

WHAT IS UNCONSCIOUS BIAS?

Social stereotypes about certain groups or individuals

EVERYONE HOLDS UNCONSCIOUS BELIEFS

SOMETIMES CALLED IMPLICIT BIAS

HAPPENS WITHOUT BEING AWARE

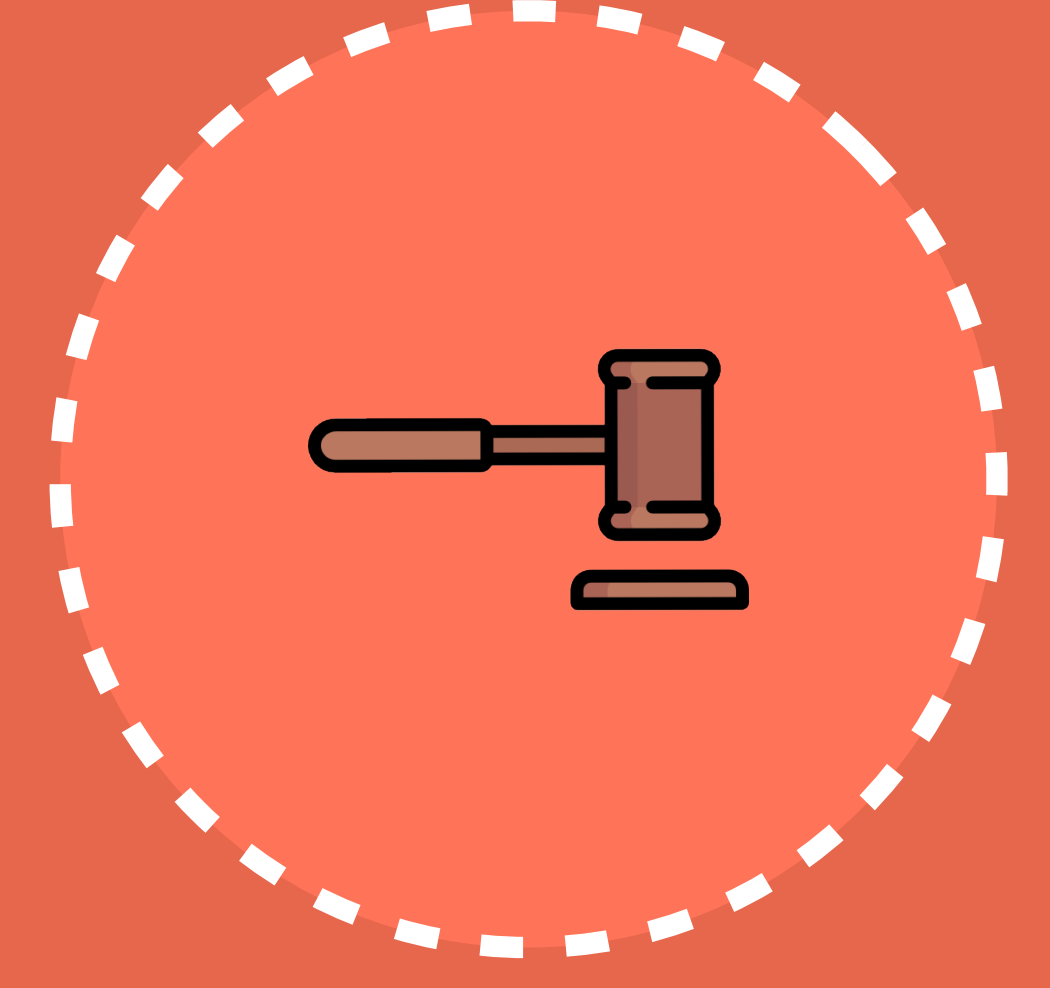
AFFINITY BIAS



Connecting with others who share similar interests, experiences and backgrounds.

ATTRIBUTION BIAS

Judging a person's behavior based on previous experiences or interactions you've had with them.



