




Unconscious Bias


Unconscious bias refers to when you form a quick opinion about a situation or person without being consciously aware of it. Our brains form biases by using knowledge about social situations, attitudes, cultures, stereotypes, emotional reactions, and more.

In recruitment, unconscious bias can significantly skew your judgement. While it is important to use your experience to assess applicants, it can be a problem when you're influenced too heavily by your assumptions, expectations, and preferences.


Types of Unconscious Bias

 **AFFINITY**


Affinity bias is when we favour people who we share qualities with. For example, liking someone because they went to the same school as you.

 **BEAUTY**


Beauty bias suggests that we prefer attractive people and believe they would do a better job than someone less conventionally attractive.

 **CONTRAST**


Contrast effect is when we compare one thing to another, rather than judging the whole application on its merits.

 **GENDER**

Gender bias is when you think one gender may be better for a role than another. This is largely based on stereotyping.

 **HALO**

Halo bias is when you focus on one great positive, while ignoring any flaws that may not make them suitable for the role.

 **HORNS**

Horns bias is the opposite of Halo bias. This focuses on one great negative characteristic, while ignoring all positive characteristics.

Tips to Avoid Unconscious Bias

- Use gender-neutral language in job adverts to ensure you do not put off male or female applicants.
- Build a diverse recruitment panel in order to eliminate affinity bias.
- Standardise the recruitment process by having the same framework for each candidate.