Unconscious bias is no longer a term used only by academics. HR practitioners are becoming increasingly aware that it creeps into the recruitment process, impacting the quality of hiring decision. At Applied we work to remove these biases – here are 20 of the most common ones. Look out, it’s a minefield!

**BIASES RELATED TO OTHERS**

- **Affinity bias**
  - The tendency to like people who are similar to us

- **Confirmation bias**
  - The tendency to search for information that confirms our preconceptions

- **Groupthink**
  - Individuals suppressing their own objections in favour of group harmony

- **Halo effect**
  - Judgements on one aspect of something unduly influencing other aspects

- **Attribution substitution**
  - Using a simple attribute to make a complex judgement

- **Out-group homogeneity**
  - The perception that everyone outside of your group is similar

- **Self-serving bias**
  - Belief that success is linked to self, failure is linked to external factors

- **Stereotype threat**
  - Being at risk of living up to a negative stereotype of your group

- **Social desirability bias**
  - Giving a socially desirable response to questions rather than actual opinion

**BIASES RELATED TO CONTEXT**

- **Availability heuristic**
  - Being influenced by things that come to mind easily

- **Base rate neglect**
  - Tendency to ignore data and statistics in favour of individual examples

- **Cognitive load**
  - The strain put on someone’s brain, leading to poorer decisions

- **Decision fatigue**
  - Each successive decision fatigues us, leading to poorer decisions

- **Loss aversion**
  - Tendency to feel losses a lot more keenly than gains

- **Order effect**
  - Responding to things differently by the order they are presented in

- **Peak and end effect**
  - Judgement of an experience is heavily influenced by the peak or end of that experience

- **Status quo bias**
  - Avoiding making a decision entirely and just sticking with the way things are

- **Present bias**
  - Disproportionately prioritising the present over the future