RIGHTS

HUMAN RIGHTS

some of your basic rights are:

- right to life
- right to respect for private and family life
- right to personal liberty
- right to freedom of expression
- right to freedom of belief and religion
- right to education
- right to non-discrimination
- right to a fair trial
- right not to be tortured or treated inhumanely
- right to protection of property

find out about UK human rights legislation:
www.citizensadvice.org.uk
www.equalityhumanrights.com

UNBIAS

RIGHTS

DATA PROTECTION

some data protection laws about your data say it should be:

- used fairly and lawfully
- used for limited, specifically stated purposes only
- used adequately, relevantly and not excessively
- kept no longer than is necessary
- handled according to data protection rights
- kept safe and secure
- not transferred outside the european economic area without protections
- you have the right to find out certain information the government and other organisations have about you

find out about UK data protection legislation:
www.citizensadvice.org.uk
ico.org.uk

UNBIAS

RIGHTS

CONSUMER RIGHTS

some digital consumer rights (when buying at home or online) include:

- 14 days to change you mind on a digital service you've bought (but haven't started downloading yet)
- if a product is faulty you're entitled to a repair or replacement
- up to 30 days to claim a refund if a product is faulty
- a full refund if a faulty product is not fixed or replaced within 6 months
- your money back if a fault cannot be fixed
- repair or compensation of your device if it is damaged by a fault

find out about UK consumer rights legislation:
www.citizensadvice.org.uk

UNBIAS

RIGHTS

EMPLOYMENT RIGHTS

some key employment rights include:

- to a written statement of the terms of employment
- to an itemised pay statement
- to maternity & paternity leave
- to pay in compensation for being made redundant
- not to be unfairly dismissed
- to a safe working environment

find out about UK employment legislation:
www.citizensadvice.org.uk

UNBIAS

RIGHTS

EQUALITY RIGHTS

The Equality Act 2010 protects people from being treated unfairly because of who they are.

You should **not** be discriminated against by virtue of your:

- age
- disability
- gender reassignment
- marriage or civil partnership (in employment only)
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

find out about UK equality legislation:
www.citizensadvice.org.uk
www.equalityhumanrights.com

UNBIAS

RIGHTS

DISABILITY RIGHTS

The Equality Act 2010 says a disability is a physical or mental impairment which has a substantial and long-term adverse effect on your ability to carry out normal day-to-day activities.

It is not the cause of the impairment which is important, but the ***effect*** it has on your life.

You should **not** be discriminated against because of your present or a past disability.

find out about UK disability legislation:
www.citizensadvice.org.uk
www.equalityhumanrights.com

UNBIAS

RIGHTS

PATIENT RIGHTS

some of your NHS patient rights are:

- to receive information on test and treatment options, and their risks and benefits
- to access your health records and have factual inaccuracies corrected
- that your NHS data is kept private and confidential
- that you are informed about the use of your NHS data
- that you can choose not to allow your data to be used beyond your own care and treatment

find out about UK NHS patient rights:
www.citizensadvice.org.uk
www.nhs.uk

UNBIAS

RIGHTS

HEALTH AND SAFETY

some key health & safety rights are:

- to work or study in places where risks are properly controlled;
- to stop and leave the area if you think you are in danger;
- to be consulted on matters related to your health and safety at work;
- to inform your employer about health and safety issues or concerns;
- to contact HSE or your local authority without getting into trouble;
- to a rest break at work of at least 20 minutes every 6 hours at a stretch and an annual period of paid leave;
- to suitable & sufficient toilets, washing facilities & drinking water;
- to adequate first-aid facilities.

find out about UK health & safety legislation:
www.citizensadvice.org.uk
www.hse.gov.uk

UNBIAS

VALUES

RECOGNITION

- accomplishment & mastery
- being visible
- high achievement & success
- public credit & respect
- social status
- fame
- competency & proficiency
- self-respect & pride
- self-esteem
- seniority
- prestige

UNBIAS

VALUES

POWER

- ability to succeed
- ability to make things happen
- ability to make a difference
- to have influence and agency
- diversity of perspectives
- advancement & promotion
- authority
- autonomy & self-reliance
- independence
- freedom to act
- responsiblity to and for others

UNBIAS

VALUES

HEDONISM

- happiness
- fun & good times
- pleasure & enjoyment
- entertainment
- adventure
- risk & excitement
- change & variation
- humour
- love & intimacy
- personal development

UNBIAS

VALUES

ALTRUISM

- helping others
- caring & the welfare of others
- betterment of humanity
- betterment of the natural world
- equality
- diversity
- charity
- justice
- balance & equanimity
- compassion & sympathy
- fairness
- morality
- empathy
- wisdom & sound judgement

UNBIAS

VALUES

AFFILIATION & BELONGING

- family & kinship
- membership of a community
- close contact with others
- close association with others
- collaboration & cooperation
- social interaction
- friendship
- sense of place & location
- religion or spiritual beliefs

VALUES

SCIENCE & KNOWLEDGE

- understanding how things work
- technologically driven
- data over intuition
- objectivity
- evidence-based
- challenge & complexity
- problem-solving
- acquiring knowledge, skills & expertise
- discovery of new knowledge
- invention & innovation
- learning

VALUES

AESTHETICS

- creativity & imagination
- self expression
- subjective experience
- intuitive approach
- quality, look and feel of things
- appearance & design
- context & arrangement
- appreciation of beauty
- personal space
- self-reflection

VALUES

COMMERCE

- affluence & prosperity
- measuring value in financial terms
- enterprise
- minimising risk
- competition, rivalry & winning
- activity & work
- opportunities for business

VALUES

SECURITY

- predictability
- certainty
- stability for self and others
- low risk threshold
- financial security
- secure employment
- health & fitness
- physical & mental well-being
- law & order
- standards & procedures

VALUES

TRADITION

- "old fashioned" values
- good manners
- hard work
- thrift
- duty
- courage
- integrity
- honesty & sincerity
- truth & trustworthiness
- loyalty
- respect for others
- faith

GLOSSARY

WHAT IS AN ALGORITHM?

An algorithm is a process or list of rules to follow in order to complete a task, like: solving a problem, making a decision or, doing a calculation. When an algorithm is written, the order of its instructions is critical: it determines the result of the process.

Algorithms are essential to the way computers process data. Their design is often influenced by other factors such as laws and values deemed important to society.

Algorithms are ubiquitous in everyday life. They are embedded in the software of our personal computers and devices as well as in the wider infrastructures facilitating and controlling modern day life.

GLOSSARY

WHAT IS MACHINE LEARNING & ARTIFICIAL INTELLIGENCE?

Machine Learning gives computer systems the ability to "learn" (i.e. progressively improve performance on a specific task) with data, without being explicitly programmed.
It uses algorithms that can learn from and make predictions on data to make decisions that are not simply the result of following instructions.

Artificial Intelligence (AI) is the goal of creating computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages. The automation of natural intelligences (such as that of humans) remains highly contentious, and the scope of AI is much disputed.

FACTORS

BIAS & PREJUDICE

Bias is a tendency to favour for or against a thing, person, or group compared with another. Biases can be learned implicitly and people may develop biases toward or against an individual, an ethnic group, a sexual or gender identity, a nation, a religion, a social class, a political party, theories and ideologies, or a species. Biased implies being one-sided, lacking a neutral viewpoint, or not having an open mind.

Prejudice is a feeling, often preconceived and unfavourable, toward a person based solely on their group membership. Prejudice can also refer to unfounded beliefs and unreasonable attitudes that are resistant to rational influence.

UNBIAS

FACTORS

DISCRIMINATION

Discrimination means treating a person unfairly because of who they are, or because they possess certain characteristics. If you have been treated differently from other people only because of who you are or because you possess certain characteristics, you may have been discriminated against.

Discrimination can occur in different forms:

- direct discrimination
- indirect discrimination
- discrimination by association
- discrimination by perception
- harassment
- victimisation

learn more about UK equal opportunities:
www.equalityhumanrights.com

UNBIAS

FACTORS

TRUST

Trust has many different dimensions. These three can help gauge how we experience it as individuals:

Trusting : are you naturally trusting? Do you trust others by default? How do you judge if your trust is well-placed or not?

Trustworthy : are you worthy of other people's trust? Do you demonstrate integrity, honesty, openness, competence and consistency?

Self-trust : do you trust yourself, your motivations and your actions? Are you self-reflective? Do you measure up to your own standards and ethical beliefs?

UNBIAS

FACTORS

FAIRNESS

Fairness is impartial and just treatment or behaviour without favouritism or discrimination.

