

BIAS: What your brain does when
you're not looking

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A broader perspective on bias...

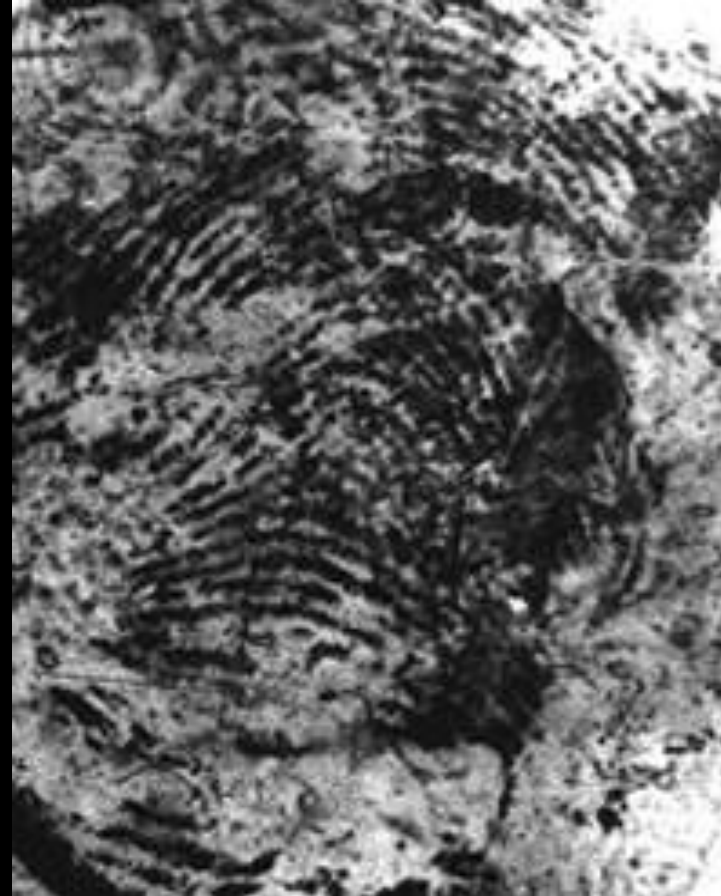


Madrid Bombings 2004





Brandon Mayfield



What's gone wrong?





What has my brain evolved to do?

MIDSEASON SALE

30% OFF

fleece tops
and trackpants
for the whole family!

Excludes AFL merchandise, already reduced merchandise and Target essentials.
Sorry, no rainchecks.

* Not available at the Brooms, Cairns Central, Castletown, Earlville, Mackay, Maroochydore, Palmerston, Rockhampton or The Willows stores.



Top
\$27
Save \$12

Hoodie
\$20
Save \$9

Jumper
\$27
Save \$12

Top
\$14
Save \$6

- A. Boys' Piping Hot fleece hoodie, 7-16. Fleece trackpants, 7-16. **Save \$6 Now \$14**
- B. Women's. Fleece top, 10-18. Straight leg fleece pants, 10-18. **Save \$9 Now \$20**
- C. Men's. * Fleece jumper, S-XXXL. * Trackpants, XS-XXXL. **Save \$6 Now \$13**
- D. Girls' Top, 7-16. Trackpants, 7-16. **Save \$5 Now \$10**



Fabulous fleece!

Fleece is a great fabric to wear, it's soft and cuddly, lightweight and easy to take care of.

Now \$75



50% of people don't see the gorilla!



83% of radiologists missed this gorilla

Drew, Vo, & Wolfe (2013)

Lesson #1: Your brain doesn't see everything... (and it's blind to its blindness)

