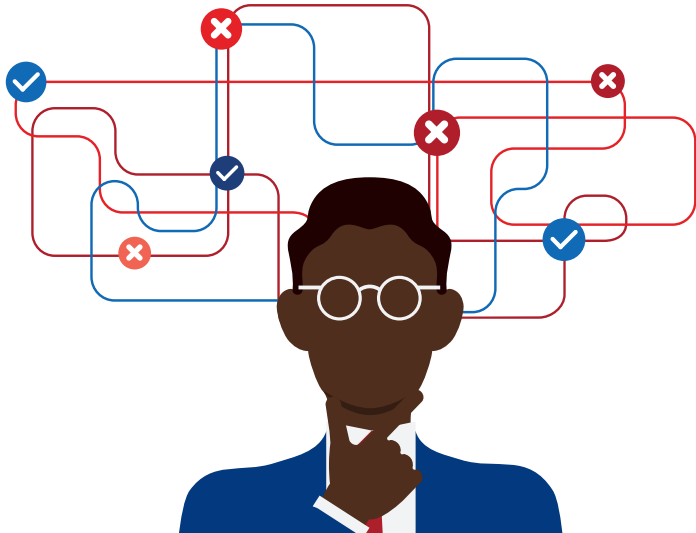


Mitigate Bias

Research Summary



An effective way to disrupt the impact of bias in decision-making is to adopt mitigation strategies that target specific types of bias.



Similarity Bias

Look out for: Decisions involving people—we intuitively prefer and feel more comfortable around people who are similar to us

Mitigation strategy:

Find commonalities. We tend to classify people as friend (ingroup) or foe (outgroup). Our classification of ingroup or outgroup can include more visible characteristics such as facial features or regional accent, but can also be based on less visible characteristics such as shared morals, goals, or experiences. Research shows that when we think about members of our ingroup, the brain shows increased activation in regions of the brain associated with thinking about oneself or people close to us. When we find commonalities with others, we bring those people into our ingroup.



Expedience Bias

Look out for: Hurried decisions—when rushed, we are less likely to make fully informed decisions

Mitigation strategy:

Paint a complete picture. The faster we act on immediate information or on information that we intuitively perceive to be correct, the more likely we will sacrifice the quality of a decision in favor of efficiency. Additionally, research indicates that when we have too much information to process in any given moment, we fail to notice important information. These are reasons why it's important to take the time to gather relevant information, question our initial assumptions, and make objective decisions.

Mitigate Biases

Research Summary continued



Experience Bias

Look out for: We tend to prefer our own ideas

Mitigation strategy:

Get other perspectives. Experience bias happens any time we fail to appreciate that the way we see things may not be the way they actually are. Additionally, we have a tendency to overestimate the extent to which others understand us and would agree with us. Therefore, it is extremely important that we seek out the perspectives of others before moving forward with a decision.



Distance Bias

Look out for: Undervaluing people and resources that are at a distance

Mitigation strategy:

Take distance out of the equation. Research has shown that when people reflect on other people or events that are more distant in time or space, they tend to think in general abstractions. In contrast, when they reflect on other people or events that are closer in time or space, they are able to do so in richer and in more concrete detail. When we assess decisions as if distance weren't a factor, we bring others into our more immediate sphere of importance.



Safety Bias

Look out for: Being overly cautious in decision-making

Mitigation strategy:

Decide for someone else. Safety bias can happen any time we make decisions about the probability of risk or return, where to allocate money, or how to allocate resources, including time and people. Research suggests that when we envision making a decision for another person, we are less prone to engage in biased decision-making.

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