

# Ramifications of Social Media and Exploring Bias

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# 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 be 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

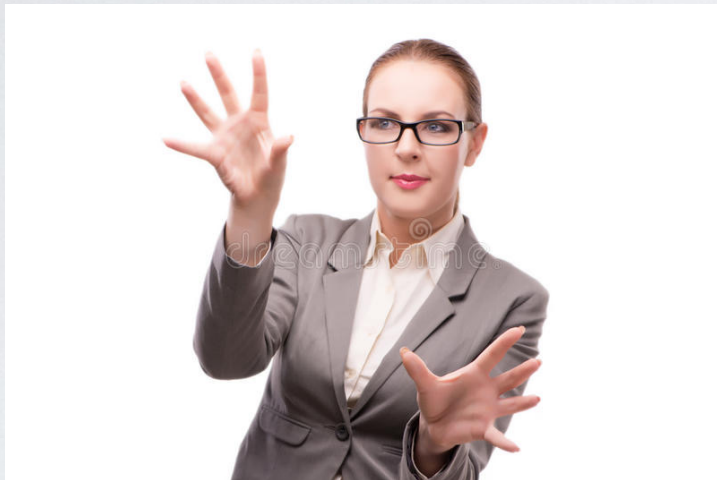


# Position: Bank Director





# Position: PR Representative



# Position: Construction Manager



# Position: Nurse

