

What are Biases?

Biases are like shortcuts our brains use to make decisions quickly. They are influenced by several stereotypes, experiences and feelings which can sometime lead us to make unfair judgments without even realizing it.

CONFIRMATION BIAS

Confirmation bias is when someone only looks for or believes things that confirms their pre-existing beliefs or hypotheses.

Example: "I read all the positive reviews for this product. I will buy this!"

GENDER BIAS

Gender bias is when someone treats others differently because of their gender, often resulting in favouritism or discrimination.

Example: "I'm hesitant to promote Kriti to a leadership position. Women are usually not as assertive as men in such roles."

APPEARANCE BIAS

Appearance bias refers to making judgments about someone based on their physical appearance rather than their abilities.

Example: "I am not sure if their vibrant hair colour fits into the professional image."

AFFINITY BIAS

Affinity bias is when individuals unconsciously favor others who are similar to them in terms of background, interests, or experiences.

Example: "They went to the same university as me, so will be a good fit for our team."

IN-GROUP BIAS

In-group bias refers to the tendency of people to favor members of their own group over all other groups. This leads to treating those in the out-group differently.

Example: "Let's invite Atif to our party. He has always been one of us. Plus, he will get our inside jokes."

ATTRIBUTION BIAS

Attribution bias is when people connect others' actions to their character rather than considering external factors that could have influenced their behavior.

Example: "The boss picked Riya's idea because they are buddies outside of work."

CONFORMITY BIAS

Conformity bias is when people strive for agreement to fit in with a group, even if their personal beliefs differ.

Example: "I guess we will go with Sid's approach since everyone else seems to agree".

HALO EFFECT

The halo effect occurs when we form an overall positive impression of someone based on a single positive trait or characteristic.

Example: "Everyone thinks Josh is a leader because he is so charismatic, even when he hasn't exhibited any such skills."

HORN EFFECT

The horn effect is when one negative trait or impression causes us to judge someone or something unfavorably across all areas.

Example: "Sejal forgot to respond to an email once, so her boss now sees her as inattentive, even though she's normally very responsive."