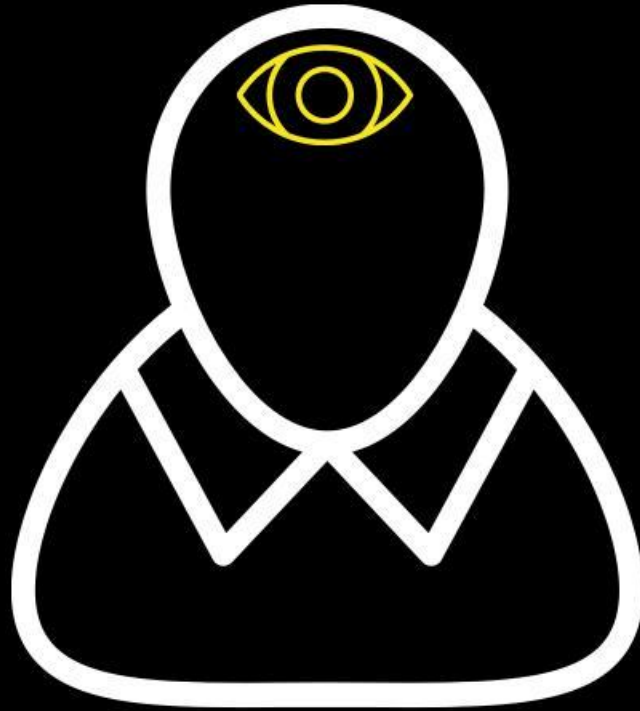
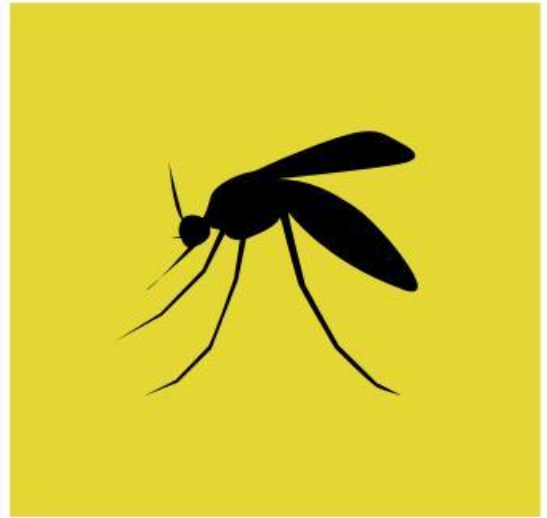
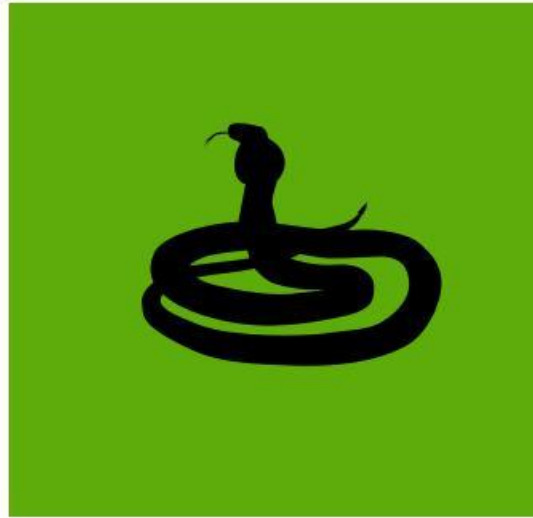
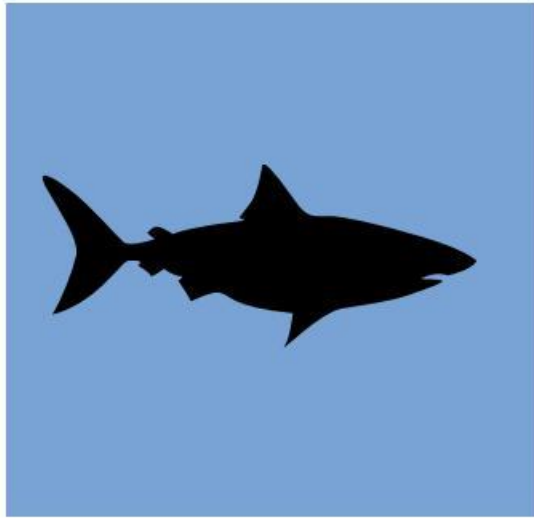

WHAT IS BIAS?



