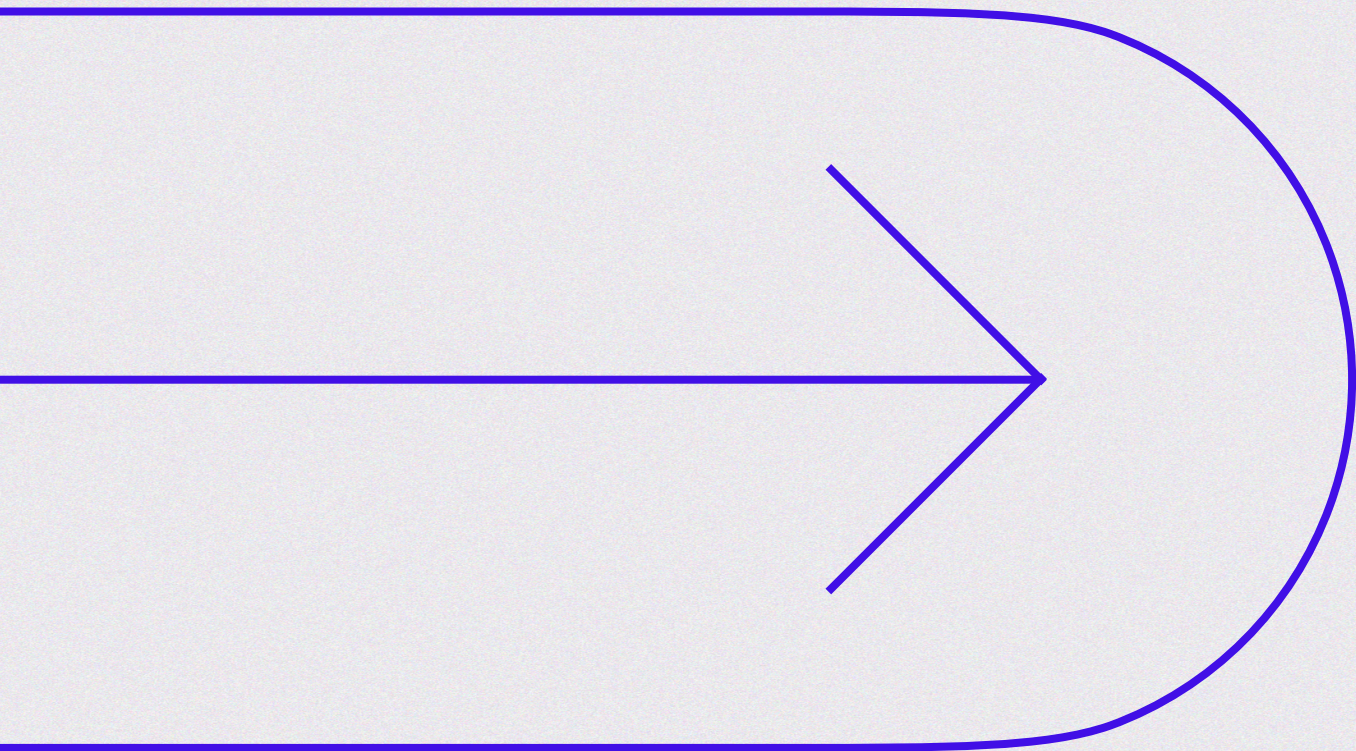


# DECODING : BIAS





# DECODING : BIAS

Navigating the Digital Landscape Towards Inclusivity





Hi 🖐️  
NICE TO  
MEET YOU!

---





Hi 🖐️  
NICE TO  
MEET YOU!





**We All have Bias.**



**We All have Bias.**

Wait, is that bad?



# Why care about creating an inclusive digital landscape?





**‘Design is never neutral’**

-Takahashi, 2018



# What are the biggest problems?

First, let's take a good look at ourselves...



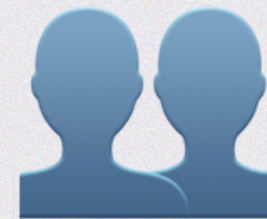


‘I-methodology’





# Machine Bias





science



male



female



art









It's time to break the  
cycle and create for all.



# The European Accessibility Act



# The European Accessibility Act

It's a chance - not a punishment!



What steps can we take  
to challenge and  
overcome bias in our  
work?



# Question Everything!

Challenge yourself and introduce accountability.



- 1. Education & Awareness**
- 2. Examination of Assumptions**
- 3. Inclusive Research and User Testing**
- 4. Diverse and Inclusive Design Teams**
- 5. Ethical Guidelines and Standards**
- 6. Regular Bias Audits**
- 7. Iterative Design and Feedback Loops**
- 8. Ongoing Education and Training**



True innovation lies in designing technology that doesn't discriminate, but rather embraces *diversity* and fosters *inclusivity*.





**Embrace Inclusive Technologies and  
Accessibility Today for a Future-  
Ready Advantage**



# LET'S TALK!

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