



BIASES

CATEGORIES

- Based on the basic human need to create categories – of people, places, things – to make sense of the world around us





ASSOCIATIONS

- Different concepts get neurologically connected with each other and charged with positive or negative associations



MIND BUGS

- “Mind bugs” that start developing at a very early age, through
 - Life experiences
 - Exposure to direct and indirect social messages via media and news programming



A young man walks through chest deep flood water after **looting** a grocery store in New Orleans on Tuesday, Aug. 30, 2005. Flood waters continue to rise in New Orleans after Hurricane Katrina did extensive damage when it made landfall on Monday. (AP Photo/Dave Martin)



Two residents waded through chest-deep water after **finding** bread and soda from a local grocery store after Hurricane Katrina came through the area in New Orleans, Louisiana. (AFP/Getty Images/Chris Graythen)



FEELINGS & ATTITUDES

- These implicit associations cause us to have feelings and attitudes about other people; based on characteristics such as race, ethnicity, age, and appearance



HOW WE PERCEIVE, EVALUATE, AND RELATE

- Biases and preferences applied in our interactions, based on visible and invisible cues
- Learned (absorbed) from our social/cultural environment (implicitly and explicitly)