Ramifications of Social Media and Exploring Bias

Robert Philpott III
Graduate Research Assistant
PhD Student
Aerospace Engineering | HCI
Social Media Ramifications

• You’re the product
• Data privacy
• Dopamine
• Echo chambers
What is Bias?

- Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair
Bias

- Think about a time you showed bias towards someone
- What different things can we biased towards?
- Where can our biases come from?
Bias Activity

- Choose who to hire for a position based on an image of two candidates
  - Assume they both have the same qualifications
Position: Marketing Director
Position: Trainee
Position: Bank Director
Position: PR Representative
Position: Construction Manager
Position: Nurse