

# TYPES OF BIAS

There are numerous biases that we experience in our everyday behaviors and interactions. You may recognize some of the more common types of bias. You can apply cultural intelligence to prevent yourself from acting on your biases.

## **AFFINITY BIAS:**

The tendency for a person to be attracted to or give preference to others who are similar to themselves.

## **ATTRACTIVENESS BIAS:**

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

## **AVAILABILITY BIAS:**

The tendency to think that examples of things that come readily to mind are more common than in actuality.

## **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 someone who possess one or more positive attributes is positive in all respects.

## **HORNS EFFECT:**

The tendency to focus on one negative aspect of a person and assume that everything about them is negative.

## **PERFORMANCE ATTRIBUTION BIAS:**

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

**PERFORMANCE BIAS:**

The tendency to overestimate abilities and performance of individuals from high-status groups and underestimate attributes of those from low-status groups.

Adapted from Cultural Intelligence Center, LLC. CQ Your Bias Participant Manual