It can refer to :

- justice
- equity & equality of opportunity
- social justice
- distributive justice
- environmental justice
- absence of bias in the media

UNBIAS

DATA

OFFICIAL IDENTITY

- date of birth
- gender
- NHS number
- national insurance number
- nationality & citizenship
- passport number
- immigration status
- unique tax reference
- employment status
- employer details

UNBIAS

DATA

PERSONAL INFORMATION

- home address
- telephone number
- mobile phone number
- email addresses
- social media identities
- places of education
- places of work
- previous addresses
- sexual orientation
- ethnic identity
- family background
  (e.g. natural family, adopted, fostered, in social care)

UNBIAS

DATA

HEALTH RECORDS

- GP/Doctor's records
- prescriptions
- dental records
- NHS/hospital records
- medical insurance records

UNBIAS

DATA

FINANCIAL RECORDS

- income details
- bank accounts & balances
- credit cards
- store cards
- loans
- mortgages
- credit score
- investments
- savings

UNBIAS

DATA

LOCATION

- mobile phone GPS
- smart watch
- Internet IP addresses
- WiFi hotspots
- Bluetooth beacons
- RFID beacons
- contactless payments
- smart travelcards
- fitness trackers

UNBIAS

DATA

INTERNET SEARCH

- search terms
- search results
- clicked links
- downloaded files & apps

UNBIAS

DATA

WEB BROWSING

- websites visited
- content accessed
- platforms joined
- frequency of visits
- adverts clicked

UNBIAS

DATA

PREFERENCES

- behaviour patterns
  – where you go
  – who you spend time with
- your tastes
  – things you like
  – things you dislike

UNBIAS

DATA

SOCIAL NETWORK

- family members
- friends
- personal contacts
- work/school contacts
- friends of friends

UNBIAS

DATA

POLITICS & BELIEFS

- party membership
- political activities
- voting history
- religious or spiritual beliefs
- place of worship
- religious/spiritual activities
- affiliations
- associations

UNBIAS

DATA

CRIMINAL RECORD

- cautioned
- convicted
- spent conviction
- on parole
- on sex offenders registry

UNBIAS

DATA

PERSONAL HABITS

- leisure activities:
  – what you like to do
  – where you like to go
  – who you like to be with
  – how much you do
  – how often you do it
- consumer choices:
  – what you like to buy
  – where you like to buy things
  – how much you consume

UNBIAS

EXAMPLE

FAKE NEWS?

In May 2016 an article posted on Gizmodo.com suggested that the human curators choosing the content of Facebook's Trending News were politically biased. Shortly after, Facebook announced that Trending News would be automated, meaning that algorithmic processes rather than people determined what news stories were promoted.
In August 2016 arstechnica.com revealed that the automated feature was promoting some news stories that were entirely fake.
"Fake news is not a problem unique to Facebook, but Facebook's enormous audience, and the mechanisms of distribution on which the site relies ... [and its] labyrinthine sharing and privacy settings mean that fact-checks get lost in the shuffle".

EXAMPLE

PERSONALISATION

Personalisation helps users and also provides a way for platforms to boost their advertising revenue. However, personalisation could lead to online filter bubbles in which users only see content that is similar to what they have already liked, thereby reinforcing narrow or inaccurate viewpoints. Personalisation can also produce annoyingly inaccurate recommendations (for shopping items, relevant job advertisements etc.) or even potentially discriminatory ones. Personalisation algorithms collate and act on information collected about online users. Some people regard this as a breach of privacy, leading to an emergence of options to opt out of personalisation advertisements and not to be tracked as you browse online.

EXAMPLE

HATE SPEECH & CYBERBULLYING

The often anonymous nature of social media enables some users to feel emboldened to post things they would not say in face-to-face conversations. This may include hurtful or hateful comments targeted at specific individuals or about entire groups of people that might be seen as racist, sexist or homophobic. Celebrities often report receiving hateful messages on sites such as Twitter, and cyber bullying is a problem in many schools, universities and workplaces. The targets of "trolling" and hate speech often find the experience very distressing. Popular social media sites all condemn the posting of hate speech, but generally rely on user reports to identify and then remove it. By the time it is reported, the content has often been seen and shared by many people.

EXAMPLE

CAN ALGORITHMS BE RACIST?