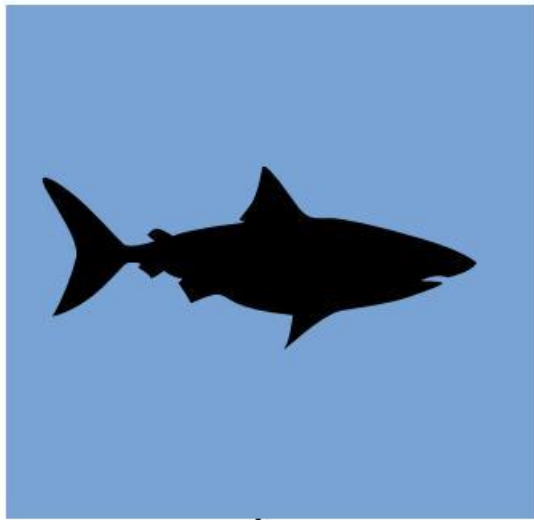
CAN YOU FACT-CHECK YOURSELF?

Confirmation bias

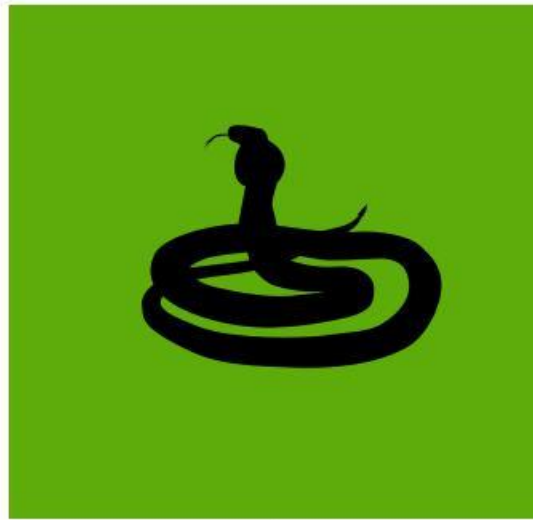




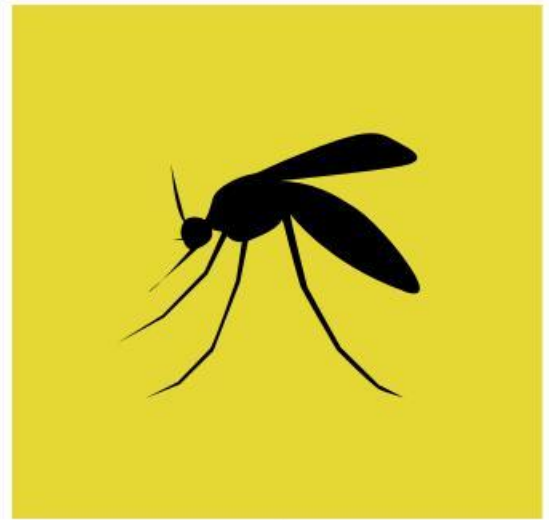
Which one are
you most afraid
of?



