Biased? Me?

How Biology and Psychology Affect our Opinions and Actions—and How to Recognize and Improve our Interpersonal Skills

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How Biology and Psychology Affect our Opinions and Actions—and How to Recognize and Improve our Interpersonal Skills

Presenter:

Claude E. Ducloux
Board certified, Civil Trial Law, and Civil Appellate Law, Texas Board of Legal Specialization
Director of Education, Ethics and State Compliance

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Agenda

- The biology of decision making
- Definitions and types of bias
- Confirmation bias
- The Backfire Effect
- Information deficit and belief change
- Recognizing manipulation techniques
- Astroturfing
- Strategies for dealing with others
- Strategies for our own decisions

Primer: The Biology of Decision Making

"There's a reason you feel that way!"

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Implicit ("unconscious") Bias – Our worldview

Factors which form our unconscious views and preferences:

- How and Where we are brought up
- Who socialized us during formative years
- Our friendships then… and now
- Media Influences
- Individual experiences

We are hard-wired to to prefer those who look, sound and share similar interests.

Emerging from the Shadows: Unconscious Bias in the Workplace" – Katrina Grider, 2018 UT-CLE 25th Annual Labor Law Conference.

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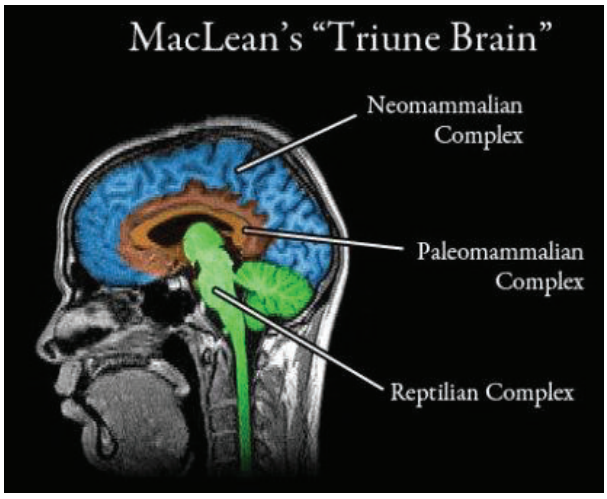
The biology of decision making

The brain's **frontal lobe** presides over reasoning, self-control, and decision making, including:

- Social behavior
- Complex cognitive behavior
- Your personality

By contrast the **limbic cortex** (also nicknamed "lizard brain") is associated with emotion, addiction, and mood. It is much more primitive in development.

OUR DECISIONS RELY ON BOTH PARTS OF THE BRAIN.



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Also available as part of the eCourse
[2020 Jay L. Westbrook Bankruptcy eConference]

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