In 2016 a student working on her MBA found out that Googling for images of 'unprofessional hairstyles' produced lots of images of black women with Afro-Caribbean hair. Meanwhile, a search for 'professional hair' produced lots of images of white women.
Other users have found that searching for 'three black men' produces very different kinds of images compared to searches for 'three white men'.
Search engine results are based on content that is already online.
If a search result appears biased towards or against a particular group is this simply a reflection of attitudes that exist across the Internet? Or do these kind of search results reinforce discriminatory attitudes and make societal problems like racism worse?

EXAMPLE

ALGORITHMIC JUSTICE?

In the USA, risk-assessment software is being used to analyse and score individuals in the justice system to inform bail, sentencing and parole decisions.
A 2016 Pro-Publica study revealed that risk-assessment software COMPAS by Northpointe, overestimates the risk of black and latino offenders, thus posing a potential racial discrimination issue. People of colour are disproportionately classified as high risk when compared to white offenders – at almost twice the rate. Multiple factors used in COMPAS' calculations are believed to cause higher false negatives, especially where racialized communities with high re-offending are overpoliced.

UNBIAS

EXAMPLE

AUTOMATED MODERATION

Many online platforms now make editorial decisions ("moderation") automatically to identify content that violates their terms of service or represents "hate speech". But how they define and identify this type of content is often not transparent and has been frequently shown to be biased or arbitrary. The fake news phenomenon and sheer scale of use has also pressured platforms to develop algorithmic methods for filtering out "unacceptable" content. However, numerous examples have shown that these algorithms often fail to 'understand' critical context that determines if the content is offensive or not. Automated moderation thus poses significant concerns regarding censorship and freedom of expression.

UNBIAS

EXAMPLE

ALGORITHMIC BEAUTY CONTEST

In 2016 The Guardian reported on the first international beauty contest judged by machines. It was an attempt to provide an objective (culturally neutral, racially neutral) judgement of female beauty by using algorithms, trained on crowd-sourced data, to judge the beauty of participants. Roughly 6,000 people from more than 100 countries participated by submitting photos. Out of 44 winners, nearly all were white, a handful were Asian, and only one had dark skin.
Beauty.AI relied on large datasets of photos to build an algorithm that assessed beauty. Although it did not treat light skin as a sign of beauty, the input data effectively led the algorithm to reach that conclusion.

UNBIAS

EXAMPLE

AI LEARNING TO BE RACIST

In March 2016 Microsoft released a Twitter chatbot named Tay (gendered as female) designed to engage with people aged 18 to 24. It was programmed to learn from the behaviour of other Twitter users, however attackers soon started to teach the chatbot phrases that contain racism, pro-Nazism, gender biases and other types of hate speech. Within 12 hours, the chatbot started to post its own tweets containing biased phrases and offensive content, some of which was targeted at specific individuals. After 16 hours Microsoft shut the experiment down.

UNBIAS

EXAMPLE

INTRUSIVE DATA ANALYSIS

In late 2016 UK insurer Admiral announced, and then hours later withdrew, plans to rate car owners and set the price of their insurance based on an analysis of their Facebook posts. Facebook objected that this was a violation of their platform policy and that the firm's data should not be used to "make decisions about eligibility, including whether to approve or reject an application or how much interest to charge on a loan".
The scheme was considered "intrusive" by Open Rights Group: Jim Killock, executive director, said, "We need to think about the wider consequences of allowing companies to make decisions that affect us financially or otherwise, based on what we have said on social media."

UNBIAS

EXAMPLE

GENDER BIAS

A 2015 study by researchers at Carnegie Mellon University demonstrated that female job seekers were much less likely to be shown adverts on Google for highly paid jobs than men.
The researchers created 17,370 fake profiles to visit jobseeker sites and were shown 600,000 adverts which the team tracked and analysed. Google's ad targeting system is complex, taking into account various factors of personal information, browsing history and internet activity. Critically the fake users started with completely fresh profiles and behaved in the same way, with gender being the only factor that was different and illustrating that the ad targeting for these job adverts was discriminatory.

UNBIAS

EXAMPLE

HISTORICAL BIAS

Historical bias occurs when an algorithm uses alternative ways to perpetuate any race, age, gender or other unethical form of discrimination. This can happen through the selection of decision-making criteria that leans toward prejudicial outcomes. It can also occur through the use of training data that might itself contain historical bias or inequity.
A classic example of this occurs when a financial loan decision should not consider gender, yet a bank might still ask if applicants are single parents. Around 90% of single parents in the UK are female. In this way the resulting model actually uses gender to make its decision. Preventing this type of bias can be almost impossible.

