

If you can read this paragraph, it's because our minds are very good at putting together pieces of information in a way that is easy for us to make sense of. Our minds do this automatically, without our conscious control.



THE OHIO STATE UNIVERSITY

KIRWAN INSTITUTE FOR THE
STUDY OF RACE AND ETHNICITY



99.9999996%
UNCONSCIOUS
HOW DOES BIAS FORM?



But people are **consciously aware** of only about 40 pieces. (150 mph)

The human brain can take in **11 million** pieces of information at any one moment.

**WHERE DOES
IMPLICIT BIAS
COME FROM
HOW DOES BIAS FORM?**



But people are **consciously aware** of only about 40 pieces. (150 mph)

The human brain can take in **11 million** pieces of information at any one moment.

Decision-making automatically triggers specific parts of the brain responsible for the **unconscious processing.**