

Types of Bias

Affinity Bias: the tendency to favor people who share similar interests, backgrounds, and experiences with us.

Ageism: discrimination against older (or younger) people because of negative and inaccurate stereotypes

Anchor Bias: the tendency to be overly influenced by the first piece of information to which we are exposed, and to reject or avoid later information

Attribution Bias: the tendency to explain a person's behavior by referring to their character rather than any situational factor. In essence, it leads us to overestimate the weight of someone's personality traits, and underestimate the influence of external circumstances.

Beauty Bias: the idea that someone has more worth because they are pretty, good looking or physically attractive.

Confirmation Bias: the tendency to respond more favorably to information that confirms our existing beliefs.

Conformity Bias: the tendency to change one's beliefs or behavior to fit in with others

Contrast Effect: a distortion of our perception of something when we compare it to something else, enhancing the differences between them. An item may appear lighter when it's placed against a dark background, or cheaper when it's presented next to a more expensive product.

Gender Bias: the tendency to prefer one gender over another or ascribe generalized positive or negative characteristics to them



Halo Effect: process in which we ascribe positive attitudes or behaviors to someone based on one aspect of their appearance or character we like

Height bias: prejudice or discrimination against individuals based on height.

Horn Effect: process in which we ascribe negative attitudes or behaviors to someone based on one aspect of their appearance or character we dislike

Name Bias: the tendency to judge and prefer people with certain types of names, often because they are more like your own group or the dominant group

Non-verbal Bias: assumptions based on a person's body language or nonverbal cues. For example, a hiring manager's perception of a candidate may be distorted based on their handshake.

Overconfidence bias: instances where think we make better decisions than we actually do, especially if our self-confidence is high.