UNBIAS

EXAMPLE

REPUTATIONAL BACKLASH

Companies that develop and deploy models that make harmful, discriminatory decisions will inevitably face public backlash, leading to erosion of brand value and loss of consumer trust.
In 2015 Amazon experienced this when it rolled out Amazon Prime same-day delivery to certain ZIP (postal) codes in 27 US cities.
A Bloomberg report found that in many of these cities, such as New York and Chicago, ZIP codes with predominantly black populations were excluded from the service. Amazon claimed that the decision was not based on demographics, but the headlines told a different story and the brand suffered from a torrent of negative press.

UNBIAS

PROCESS

BE THE ALGORITHM : BUYING RECOMMENDATIONS

imagine you are an algorithm that recommends items to buy for an online customer:

- what **data** would you need to recommend products to them?
- how would you **use** their data to make your choices?
- what **values** would guide your decision?
- **what else** might you do with their data?
- what **rights and laws** would you need to respect and comply with?
- what **factors** might affect the outcome?
- what could the **consequences** be?

UNBIAS

PROCESS

BE THE ALGORITHM : HIRING STAFF

imagine you are an algorithm that selects interview candidates for a job:

- what **data** would you *like* to know about the candidates?
- what data *shouldn't* you know?
- how would you use the data to **select** who to interview or not?
- what **values** would guide your decision?
- what **rights and laws** would you need to respect and comply with?
- what **factors** might affect the outcome?
- how would you **communicate** your decision to the candidates?
- what could the **consequences** be?

UNBIAS

PROCESS

BE THE ALGORITHM : OFFERING A LOAN

imagine you are an algorithm that assesses loans and mortgages for a bank:

- what data would you need to **assess** whether someone qualifies for a loan or mortgage?
- how would you assess their **risk** factor (i.e. ability to pay back)?
- what **values** would guide your decision?
- what **else** might you do with their data?
- what **rights and laws** would you need to comply with?
- what **factors** might affect the outcome?
- what could the **consequences** be?

UNBIAS

PROCESS

BE THE ALGORITHM : SELLING INSURANCE

imagine you are an algorithm for selling medical insurance:

- what **data** would you *need* to know about the potential customer's state of health?
- what data would you *like* to know about their lifestyle and habits?
- how would you **assess** their ability to keep paying the premiums?
- what **values** would guide your decision?
- what data might you need to **monitor** their health?
- what **factors** might affect the outcome?
- what **rights and laws** would you need to respect and comply with?
- what could the **consequences** be?

UNBIAS

PROCESS

BE THE ALGORITHM : TARGETING ADVERTISING

imagine you are an algorithm that offers product promotions to specific people:

- what online **platforms** would you use to reach them?
- what **data** would you *like* to know to target the 'right' customers?
- how would you **use** the data to choose what to offer them?
- what **values** would guide your decision?
- what **rights and laws** would you need to comply with?
- what **factors** might affect the outcome?
- what could the **consequences** be?

UNBIAS

PROCESS

BE THE ALGORITHM : GOING TO UNIVERSITY

imagine you are an algorithm for selecting interview candidates for a place at a university:

- what **data** would you *like* to know about the candidates?
- what data *shouldn't* you know?
- how would you **use** the data to choose whether to select them for interview or not?
- what **values** would guide your decision?
- who might you **share** this data with?
- what **rights and laws** would you need to respect and comply with?
- what **factors** might affect the outcome?
- what could the **consequences** be?

UNBIAS

PROCESS

BE THE ALGORITHM : SPREAD A RUMOUR

imagine you are an algorithm designed to spread a fake news story based on an unfounded rumour:

- what online **platforms** would you use?
- what **values** would motivate you?
- how would you choose people or groups to **target** the rumour at?
- what data would you ***like*** to know to target the 'right' audience?
- how would you **use** their data to target the 'right' rumour at them?
- how would you justify your actions as **fair** and **trustworthy**?
- what **rights and laws** would you need to respect and comply with?
- what could the **consequences** be?

UNBIAS

PROCESS

BE THE ALGORITHM : POLITICAL CAMPAIGNING

imagine you are an algorithm designed to target specific individuals with personalised political messages:

- what online **platforms** would you use to reach them?
- what **values** would motivate you?
- how would you profile people or groups to **target** the messages at?
- what **data** would you *like* to know to personalise the messages?
- how would you **use** their data to target the 'right' messages at them?
- how would you justify your actions as **fair** and **trustworthy**?
- what **rights and laws** would you need to respect and comply with?
- what could the **consequences** be?