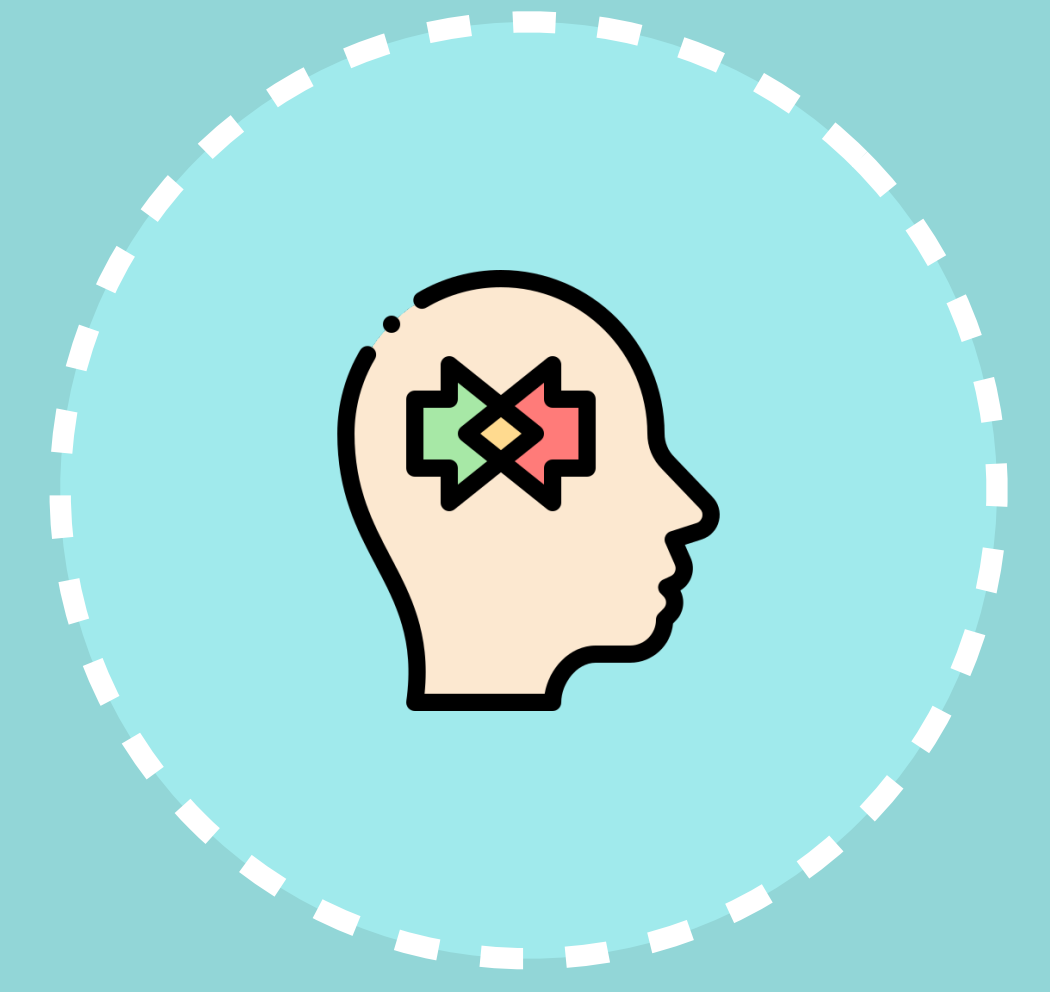
CONFIRMATION BIAS



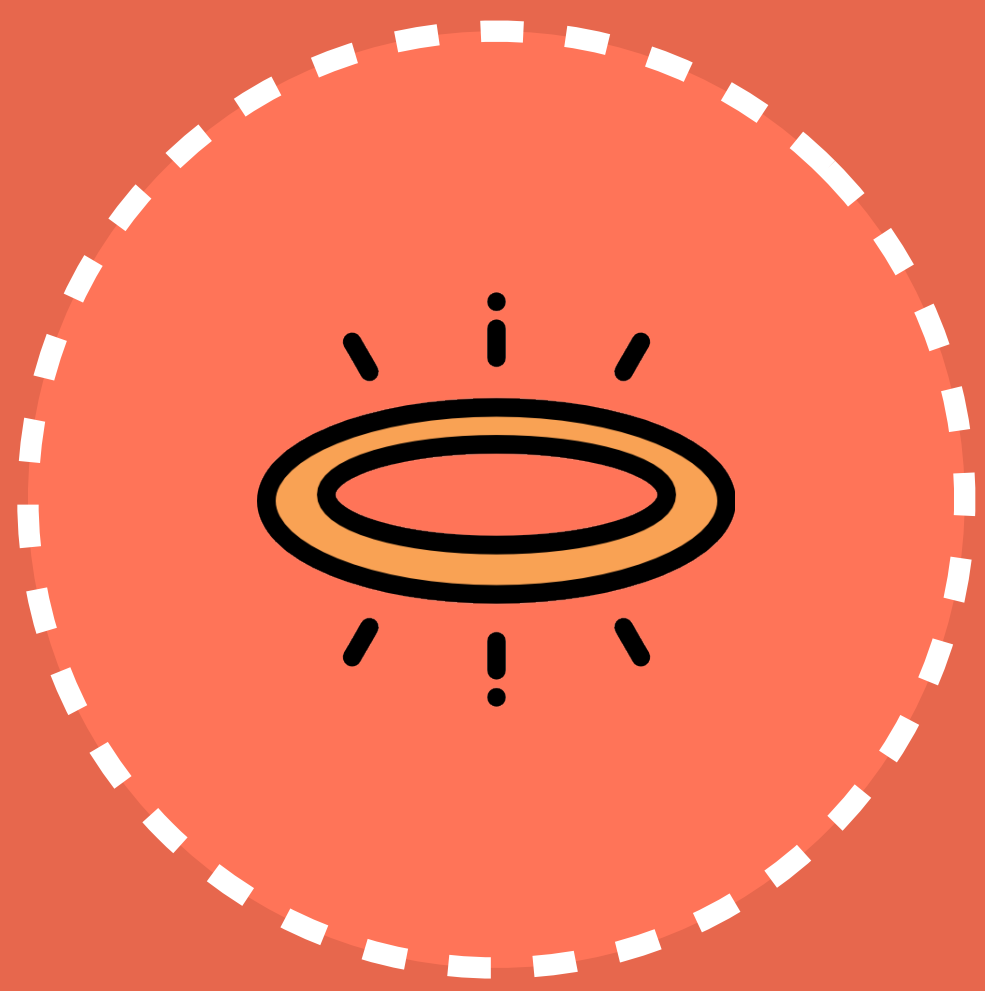
Drawing conclusions about a situation or person based on your own desires, beliefs and prejudices.

CONFORMITY BIAS