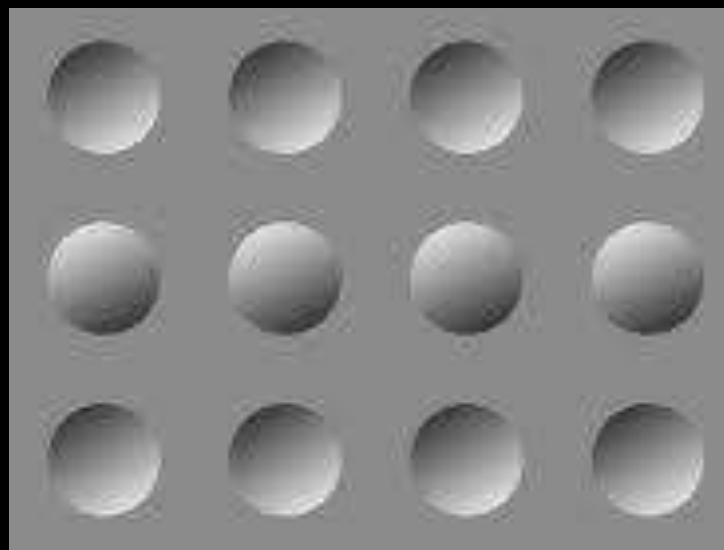
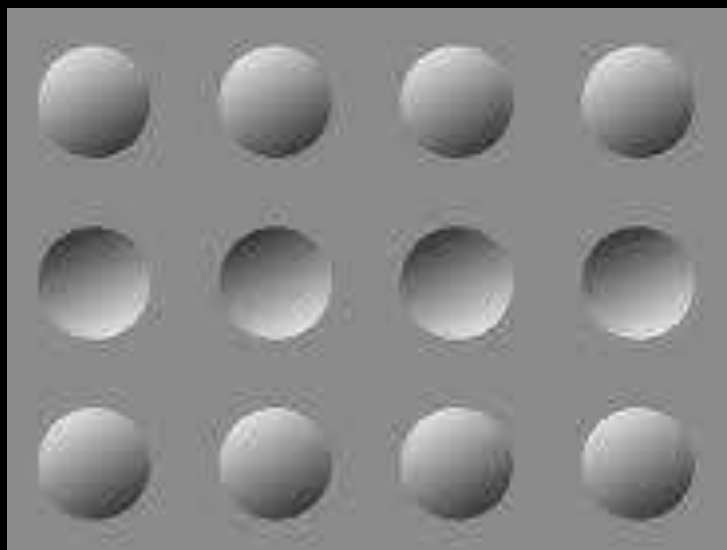






Lesson #2: Your brain will find
meaning wherever it can... (even when
there is none)



