

Your Personal Bias Inventory

Your Personal Bias Inventory For Your Eyes Only!

Use the space provided to write down the first word that comes to your mind in response to words listed below. Think about what is informing your responses to the things on the list.

Leaders	_____	Future	_____
Social media	_____	Family	_____
Immigration	_____	Marriage/Divorce	_____
Food	_____	Education	_____
Politics	_____	Money	_____
Home	_____	Work	_____
Free time	_____	Family	_____
Well-Being	_____	Creativity	_____

Now identify some of your biases (attitudes of mind/ways of thinking and acting) and record them. Make a note about how each bias might affect the research you conduct:

Examples:

Bias: I like to approach all situations rationally and logically.

Application: I have a hard time understanding how someone would buy something just because of its emotional appeal.

Bias1:

Application:

Bias 2:

Application:

Bias 3:

Application: