



ME Biases

YOU Biases

US Biases



NEGATIVITY BIAS is the notion that, even when equal in intensity, things of a more negative nature (e.g., unpleasant thoughts, emotions, or social interactions; harmful or traumatic events) have a greater effect on one’s psychological state and actions than neutral or positive things.



ATTRIBUTION BIAS is when we do something well, we often believe it’s based on our own merit and personality. When we do something not-so-well, we may believe our failing is due to external factors, such as other people who adversely affected us and/ or prevented us from doing our best.



CONFIRMATION BIAS is when we make a judgment about another person, we subconsciously look for evidence to back up our opinions about that person. We do this because we want to be “right” — we’ve made a correct assessment of a person.



CONTRAST EFFECT is when we tend to compare each experience to the one that came immediately before it. This plays out regularly in recruitment, particularly among recruiters who spend large amounts of time sifting through CV after CV, or conducting interview after interview.



HORNS EFFECT occurs when we see one or a few bad things about a person and then let that cloud our opinions of them afterward. We tend to see only negative attributes. An example of this would be assuming a person is not competent because they are unattractive to you.



HALO EFFECT happens when we skip proper investigation of a person, choosing instead to focus too heavily on one positive aspect, like where they went to school or what sports they do, and rely on that one thing when making decisions. An example of this might be assuming that a person is very competent because they are attractive.



IN-GROUP BIAS is a pattern of favoring members of one’s in-group over out-of-group members. This can be expressed the way we evaluate others, allocate resources, etc.



CONFORMITY BIAS relates to bias caused by group peer pressure (e.g., if we believe the majority of the group is leaning toward or away from a certain candidate, we tend to go along with the group rather than voice our own opinions).



AFFINITY BIAS occurs when we believe we have a “connection” with someone (e.g., we attended the same college, grew up in the same town, or are reminded of another person we know or like when we think about or see this person).



SIMILARITY BIAS when we want to surround ourselves with people who are similar to us. We generally want to work with people like us (e.g., same race, gender, etc.).

When faced by bias (yours or someone else's), remember the following steps:



ASK
What is the bias?



RECOGNIZE
Why does it matter?



ADDRESS
What do I do about the bias/situation?

General Guidelines for Keeping Bias “Top of Mind”

*Consider a specific instance in which you **have held** one or more of the 10 Biases about others or a situation.*

1. What do you believe are the reasons you held the bias(es)?
2. What actions were prompted by the bias(es)?
3. What was the result (impact) of the actions?
4. What mindsets have shifted and what would you do differently next time?
5. How do you believe that would have (or will) change the result (impact)?

*Consider a specific instance in which you have **been on the receiving end** of one or more of the 10 Biases.*

1. How did you feel?
2. What do you believe were the reasons for the bias(es)?
3. What was the result (impact) of the bias?
4. What would you do differently next time to help shift mindsets of you and others?
5. How do you believe that could change the result (impact) next time?