



Anchoring Bias

Definition: Anchoring describes the tendency to rely on initial information to “anchor” subsequent judgements and interpretations. ([link](#))

How does this play out in the real world:

Negotiations

Demographics of growing up

Unconscious Bias

What does success look like

Preconceived notions of people

Strategies to reduce bias:

Being aware of this bias

Asking Questions

Diversity of Perspective

Get out of comfort zone

Putting in someone else’s shoes



Commitment/ Confirmation Bias

Definition: Confirmation bias describes each person's underlying tendency to notice, focus on, and provide greater credence to evidence that seems to confirm his or her existing beliefs. ([link](#))

How does this play out in the real world:

- *Social media echo chambers*
- *News outlets*
- *Markers of success in the workplace*

Strategies to reduce bias:

- *Diversify your sources of information (though hard to find middle ground)*
- *Empathise, reflect from perspective of the other*
- *Inclusion and diversity*



Framing Effect


Definition: The Framing effect is the principle that our choices are influenced by the way they are framed through different wordings, settings, and situations. ([link](#))

How does this play out in the real world:

NEWS coverage of demonstrations (e.g. “looters” versus “protestors”)

Strategies to reduce bias:

Increase number and types of resources- recognize bias



Halo / Primacy Effect

Definition: The halo effect helps explain why first impressions are so important. This phenomenon describes how having a positive impression about someone for one reason will lead to positive impressions about other aspects of this person. ([link](#))

How does this play out in the real world:

First impressions in professional situations e.g. an interview (dress/ appearance etc.) can work both ways

- positive / negative.
- More qualified than they are
- Less qualified than they are

Strategies to reduce bias:

Be open and willing to accept that impressions can change as you get to know someone - have to give people a fair chance.

Give someone a second chance - another opportunity to learn more



Identifiable Victim Effect*

Definition: The identifiable victim effect is taking more action to help smaller, more acutely described groups of people. The reason for this is that our morality is far from rational. ([link](#))

How does this play out in the real world:

People are more likely to donate to Kickstarters created for specific families/individuals in need rather than addressing the broader issue/source of an issue.

Ex: Donating to a family covering medical expenses for a bike accident vs. petitioning the city to build bike lanes

Difficult to track impact of charitable action to broader group / bigger organizations

Strategies to reduce bias:

Being more aware of the source of the issue and why the smaller group/individual is a victim to begin with



Illusory Truth Effect*

Definition: Illusory Truth Effect is the positive feeling that is experienced when we hear information that we know is true is similar to the feeling that occurs when we hear information we have heard before. ([link](#))

How does this play out in the real world:

FaceBook effect: News is customized based on other stories you have viewed.

Job Interviews: Recruit people like yourself rather than being open to working with people with differing viewpoints.

Strategies to reduce bias:

Seek out diverse opinions (in case of online, especially)

Hiring Process: Intentionally look for people with array of backgrounds



In-group Bias

Definition: In-group bias, in-group favoritism, in-group–out-group bias and intergroup bias are all terms used to describe the fact that we prefer people who we perceive as belonging to the same group as ourselves over “outsiders”. ([Link](#))

How does this play out in the real world:

- *Political views*
- *State-specific preference (geography, in-state vs. out of state)*
- *Athlete vs. outsiders - social powers*
- *Academic “in-crowd” / secret society based on where they went to high school*
- *Public vs. private school*
- *Work-specific: lack of diversity (female representation in the boardroom, racial biases)*

Strategies to reduce bias:

- *Establish common ground while acknowledging differences / being sensitive to others needs*
- *Giving everyone a chance to have a “seat at the table”*
- *Getting rid of the “in-crowd”*
- *Actively build diverse teams and encourage diversity of thought*



Primacy Effect

Definition: The primacy effect is the tendency to remember the first piece of information we encounter better than information presented later on. ([link](#))

How does this play out in the real world:

Can have a big impact in our field - first presentations, pitches, conversations, emails have a big influence

We make up our minds based on the information we have, so if you make a bad impression you have to over-compensate to reverse a previously held view

You form an opinion reading the headline (which is risky)

Strategies to reduce bias:

Spending more time with people/article/company

Keeping an open mind - easier said than done, but worthwhile

Look for patterns of behavior, not just one-off data points