

Common Bias

Stereotyping

Forming an opinion about how people of a given gender, religion, race, appearance, or other characteristic think, act, respond, or would perform the job.



Halo/Horn Effect

Allowing one trait of a candidate to overshadow or determine overall judgment. The "horn" effect is just the opposite - allowing one weak point to influence everything else.



Attribution Bias

Quick judgement without the full story. Disqualifying a candidate because of something unusual on a resume or unexpected behavior during the interview.

"We judge others by their actions, and ourselves by our intentions"

Affinity or Similarity Bias

Tendency to connect with others who share similar interests, experience and backgrounds.



Confirmation Bias

Tendency to look for information that confirms a belief that you already have about a candidate and to subconsciously filter out or ignore evidence to the contrary.



Safety Bias

When fear of making a hiring mistake causes focus on the candidate's shortcomings, not their strengths.



Zero Risk Bias

Preferring the choice that provides certainty of a smaller benefit as opposed to an alternative with more risk and greater potential benefit.



Conformity Bias

When individuals sway their opinion of a candidate to match the opinion of the majority.



Contrast Effect

Magnification or diminishment of perception as a result of comparison/exposure to something with relative same basic characteristics

