

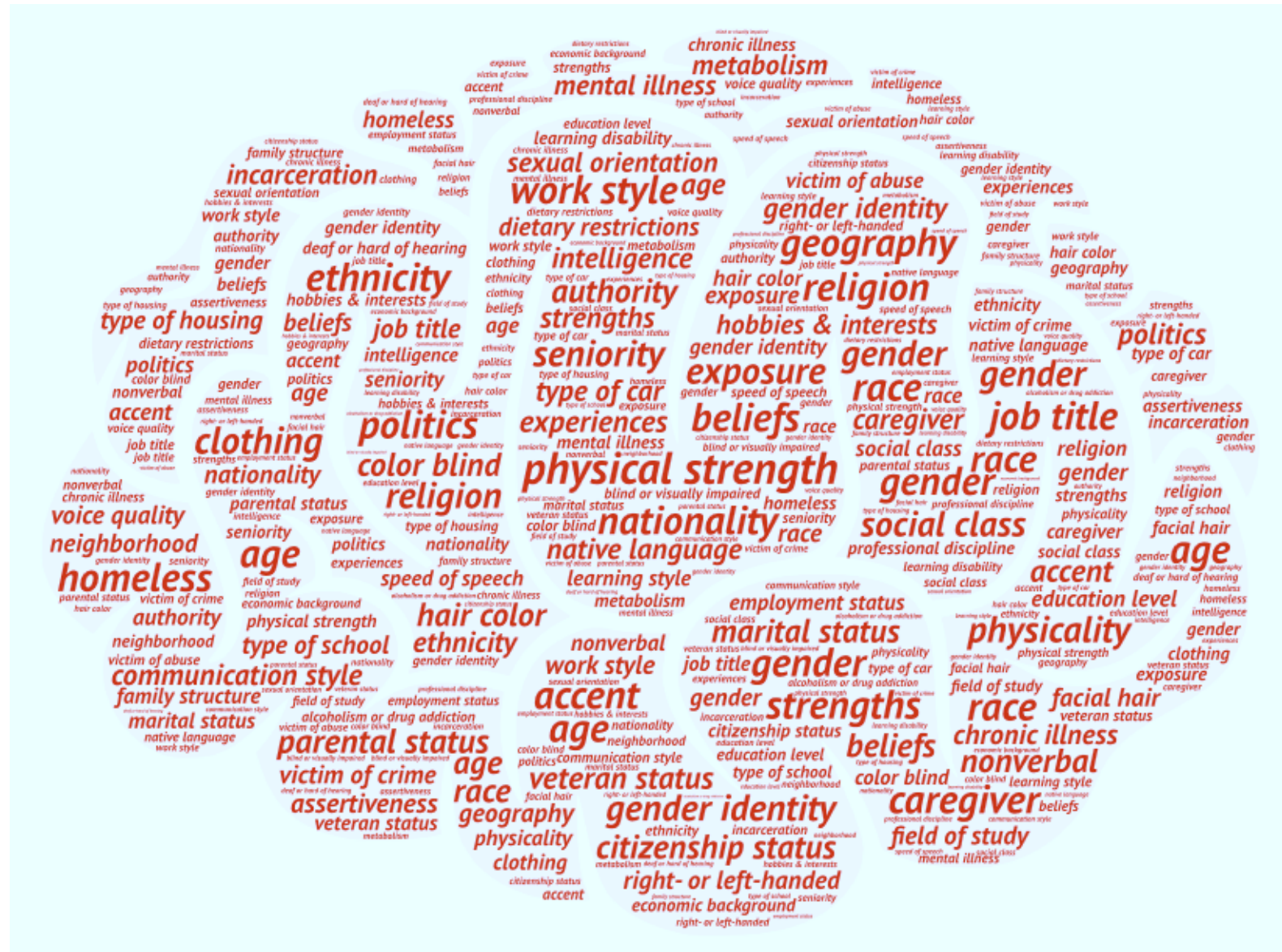


# Knowing Your Cognitive Biases

EARLY HEARING DETECTION AND INTERVENTION VIRTUAL CONFERENCE  
MARCH 2-5, 2021

- The participant will define cognitive bias.
- The participant will describe examples of cognitive biases.
- The participant will self reflect and label cognitive biases in a parent-professional partnership.

