



**Santa Clara
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Markkula Center
for Applied Ethics

Bias and Data

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[@evapaterson](#) / [@equaljustice](#) / [equaljusticesociety.org](#)

For more information on implicit
bias, visit

EqualJusticeSociety.org

Additional resources:

<http://www.scientificamerican.com/article/the-implicit-prejudice/>

<http://www.poynter.org/latest-news/top-stories/84536/believing-is-seeing-optical-illusions-and-social-stereotypes/>

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