

TYPES OF UNCONSCIOUS BIAS



TYPES OF BIAS AND WAYS TO WORK THROUGH BIAS:

01

AFINITY BIAS

Tendency to be partial to people similar to us (also known as similarity bias)

- Actively take an assessment of why you feel drawn to people or drawn away from them. Notice if you have similarities or differences. If you are working with clients, it is sometimes easier to have a value proposition of what you will do for each client. This allows you to provide the same level of service for everyone, not missing things for the clients you enjoy talking to and not avoiding things for those who are not similar.

02

PERFORMANCE BIAS

An assumption that some people are much better at a certain task than others based on stereotypes

- If you hear yourself saying (in your head) that someone can't do something over their peers or other groups then you need to take a step back and ask why they can't?

03

ATTRIBUTION BIAS

Tendency to have different rationale for your own behavior versus that of others

- When you hear yourself comparing someone else's behavior to something you would never do or most people wouldn't do, ask yourself, "Are they doing something wrong?" "Do you have all the facts?" and ask yourself why you think that.



TYPES OF BIAS AND WAYS TO WORK THROUGH BIAS:

04

LIKEABILITY BIAS

We like people when they fit what we expect

- We want to like everyone. If you really don't like someone, be fair to them. Make sure you are not missing opportunities to support them and turning a blind eye to things they may need help with.

05

MATERNAL BIAS

An incorrect assumption that mothers are less committed and competent

- If you ever look at a woman with kids and think she is incapable because she is a mom or that she can't be committed. It is important to take a step back and consider how you would feel if someone thought the same about you (if you are dad or mom).

06

PERCEPTION BIAS

When someone is unable to make an objective judgment about a person because they belong to a group that they already have a preconceived notion about

- This one takes time. Inventory all the things you assume about your gender, other genders, races, religions, etc. What do you assume they are good at? What do you assume they are not good at? Realize these are assumptions and bias'.

07

HALO EFFECT

Looking at a trait that positively influences their evaluation of unrelated traits; learning something impressive about an individual and immediately putting them on a pedestal

- When you are immediately in awe with someone ask yourself why? Learn more about the person beyond why you put them on the pedestal. This will help you to consider all people equally.



TYPES OF BIAS AND WAYS TO WORK THROUGH BIAS:

08

CONFIRMATION BIAS

Occurs when people seek out information that confirms their beliefs and confirms their own assumptions; drawing a conclusion

- When working with people ask the same questions. Each situation is going to be a unique conversation, but it is best to be on the same ground with everyone.

09

CONFORMITY BIAS

The tendency for people to act similar to the people around them regardless of their own personal beliefs (ex: peer pressure)

- When you notice you are conforming to the group and moving into groupthink, take a moment, and ask questions. Get the group to think through the discussion at hand and determine the best path forward.

10

HORNS EFFECT

Occurs when people view a person negatively after learning something negative about them

- If you have a negative feeling about someone, take a moment to question where that gut feeling is coming from. There may be a mannerism or behavior you don't like. Realize that does not mean that it is relevant to this individual.

11

CONTRAST EFFECT

When you compare two or more things that you come in contact with closely together and you exaggerate the performance of one in contrast with the other

- Structured processes help to squash this bias. If you are meeting with or working with two different clients in a day, make sure you work in the same way with both.

