

Types of Biases

Affinity Bias: The tendency to warm up to people like us

Performance Attribution Bias: The tendency to attribute our successes to our skills and talents and our failures to things outside our control. We may also tend to attribute the successes of others to luck (things outside their control) rather than skill.

Attractiveness Bias: The tendency to assume people who are more physically attractive according to our cultural norms are more talented, effective, and successful.

Confirmation Bias: The tendency to look for pieces of information that support our pre-existing views and ignore data that contradicts our views.

Halo Effect: The tendency to assume that when someone has one or more wonderful attributes, everything about them is equally wonderful.

Horns Effect: The opposite of the halo effect—when we focus on one negative aspect of a person and apply that negativity to everything about them.

Normative Bias: the tendency to assume that anything going against an established norm is not effective or appropriate (i.e., a non-traditional career path, someone who dresses differently, etc. would be judged as ineffective or inappropriate regardless of actual results or performance).