UNBIAS

EXERCISE

ANALYSE A DECISION

Analyse how you think an example of algorithmic bias came about:

- select an **example** card
- what types of **data** do you think the algorithm used to make its decision?
- what **values** might have guided the decision-making process?
- what **factors** might have influenced or affected the data or the outcome?
- was it **fair** or **unfair**?
- would you **trust** a service like this with your own data?
- how might this process be made more **trustworthy** in future?

UNBIAS

EXERCISE

MATTERING TO OTHERS

How do you feel you matter to others? What would it feel like not to matter?

Divide into two groups, A & B.
Group A should prepare a simple, short personal story to repeat three times to Group B.

Meanwhile Group B:
1 *on first listen*: don't pay attention and behave disinterestedly;
2 *on second listen*: "sort of" listen but appear distracted;
3 *on third listen*: give full attention.

Discuss the different experiences:
- how did it feel to be the storyteller in the first and second times?
- what was different about the third time?
- what finally made the storyteller feel that they mattered to the listener?

UNBIAS

EXERCISE

FIRST IMPRESSIONS

In your head, pick three people nearby:
- what are your first impressions of them?
- what can you observe about them at first glance?
  e.g. gender, age, ethnicity, social status, appearance, nationality, educational level, occupation, cultural background, sexuality, where they live etc.

In a group, discuss the qualities we notice first:
- which are the most common?
- how do our impressions of others affect how we feel towards them?
- what can we tell about our own biases and prejudices?

What do you think other people would notice first about you? How fair or unfair might their observations be?

UNBIAS

EXERCISE

POSITIVE DISCRIMINATION

What positive qualities do other people see in you?

Set up the room 'speed dating' style, with chairs facing one another:
- elect someone to keep time;
- when they give the signal, you have 30 seconds each to notice and share 3 positive qualities about your opposite partner, and vice-versa.
- note down the qualities you are given by each partner;
- when the timekeeper gives the signal, move onto the next person.

Did you know that other people thought about you like this?
How does it feel to have your qualities recognised or ignored?
Does it feel like their observations were positively biased in your favour?

UNBIAS

EXERCISE

SORTING COMPLEXITY

People often have surprising and contradictory characteristics and beliefs. How might algorithms cope with such complexity?

- define two zones: 'here' and 'there'
- elect someone to call out characteristics
- go to the zone closest to your truth:

For instance:

like sport	hate sport
introvert	extrovert
crazy socks	plain socks
use facebook	don't use facebook
veggie/vegan	eat meat
born in UK	born elsewhere
atheist	believe in god(s)
optimist	pessimist
like peas	hate peas

Were you surprised who was or wasn't in your group sometimes?
What does or doesn't this tell us?

UNBIAS

EXERCISE

WHO MATTERS?

Who do we think "matters"?
Why do we trust them?

On your own, think of someone you really trust – in a role of authority or status, such as a teacher, a leader or a celebrity.

- what are their characteristics?
- what do they do or say that makes you trust them?

In groups, share these characteristics and qualities – what do your's have in common with other people's?

- what makes trust or breaks trust?
- what does trust feel like?
- how does it feel when it is broken?

How does this relate to your sense of self-trust?

UNBIAS

EXERCISE

CONTEXT & STEREOTYPES

In a group, elect someone to stand in front and to listen, receive information and imagine:

- choose a 'costume' and describe each element to the person. It can be from any time or place and fun, but not crazy fancy dress!
- when the costume has been completely described, the 'wearer' should imagine and describe the 'set': i.e. the environment they inhabit and their role in that context.
- did the 'wearer' fulfill expectations of the profile or break the groups' stereotype of the 'costume'?

Try the exercise the other way around, describing a 'set' first then imagining the 'costume'.
What assumptions about people arise from the context and what they do?

UNBIAS

EXERCISE

HOW ARE YOU PERCEIVED?

What kind of bias might others have about you? Or you about others?

In a group, ask someone brave to stand in front and ask the others questions about themself, such as:

- how old am I?
- where am I from originally?
- what instrument or sport do I play?
- describe my home?
- where do I buy food from?
- what do I do for fun?

Keep it lighthearted, but try also to pull some surprising questions from up your sleeve!

Share and discuss the answers to reveal how people see each other and the assumptions they make.

UNBIAS