Acting like those around you regardless of your own personal beliefs or characteristics.



THE HALO EFFECT



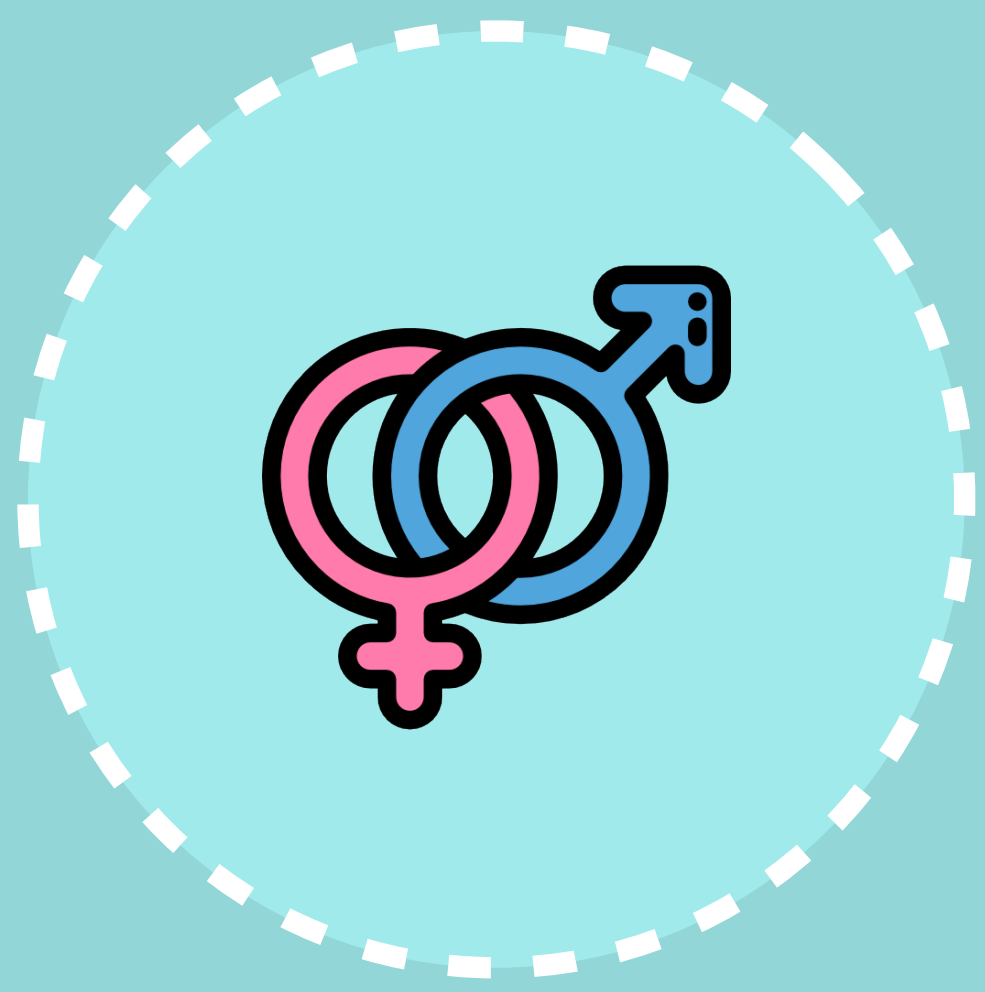
Deeming another person superior after learning something impressive about them.

