

WHAT IS UNCONSCIOUS BIAS?




Unconscious biases are attitudes and stereotypes accumulated throughout life that can influence our decision making, particularly when something must be decided quickly. These biases often lead to inaccurate assessments based on faulty rationale.

Bias can result in:

- A narrow pool of candidates being hired and promoted
- Limited creativity, innovation, and productivity
- Limited diversity
- Limited inclusivity in the workplace
- Adverse affects on collaboration between employees

WHAT IS HIRING BIAS?

Hiring bias occurs when unconscious bias affects the hiring process. Unconscious biases affect our judgment in problematic ways. They can cause hiring teams to make irrational decisions.



WHERE CAN HIRING BIAS ENTER YOUR HIRING PROCESS?

Through your hiring team:

- Hiring bias against appearance, gender, race, or other discriminatory factors such as socioeconomic or educational background is often expressed unconsciously.
- Information, processes, and technology can also create opportunities for hiring bias. For example, something as simple as giving a hiring team access to a candidate's name too soon can create an opening for bias.

3 BENEFITS OF REDUCING HIRING BIAS

1 Diverse companies perform better and grow faster.

The **top 25%** of companies with ethnic and gender diversity were more likely to have financial returns above the industry mean.

2 Diverse teams are smarter and more innovative.

Nearly **1/2** of the revenue of companies with more diverse teams is generated through innovation.

3 Diversity makes recruiting easier.

66% of job seekers use diversity to evaluate companies and job offers

SIX TYPES OF OF HIRING BIAS

1. Affinity Bias

Affinity bias leads us to favor people who we feel we have a connection or similarity to. For example, attending the same college, growing up in the same town, or reminding us of ourselves or someone we know and think highly of.

Why?

Quite simply: it is easier.

It requires more effort to bridge differences when diversity is present.

2. Anchoring Bias

Anchoring bias is a phenomenon where an irrelevant reference point influences our decision making simply because it is the first piece of information received. This reference point is called an “anchor.”

Common anchors:

The college the candidate went to | Where they live | The car they drive |
If they grew up in the same town as you did

Did you know?

Eye-tracking studies show that people spend..

7

**seconds
looking at a
resume**

80%

**of their time on
name, academic
info, and
previous title**

3. Halo Effect

People tend to view each other holistically as all good or all bad. This is called the halo effect because it seems one characteristic, good or bad, has an effect on how you perceive the entire person.

General appearances, for example, are connected to a superior's perception of a candidate's other characteristics. The halo effect can be found in all types of workplaces, regardless of the industry.

4. Horns Effect

The Horns Effect is the direct opposite of the Halo effect, and occurs when perception of someone is unduly influenced by ONE negative trait.

For example, if we do not like the way someone dresses we might assume they are also lazy and unprofessional, even though professionalism and competence are not related to attire.

5. Attribution Bias

Attribution bias affects how we assess other people and their achievements.

We are more likely to consider the **achievements of others** as a result of **luck or chance**; and **their failings** as a result of their **personality or behavior**.

When assessing ourselves, we tend to think **our achievements** are direct results of our **merit and personality**; while **our failings** are the result of **external factors** (e.g. other people).

6. Confirmation Bias

Confirmation bias is the tendency to subconsciously search for, interpret, focus on and remember information that aligns with our preconceived opinions.

Danger in recruiting:

Could lead to inaccurate judgement and the loss of a great candidate.

Being aware of these various biases can help you counter their influence over you, and aid in more sound decision making during hiring and promotion.