



**Reflective &  
Reflexive  
thinking**

Consider a problem relating to algorithmic bias with your current project, and write down some ideas for each of the reflective thinking steps - they can be things you've already noticed, or things your team could do to encourage reflective thinking on this problem throughout the course of the project, or in future projects.



**Suggestion**

**Intellectualisation**

**Hypothesis**

**Reporting**

**Testing**

# Reflective & Reflexive thinking

## 1. Motivation

- What is the organisation's motivation for this project?
- What's the team's motivation?
- What are the individual motivations of team members?
- Is this a top-down project, or a bottom up?
- Is the project aiming to fix a well known problem, or make use of new technological capabilities?

## 2. Similar projects

- Website Visits
- User Engagement
- Conversion Rates

## 3. Roadblocks

- Traffic Analysis
- User Behavior Analysis

## 4. Reporting

- Creating Reports
- Highlighting Key Insights

## 5. Sense checking

- Identifying Improvements
- Implementing Changes Based on Data

motivations? team? individual? organisational?