WHAT IS BIAS?

“Bias is disproportionate weight in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.”

“Your assumptions are your windows on the world. Scrub them off every once in a while, or the light won’t come in.”

- Isaac Asimov
The moment a **person forms a theory**, his imagination sees in every object only the traits which favor that **theory**.

--Thomas Jefferson

**Mindbugs**
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**Neuroscience**

- Amygdala
- Mesolimbic System

**Bias Influencers**

- Ambiguity
  - Reaching our own conclusions when evidence is ambiguous.
- Attachment
  - Making decisions based on our relationships
- Approval
  - Following others’ biased views

**ASPECTS OF BIAS**
Types of Investigative Bias

- Confirmation
  - Tendency to give more or less weight to information that tends to confirm a preconceived notion

- “Like Me” or “Familiarity” Bias
  - Favoring information received from witnesses who are ‘like’ you or dismissing evidence from witnesses who are not

- Priming
  - Phenomenon in which reactions to stimulus are affected by our exposure to another stimulus
  - Example: Reaction to the word *crash* vs *collide*

- Rush to Solve Bias
  - Occurs when an opinion is formed without considering all available data

- Availability Bias
  - Reaching easy conclusions by accepting available information versus digging for more detail

CIRCUMSTANCES CAN DICTATE BIAS
Testing Assumptions-The Problem

STOP and question your assumptions

See & Hear  Tell a Story  Feel  Act

Scenario
The Faces of Ryan

Tips to Avoid Bias

- Don’t Prejudge
- Be Aware of Communications
- Test Yourself
- Prepare, Prepare, Prepare
- Review and Analyze Evidence & Facts
- Respect
- Seek to Prove & Disprove
- Reply on Tools
- Get a Second Opinion
- Play Devil’s Advocate
- Test your Assumptions