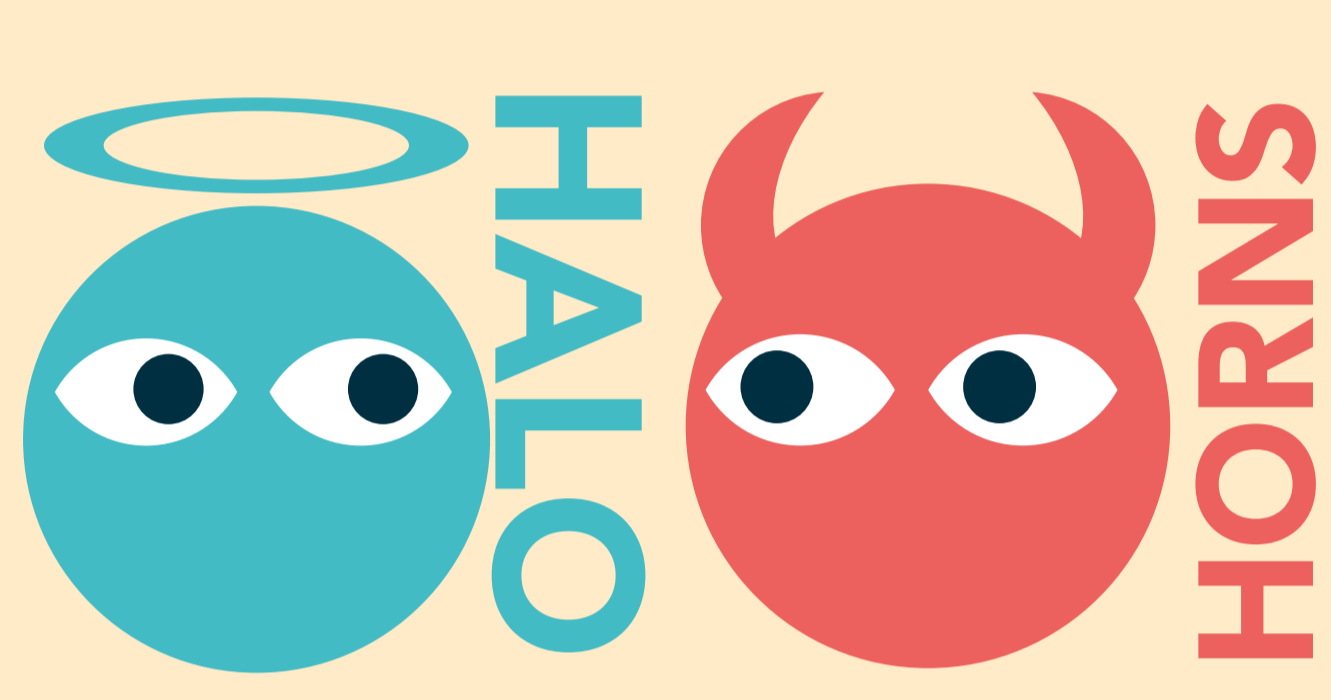


SIMILARITY

The tendency to surround ourselves with people who are similar to us. This bias plays a role in the creation of 'echo chambers'.

CONFIRMATION

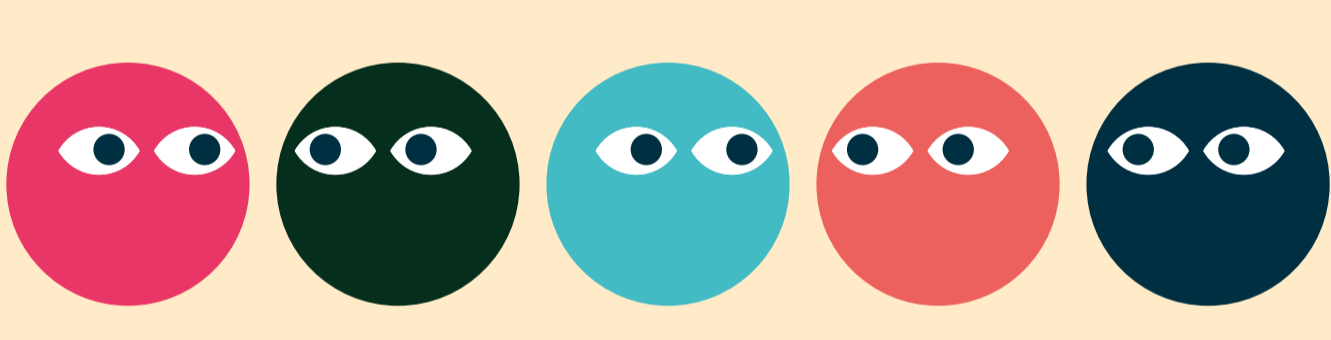
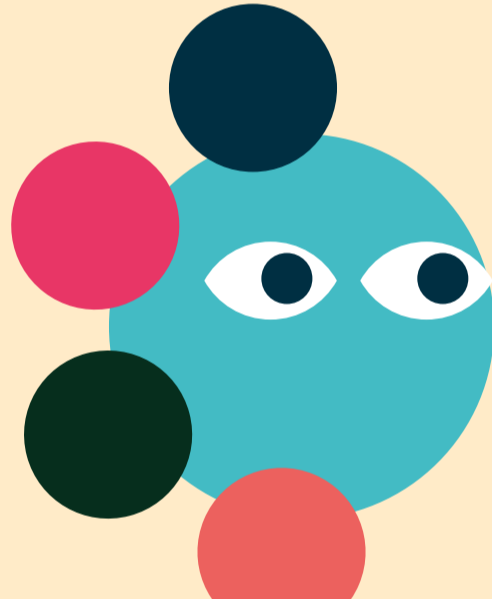
When we look for evidence to support our existing beliefs and ignore evidence that contradicts those beliefs



