



What and why

Our aim is to help you in your approach and understanding of academic material in any subject and gain more confidence.

All of the words used will appear on GCSE exam papers.

This week's word is...

Bias

[bahy-*uhs*]

Bias

Synonyms

bigotry

favouritism

inclination

leaning

prejudice

disposition

mind-set

preconception

predilection

predisposition

narrowmindedness

one-sidedness

Origin of the word

1520–30; From the Middle French *biais* meaning oblique

Probably from the Vulgar Latin *bigassius* and the Greek *epikársios* oblique, equivalent to *epi-* + *-karsios* – again meaning oblique

Bias

Noun

- a particular tendency, trend, inclination, feeling, or opinion, especially one that is preconceived or unreasoned: *illegal bias against older job applicants; the magazine's bias toward art rather than photography; our strong bias in favour of the idea.*
- unreasonably hostile feelings or opinions about a social group; prejudice: *accusations of racial bias.*
- an oblique or diagonal line of direction, especially across a woven fabric.
- *Statistics.* a systematic as opposed to a random distortion of a statistic as a result of sampling procedure.

Bias

adjective

cut, set, folded, etc., diagonally: *This material requires a bias cut.*

adverb

in a diagonal manner; obliquely; slantingly: *to cut material bias.*

Bias

verb (used with object),

bi·ased, bi·as·ing or (*especially British*) **bi·assed, bi·as·sing**.

to cause to hold or exhibit a particular bias; to influence, especially unfairly: *a tearful plea designed to bias the jury; a survey biased toward highly educated people.*

Electronics. to apply a steady voltage or current to (the input of an active device).

Types of bias

There are numerous types of bias.

We all have our own kinds of bias.

We are all susceptible to the influences of the media, peers and others.

The following slides detail types of bias.

Do you recognise any of them?

Can you admit to yourself your own bias about certain topics?

Reactance

The desire to do the opposite of what is requested or ^[L]_[SEP] advised, due to a perceived threat to freedom of choice.

When offered information that conflicts with your original understanding, it can be hard to admit you were wrong or ill-informed. Ask if you are objecting to advice simply because it is interfering with your ego.

Bandwagon Effect

Believing or doing something because people around you believe or do it.

Indications of popularity such as reviews can make an item appear significantly more desirable. Try to avoid relying too heavily on the opinions of others, and instead weigh up all of the information available.

Framing Effect

Drawing different conclusions from the ^[SEP] same information presented differently

In politics and the wider media, jargon constantly changes to influence public opinion. The next time you're considering your stance on a certain issue, listen closely to the information presented and try to uncover its real meaning.

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Watch the video 😊

<https://royalsociety.org/topics-policy/publications/2015/unconscious-bias/>

Bias

Use the word '**Bias**' to earn points!

Use the word of the week in your writing or in your discussions in class to earn points!

