

Types of Unconscious Bias

- **Affinity bias:** This is the tendency to gravitate toward people who are like ourselves in some way
- **Ageism bias:** Discriminating against someone based on their age
- **Beauty bias:** This is the tendency to gravitate toward people we find attractive
- **Confirmation bias:** This bias causes us to give more attention to information that reinforces what we already believe, and to filter out information that conflicts with those beliefs
- **Conformity bias:** This can cause us to go along with what others are saying or doing, even if we do not agree (i.e., “groupthink”)
- **Contrast bias:** This is the tendency to judge someone by comparing them to someone else
- **Cultural bias:** This is the tendency to judge the world on a narrow view of your own culture, or your perceptions of other cultures
- **Gender bias:** This involves having either a positive or negative perception of an individual based on their gender
- **Halo bias:** This is the tendency to allow a single positive experience or impression of a person to affect your overall judgment
- **Horns bias:** The opposite of halo bias, horns bias is allowing one negative experience, or impression, to cause you to have a negative overall impression of the person
- **Name bias:** This is when you judge a person based on their name, which leads to a perceived notion about their background
- **Proximity bias:** Also known as “weight bias,” is the tendency to show preference or disrespect to someone due to their physical proximity



Allan Kullen, President ■ People of America Foundation/Americans All
7723 Groton Road ■ Bethesda, MD 20817 ■ 301-520-8242

akullen@americansall.org ■ www.americansall.org ■ www.homeschoolmaterials.org