

Lesson 1: Psychological Science of Fairness



Will you define fairness for yourself?

Before it's too late?

How do *you* define fairness?

Fairness shapes everything.

How you see yourself.

How you see others.

How you think they see you.

Fairness isn't just an ideal anymore.

It's a tool.

Your fairness doctrine is your internal compass.

It guides every decision you make.

Can you see all sides of an issue?

Even the ones you disagree with?

Fairness 4 helps us understand each other.

We explore facts.

We seek balance.

We reveal truth.

But we can't do it alone.

We must do it together.

It's time we understood the rules.

So we can all play fairly.

Fairness 4 measures what we believe is fair.

And what's not.

We use all available data.

No spin. No filter.

We must own our definition of fairness.
For people.
For planet.
For the future.
Bias in data can be fixed.
Bias in opinion? Much harder.
When media trust is broken...
Trusted data becomes our foundation.
What if we all sat at the same table?
Looking at the same truth?
This isn't left or right.
It's right or wrong.

-Mike Zoltowski
Fairness4.com