

Biases *at a glance*

Linguistic

Preferential words toward one person over another for performing same activity.

Example: Jesse did good preparing the report. John did phenominal preparing the report.

Demographic

Preferential treatment toward particlar person or group.

Example: The hiring specialist selected John Williams over Hakim Kumar though they were equally qualified.

Stereotype/prejudice

Passing judgement and displaying negativity toward those who come from different backgrounds, belief systems

Example: The bakery did not want to provide a wedding cake to a gay couple.

Zero sum

The thought that one person's gain will cause a loss

Example: The boss felt threatened by the high performing younger employee.

Recency

A current or most recent indicident influences a future decision.

Example: I made an investment decision based on the current performance of a stock

Attention

Overlook certain details while paying attention to select items.

Example: The student was focused on the negativity of the bad science grade and not positivity of the As in other classes.

Affinity

Align with a person or group of people with the most similarities.

Example: At the conference, Jean found another female who appeared to be her age.

Halo effect

A judgement or decision based on an impression

Example: The HR director thought the first candidate would be a great fit because of his direct eye contact and attire.

Association

Overlook all the data to make a decision, based on the exposure of life patterns.

Example: The group thought the caucasian male was the CEO and not the young female.