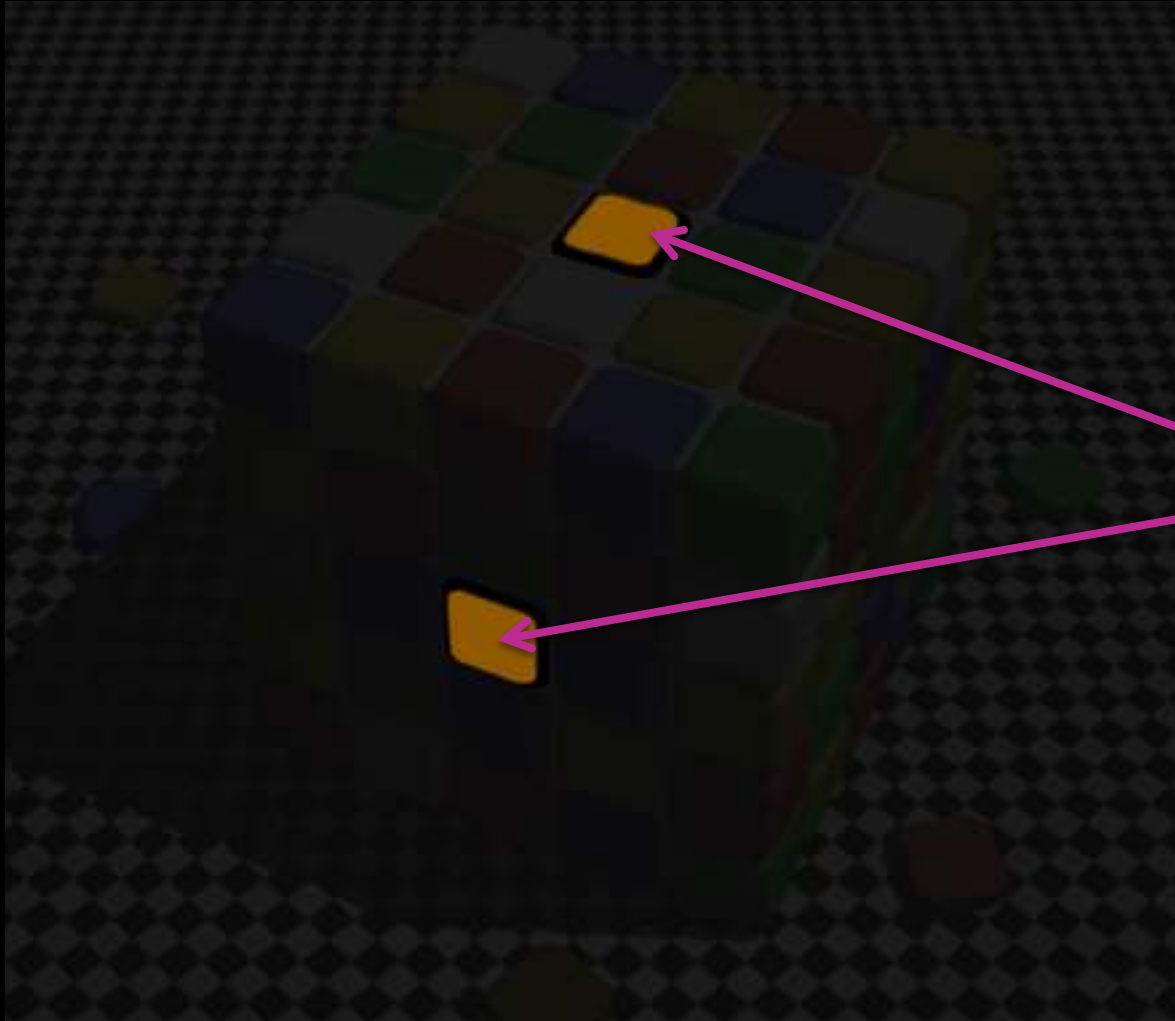


Lesson #3: Your brain makes
assumptions









Lesson #4: Your brain has great
difficulty ignoring context



Intelligent
Industrious
Impulsive
Critical
Stubborn
Envious



Ben



Alan

Envious
Stubborn
Critical
Impulsive
Industrious
Intelligent

Lesson #5: First impressions are powerful, and we interpret new information in light of information we already have



Houseflies all buzz in the key of F

Houseflies all buzz in the key of F



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What Your Name Says About How Believable You Are

Easy to pronounce can mean easy to believe

By [Matti Vuorre](#) | April 29, 2014

Imagine that you are evaluating two equally suitable job candidates' applications for a position in your successful yogurt company. Both make equally impressive claims about their potential future contributions, and you are left with a difficult decision: Should you rather hire Chen Meina, or Shobha Bhattacharya?

HELLO
my name is



Boubla
Chinki



Chinki



Boubla



Boubla



Chinki

Lesson #6: Your brain is well-disposed towards things that it can process easily



12
ABC
14



B



Lesson #7: Your brain will seek, interpret, and remember information in a way that confirms your beliefs, motivations, and expectations

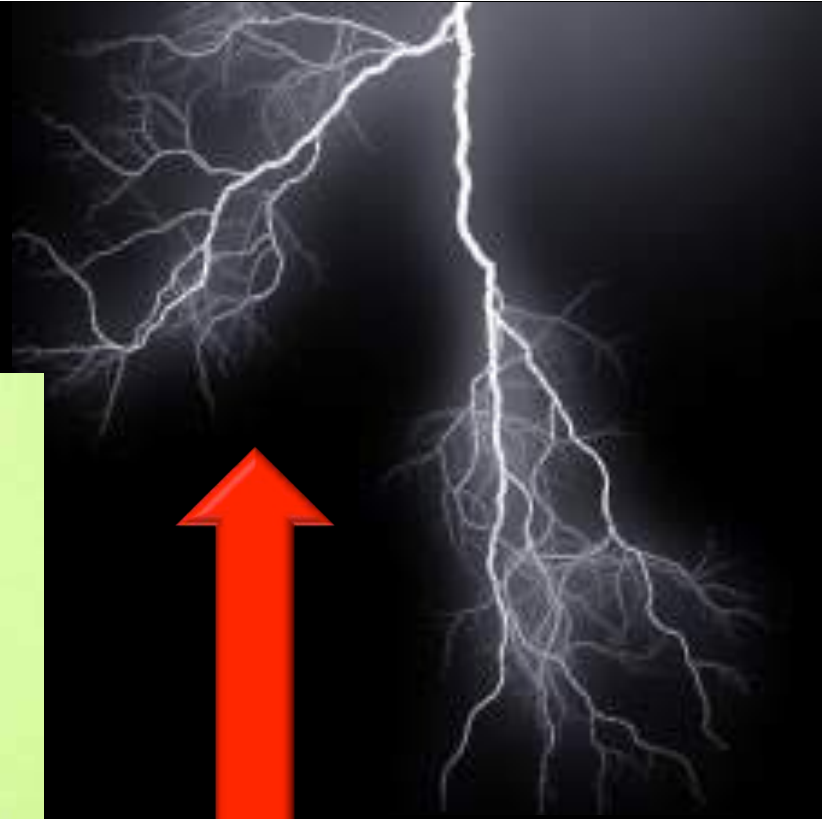


“We won the Rugby World Cup! We are so much better than Australia!”

“But Australia won the Cricket World Cup”



“Rugby is so much more important than cricket”



Cognitive Dissonance

Lesson #8: Your brain will do almost anything to justify its decisions (even the terrible ones...)









A 3D-rendered red button with a silver-colored metallic base. The button is circular and has the words "Take Action" printed on its top surface in a bold, white, sans-serif font. The text is arranged in two lines: "Take" on the top line and "Action" on the bottom line. The button is centered on a white background, which is itself set within a black frame.

**Take
Action**

Actions you can take

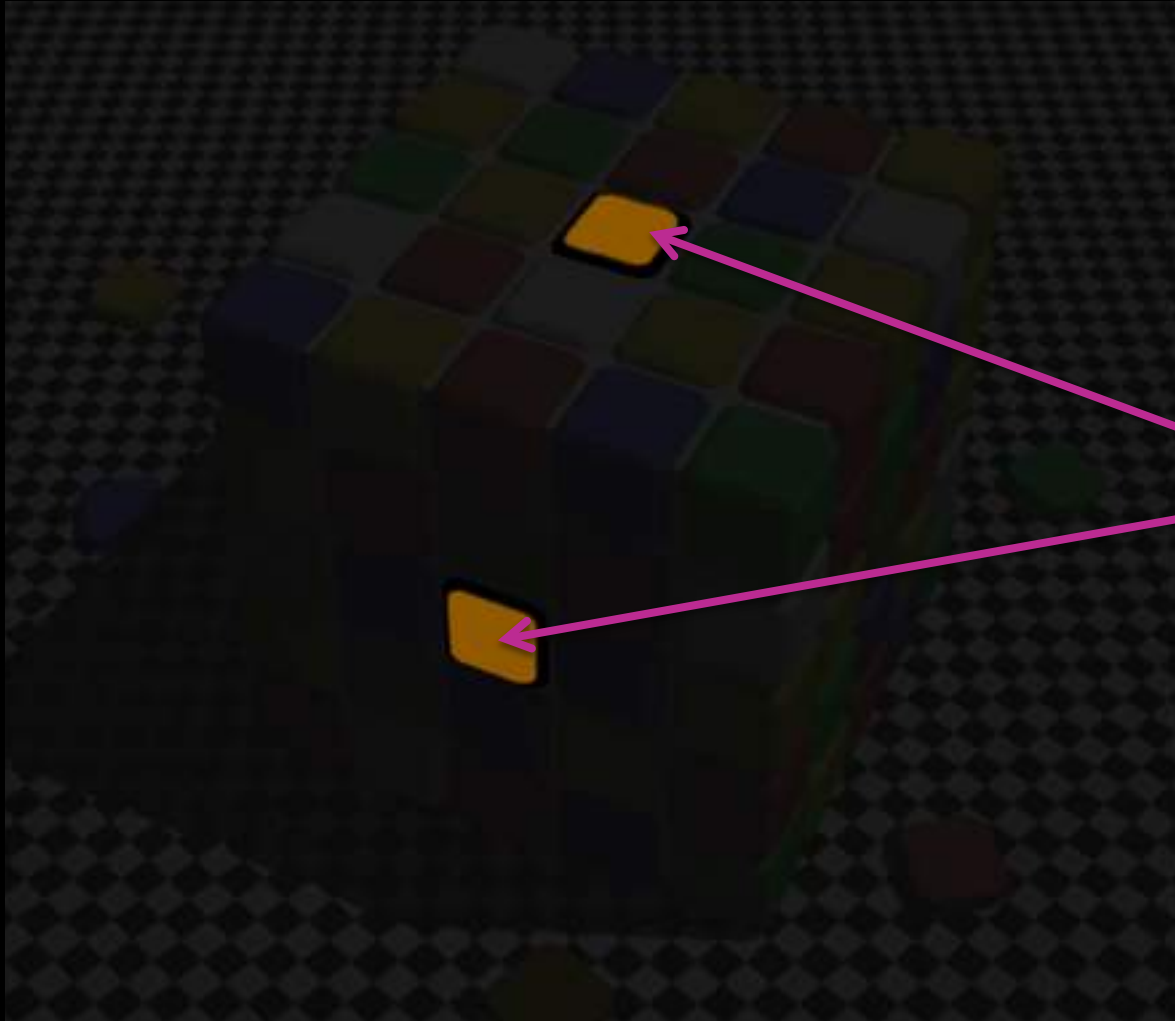
1. Slow down



Actions you can take

1. Slow down
2. Manage the context





Actions you can take

1. Slow down
2. Manage the context
3. Identify objective criteria ahead of time

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4. Play “devil’s advocate”



Actions you can take

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4. Play “devil’s advocate”
5. Document your decision process

Actions you can take

1. Slow down
2. Manage the context
3. Identify objective criteria ahead of time
4. Play “devil’s advocate”
5. Document your decision process
6. Utilise peer review

