IDENTIFYING BIASES IN TECH AND RESEARCH

All humans are biased, therefore all of human invention is biased.

What is Bias?

Biases are inclinations for or against something. Biases are shaped by friends, family, society, and personal experience. Not all biases are negative.

We all have them!
(Plizga, 2020)

All Human Invention is Biased

The world around us and our experiences inform everything we do, this includes what we create. Design values come from experience, but not all people share experiences.
(Delbosc, 2022)

The Internet is an Echo Chamber for Bias

Algorithms show you information based on different biases such as location and interests. These algorithmic filters make it harder to find information outside of your biases.
(The Social Dilemma, 2020)
(Rainie & Anderson, 2017)

Bias' Role in Misinformation

With algorithms exploiting biases the more susceptible you are to misinformation, the more you will see it and the harder it will be to find accurate information.
(Rainie & Anderson, 2017)

Should We Be More Accountable for Bias in Human Works?

Holding yourself accountable for biases is more powerful than trying to be bias free. Biases come from experiences so being open about your biases and where they come from can make your work more personal and appealing.
(Plizga, 2020)