

Table 1. General Principles for Reducing Bias in Communication

Appropriate Level of Specificity

- Avoid the use of characteristics that are not relevant to the topic. It is not always necessary to include information on a person's racial and ethnic identity if the communication does not require it
- When you have determined which characteristic is required, choose terms that are appropriately specific. For example, consider using "Indigenous" only as an umbrella term for all First Nations, Metis and Inuit people but use specific names when needed
- Examples:
 - Age: 15-18 years old; 65-80 years old
 - Disability: Alzheimer's disease, autistic
 - Racial or ethnic groups: Chinese Canadians, Black Canadians

Sensitivity to Labels

- Respect the language people use to describe themselves
- Try to determine what is appropriate by asking subjects what they call themselves
- Operational terms may be used, like BIPOC, if explained. However, it is oftentimes much better to avoid such labels and be specific as to what race you are communicating about
- Avoid false hierarchies by comparing groups with care. Avoid usage of "normal" and "abnormal" or "traditional" and "non-traditional." Also consider how groups or people are placed on a graph or table, especially if it implies that a certain dominant group is the universal standard
- Examples
 - Race: racialized persons
 - Nationality: African, Latin American, European, Asian
 - Racial comparisons: use alphabetical order or sample size order to describe racial and other groups

Naming Biases & Privilege

Self-assessment questions (Twyman-Ghoshal & Lacorazza, 2021):

- How does my social geographical location influence my identity, knowledge, and accumulated wisdom?
- What knowledge am I missing?
- What privileges and power do I hold?
- How do I exercise my power and privilege over others?
- How do my biases and privileges take up space and silence others?
- How do my power and privilege show up in my work?
- Am I non-racist or anti-racist? How do I hold myself accountable?