The Halo Effect is when we let one good quality about someone influence our judgement of them as a whole. The Horns Effect is the opposite; we let one negative trait about a person blind us to their positive qualities

ATTRIBUTION

When we look for reasons behind our own and other people's behaviour. For example, when others do well, we tend to think of them as 'lucky' or when we do badly we tend to blame other people



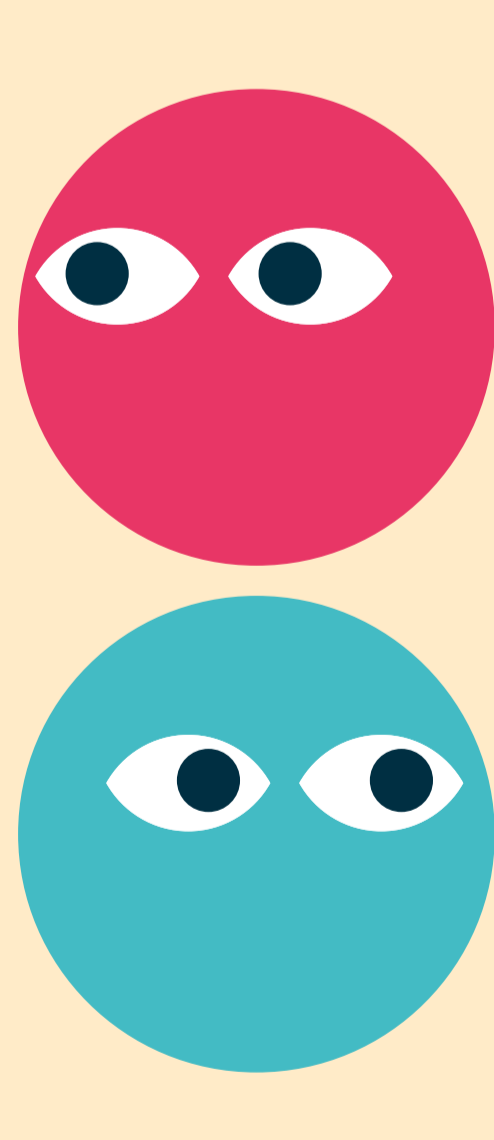
STEREOTYPES

A fixed thought or belief that many people share about a certain type of person or thing

BEAUTY

The view that the most attractive person will be the most successful, appropriate for the role, or most intelligent

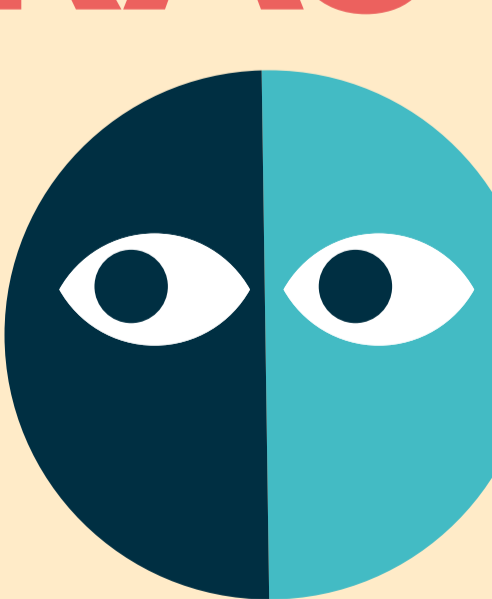
GENDER



A preference for one gender over the other. This can change depending on the choice we are making in line with cultural norms for that gender. E.g. In a culture where men are perceived as stronger, they will be preferred for completing tasks such as heavy lifting.

CONTRAST

The Contrast Effect is when we compare someone to the person they are replacing, rather than how capable they are at the job. This tends to happen in hiring processes but is seen in more general environments.



CONFORMITY

When we behave similarly to others in a group, even if it goes against what we actually believe. An example of this would be peer pressure.