THE HORNS EFFECT

Viewing another person in a bad light after learning something negative about them.



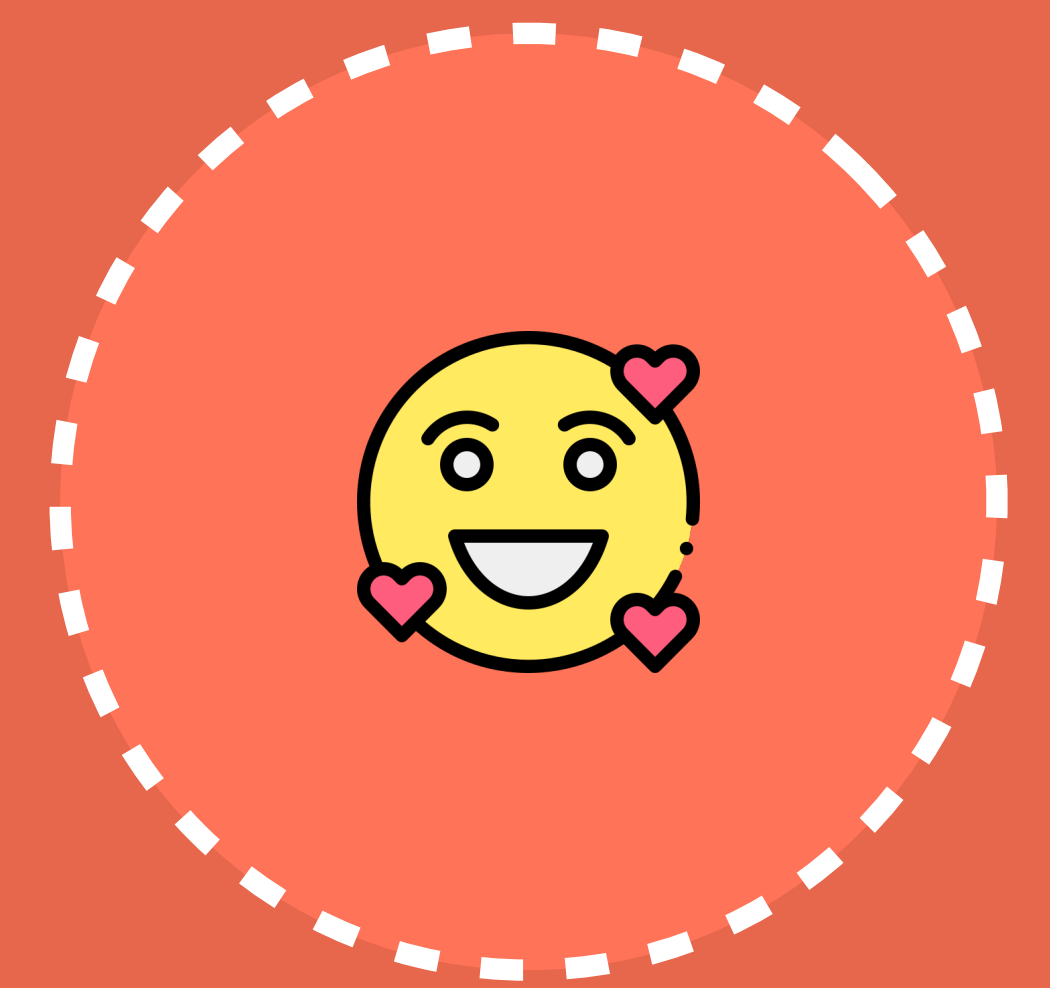
GENDER BIAS



Preferring one gender over another.

BEAUTY BIAS

Believing that attractive people are more successful, competent and qualified.



AGEISM



Deeming someone "lesser than" based on their age.