98



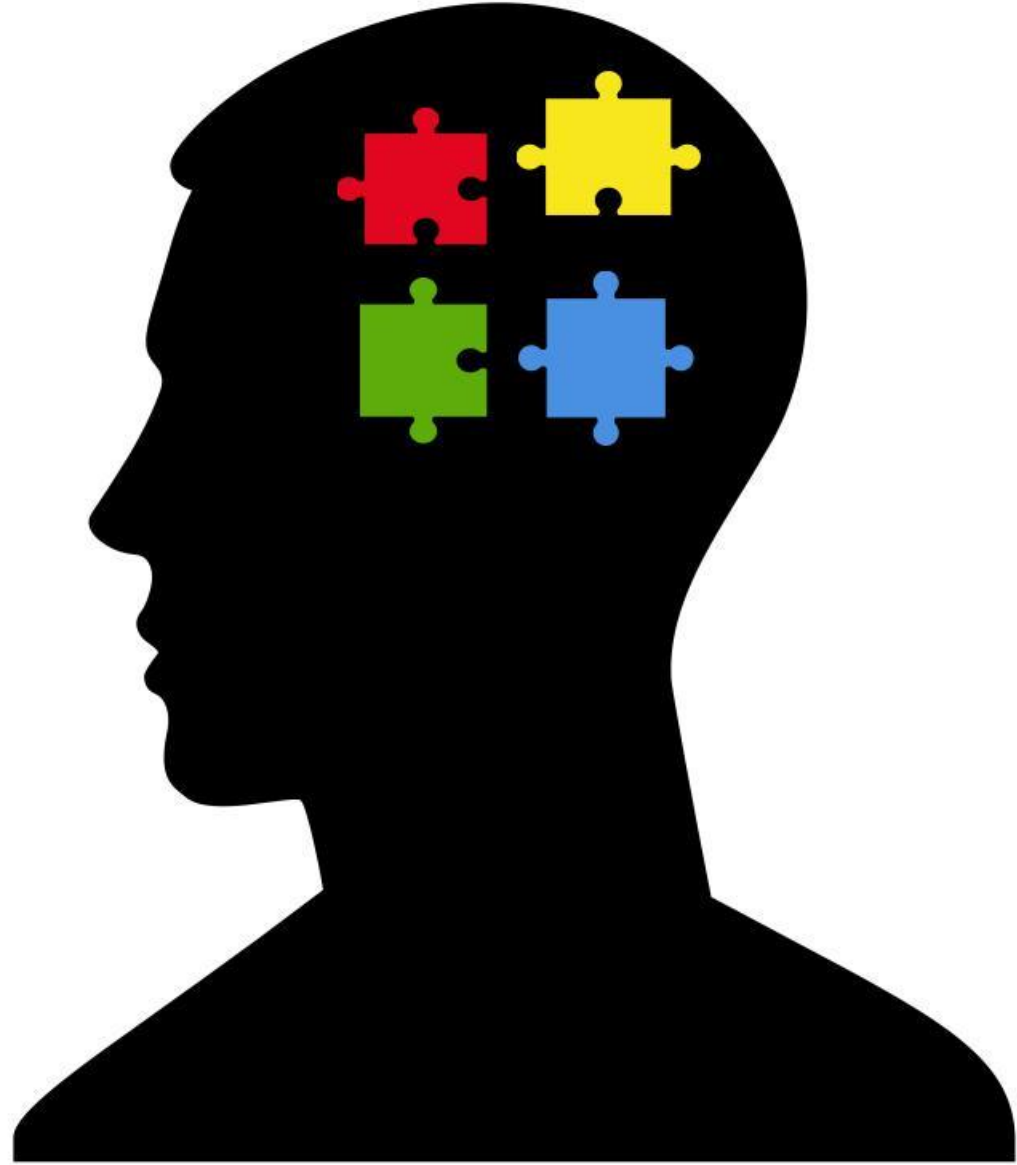
100,000 - 200,000



1-million+

* Annual deaths

BIAS IS PART OF
THE WAY WE
FILTER AND
CONSTRUCT
INFORMATION
SO THAT WE
CAN MAKE
SENSE OF IT



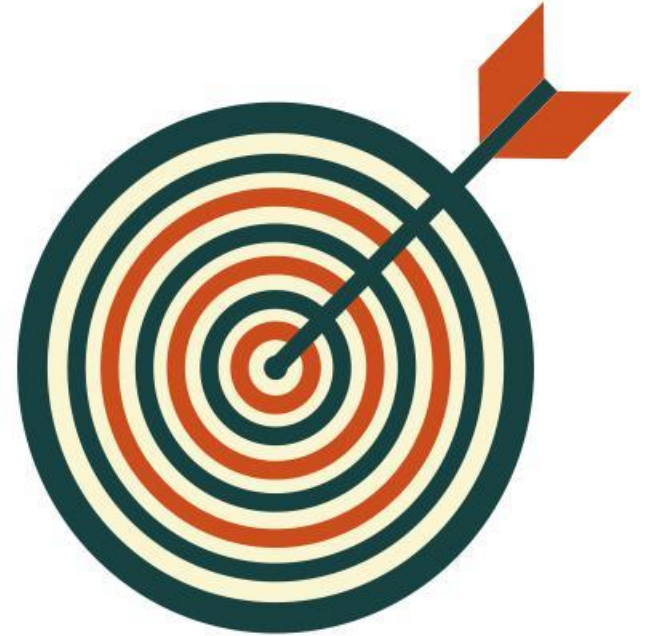
Cognitive Bias

Confirmation Bias

Blind Spot Bias

Bandwagon Effect

Outcome Bias





HOW DOES BIAS INFLUENCE THE STORIES WE TELL?

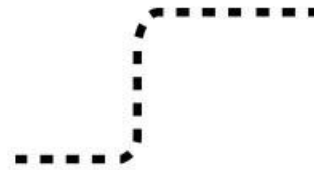
CONFIRMATION BIAS

We actively seek – or only agree with – sources that believe with what we already believed in the first place.



SOURCE

Bias can influence whether or not we believe a source.



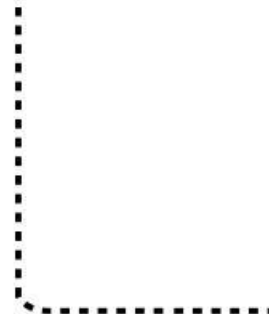
STORY

We look for stories that are personally interesting to us.



NARRATIVE

We tell stories in a way that confirms with our existing beliefs.



- Cognitive bias is a mistake in reasoning, evaluating, remembering, or other cognitive process, often occurring as a result of holding onto one's preferences and beliefs regardless of contrary information. Psychologists study cognitive biases as they relate to memory, reasoning, and decision-making.
- Confirmation bias also called confirmatory bias or myside bias, is the tendency to search for, interpret, favor, and recall information in a way that confirms one's preexisting beliefs or hypotheses.
- Blind spot bias is the cognitive bias of recognizing the impact of biases on the judgment of others, while failing to see the impact of biases on one's own judgment.

- Bandwagon effect is a psychological phenomenon in which people do something primarily because other people are doing it, regardless of their own beliefs, which they may ignore or override. The bandwagon effect has wide implications but is commonly seen in politics and consumer behavior
- The outcome bias is an error made in evaluating the quality of a decision when the outcome of that decision is already known.

If information doesn't square with someone's prior beliefs, he discards the beliefs if they're weak and discards the information if the beliefs are strong.

- Maria Konnikova, New York Times

BIAS IS *UNFAIR* PREJUDICE AGAINST A PERSON, A GROUP OF PEOPLE, AN IDEA...

evolution

skin colour

SEXISM

FAMILY

STEREOTYPE

RACISM

WEALTH

nationality

RELIGION

education

AGE

language

politics

abortion

climate change

YOU CAN'T ALWAYS GET RID OF BIAS

But admitting & acknowledging bias means your work will be more transparent



Where else are there instances of bias we might not actively consider?

Thank you

Compiled by:

Raymond Joseph

Email: rayjoe@iafrica.com

David Ajikobi, Nigerian Editor,

AfricaCheck

Email: david@africacheck.org