

The Bias Deck

The Traditional Elder

Profile

A respected older community member who believes strongly in tradition and inherited practices.

Values

Respect for ancestors
Cultural continuity
Family unity
Rituals and proper procedures

Concerns

“Does donation interfere with cultural traditions or burial practices?”
“Will my family be able to carry out rituals properly?”
Fear of doing something the community might not approve of

Empathy Approach

Acknowledge the importance of tradition: “Your cultural practices matter.”
Share facts calmly: many traditions can be respected in the donation process.
Emphasise choice, dignity, and family involvement.

The Guardian Parent

Profile

A parent whose main priority is keeping their family safe and informed.

Values

Protection
Accurate information
Security
Trustworthy systems

Concerns

“Can doctors be trusted?”
“Is the system fair?”
Worries about mistakes or rushed decisions
Fear of being taken advantage of

Empathy Approach

Validate safety concerns: “It’s normal to want to protect your family.”
Offer clear facts about checks, balances, and strict rules.
Highlight transparency and how families stay in control.

The Facts-First Thinker

Profile

Someone who believes decisions should be based on evidence, logic, and research.

Values

Scientific accuracy
Data
Consistency
Critical thinking

Concerns

“Show me the numbers.”
Uncertainty about how rare donation actually is
Questions about success rates and risk

Empathy Approach

Acknowledge their need for proof.
Use statistics: “1 donor can save up to 7 lives.”
Focus on measurable outcomes and real stories grounded in fact.



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The Spiritual Seeker

Profile

Someone guided by spiritual beliefs, faith, or a strong sense of meaning and destiny.

Values

Purpose
Connection
Peace
Respect for the body

Concerns

“Is donation allowed within my belief system?”
Worry about the soul, afterlife, or spiritual integrity

Doubts about whether the body should remain “whole”

Empathy Approach

Honour their spirituality.
Share that most major faiths support donation as an act of compassion.
Emphasise kindness, generosity, and legacy.

The Mistrustful Citizen

Profile

A person who has had negative experiences with institutions or believes systems are biased.

Values

Fairness
Equality
Respect
Autonomy

Concerns

“Are all communities treated equally?”
“Will the healthcare system value me the same as others?”

Fear stemming from historical mistreatment

Empathy Approach

Validate lived experiences and historical context.
Emphasise strict fairness rules in the donation process.
Highlight the role of independent checks and oversight.

The Privacy Protector

Profile

Someone who prioritises confidentiality and autonomy.

Values

Personal control
Data protection
Autonomy
Minimal interference

Concerns

“Who has access to medical information?”
“Will my identity be exposed?”
Fear of unwanted follow-up or pressure

Empathy Approach

Reassure that donation is confidential.
Clarify that families always make the final decision.
Highlight anonymity between donors and recipients.



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The Young Activist

Profile

A socially conscious teen concerned with fairness, justice, and creating change.

Values

Equality
Community support
Fighting discrimination
Human rights

Concerns

“Do all communities get equal access to transplants?”
“Are there groups left behind or ignored?”
Worries about systemic inequality

Empathy Approach

Engage them in solutions-focused conversation.
Share stats showing diversity gaps in donation.
Encourage advocacy for fairness and representation.

The Emotional Decision-Maker

Profile

Someone who responds strongly to personal stories and emotional connections.

Values

Compassion
Connection
Family
Humanity

Concerns

“I don’t want to think about death.”
“It feels overwhelming.”
Fear of imagining a loved one in crisis

Empathy Approach

Keep language gentle and non-graphic.
Use uplifting stories of lives saved.
Reinforce that donation is ultimately about love and legacy.

The “Not My Problem” Thinker

Profile

A person who doesn’t see donation as relevant to their own life.

Values

Present-focused thinking
Convenience
Emotional distance

Concerns

“I’m healthy — why would I care?”
“It won’t happen to me.”
Lack of personal connection to the issue

Empathy Approach

Use relatable Aussie teen stories.
Show how anyone can become a recipient unexpectedly.
Emphasise community impact and shared benefit.