# Cognitive Bias



unfamiliar



Implicit biases operate almost entirely on an unconscious level.

Explicit biases and prejudices are intentional and controllable.

# Knowing your implicit biases

- [Knowing your Bias](#)
- [Implicit Bias Assessment – Harvard](#)

# What are cognitive biases?

Systematic deviations from rationality impacting ones judgment, perception, memory or decision-making.

# Too much information

Our brains use a few simple tricks to pick out bits of information that are going to be useful in some way.

- ✓ We notice things that are already in our memory or repeated often.
- ✓ Bizarre/funny/visually striking things stick out more and our brains tend to boost their importance and skip over ordinary.
- ✓ We notice when something has changed and we weight the value.
- ✓ We are drawn to details to confirm our own existing beliefs.
- ✓ We notice flaws in others more easily than flaws in ourselves.



# Not enough meaning

We try to make sense of the information we receive by connecting the dots, fill in gaps with what we think we know

- ✓ We find stories and patterns from a sliver of information to complete a story in our heads.
- ✓ We fill in characteristics, stereotypes, generalities, prior histories whenever there are gaps in information we forget which parts are real and which we filled in.
- ✓ We make assumptions about quality and value of something based off things and people we are familiar with or fond of.
- ✓ We simplify probabilities and number to make them easier to think about.
- ✓ We think we know what others are thinking.
- ✓ We project our current mindset and assumptions onto the past and future.

# What to remember

We keep information and forget information.

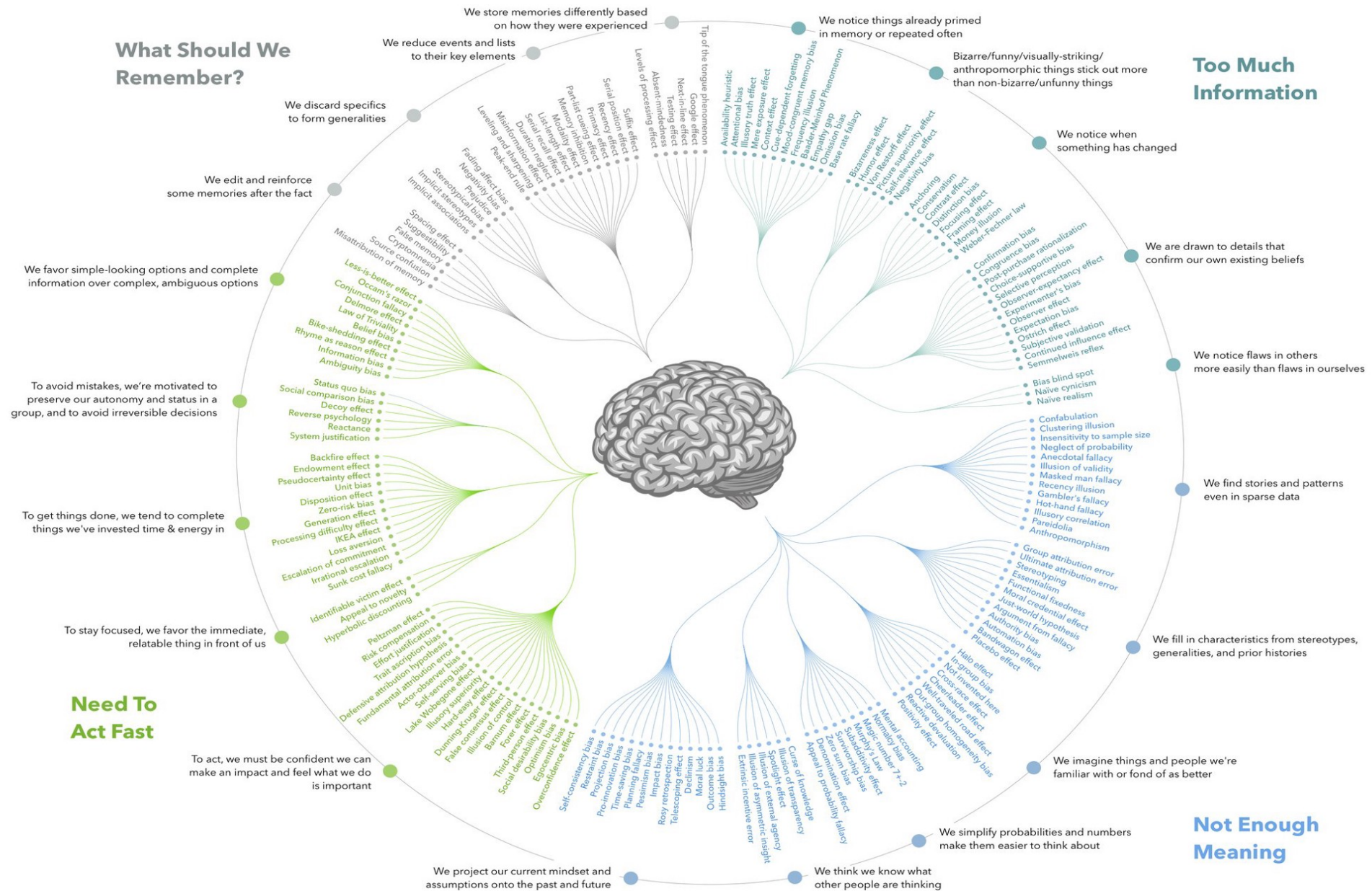
- ✓ We edit and reinforce some memories after the fact. Memories become stronger however some details get accidentally swapped.
- ✓ We discard specifics to form generalities.
- ✓ We reduce events and lists to their key elements.
- ✓ We store memories differently based on how they were experienced.

# Need to act fast

We are constrained by time and information.

- ✓ To act fast we need to be confident in our ability to make an impact and feel what we do is important.
- ✓ To stay focused we favor the immediate, relatable thing in front of us over the delayed and distant.
- ✓ We are motivated to complete with things that we've already invested time and energy in.
- ✓ To avoid mistakes, we preserve autonomy and status in a group, and avoid irreversible decisions.
- ✓ We favor options that appear simple or have more complete information over complex and ambiguous.

# COGNITIVE BIAS CODEX, 2016





The **Ostrich Effect** is the tendency to ignore a dangerous or risky situation. This bias takes its name from the widely held, though completely incorrect, belief that an ostrich will bury its head in the sand when faced with danger.

**Confirmation bias** is the tendency to search for, interpret, favor, and recall information that confirms or supports one's prior beliefs or values. It is an important type of cognitive bias that has a significant effect on the proper functioning of society by distorting evidence-based decision-making.

The **Courtesy Bias** is the reluctance of an individual to give negative feedback for fear of offending. The person tends to adopt a more socially correct opinion than their own, looking to avoid displeasing those asking the question.



The **Pygmalion effect**, or Rosenthal effect, is a psychological phenomenon wherein high expectations lead to improved performance in a given area.

**Illusion of validity** is a cognitive bias in which a person overestimates his or her ability to interpret and predict accurately the outcome when analyzing a set of data, in particular when the data analyzed show a very consistent pattern—that is, when the data "tell" a coherent story.

**Selective Perception**, is a cognitive bias in which the person filters information that is seen or heard to match one's own needs or prior beliefs.

The **Clustering Illusion**, is an overestimation of patterns or small pieces of data to formulate an invalid opinion with no backing.

Don't judge a book  
by its cover.



PICTUREQUOTES.COM

## [Too Quick To Judge \(Touching Short-Film\) - YouTube](#)



- [How to Outsmart Your Own Unconscious Bias | Valerie Alexander | TEDxPasadena – YouTube](#)
- [Are you biased? I am | Kristen Pressner | TEDxBasel – YouTube](#)
- [Why we are wrong when we think we are right | Chaehan So | TEDxMünchen - YouTube](#)



# Harvard Implicit Bias Test

- <https://www.bing.com/videos/search?q=Implicit+Bias+Test&&view=detail&mid=0E05AC92BCB3D0D03CEE0E05AC92BCB3D0D03CEE&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3DImplicit%2BBias%2BTest%26FORM%3DVDMHRS>
- <https://implicit.harvard.edu/implicit/>



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