



A Deeper Dive into Bias: Glossary Terms

Bias	Definition	Example
Ageism	Discrimination against individuals because of their age.	Assigning a technical project to a younger employee instead of an older, more experienced employee based on the assumption that older employees are not as tech-savvy.
Confirmation Bias	Refers to the tendency to look for or favor information that confirms beliefs we already hold.	Reading a resume and forming an initial opinion of the candidate based on their name, education or location.
Conformity Bias (aka Peer Pressure)	The inclination individuals have to act similarly to those around them, regardless of their personal beliefs. Also referred to as “group think.”	A colleague agreeing with the majority on an important decision, even when they feel differently or have a differing opinion.
Conscious Bias	The attitudes or beliefs an individual knowingly holds and expresses	A man saying that a woman can’t be a good president because he believes women are not suited for leadership.
Colorism	Discrimination based on skin color, typically within the same racial group.	A case in which people who are usually members of the same race are treated differently based on social implications that come with the cultural meanings that are attached to skin color.
Gender Bias	A preference towards a certain gender over other genders. Gender bias often refers to practices that reflect the values of the gender that created them and discriminate against other genders.	Men may fear they will be assumed to be sexist, so unconsciously avoid providing women with feedback/mentorship in ways similar to the feedback/mentorship provided to other men.
Halo Effect	The inclination individuals have to idealize another individual after learning something interesting or impressive about them.	Assuming that a candidate who worked at a highly regarded company or graduated from an elite school is a hardworking, good person. This judgement reflects one’s individual preferences, prejudices, ideology and social perception.
Hierarchy Bias	A tendency to conform to the hierarchy of an organization or society.	A young employee who does not offer their ideas during a brainstorm session with senior leadership.



Horns Effect	The inclination individuals have to view another individual differently after learning something negative about them.	Eliminating job candidates based on a trait averse to the team preferences, such as the candidate working at a company the team doesn't like or displaying a quirk during the interview.
Name Bias	When you judge a person based on their name and perceived background. This is especially important when reviewing resumes.	Reviewing the resume of a candidate named Tyrone Jones and assuming their racial/ethnic identity and deciding whether to interview them on the basis of their perceived identity or background.
Prestige Bias	Individuals associating a statement with a person or group that enjoy prestige. In other words, prestige bias is when individuals are more likely to imitate cultural models seen as having more prestige.	Hiring, selecting organizational representatives, or choosing certain people to be members of your team based on where they attended college or what companies they have previously worked for.
Racial Anxiety	The heightened levels of stress and emotion that an individual faces when interacting with people of other races.	An individual of any race worrying about saying the right thing and avoiding a misstep when having an inclusive conversation with an individual of another race.
Stereotype Threat	A socially permissible psychological threat that arises when one is in a situation or doing something for which a negative stereotype about one's group applies.	A woman who no longer sees herself as a "math person" after experiencing a series of situations in which she experienced a stereotype threat that women aren't good at math.



<p>Unconscious Bias or Implicit Bias</p>	<p>An individual’s unintentional or automatic mental associations. Unconscious bias operates outside of a person’s awareness and may directly correlate with their beliefs and values.</p> <p>Unconscious bias is expressed indirectly since it seeps into a person’s attitudes and behaviors, causing an individual to make assumptions based on limited information to fill in gaps and make decisions.</p>	<p>A patient being surprised when the nurse who walks into their hospital room is a male instead of a female. This patient has an automatic mental association that nurses are female.</p>
<p>Weight Bias</p>	<p>Judging a person negatively because they are larger or heavier than average.</p>	<p>Greeting a candidate for an interview and making judgements about the person’s ability based on their weight.</p>

Generational Terms

Term	Definition
Ageism	Discrimination against individuals because of their age.
Silent Generation	1928 - 1945
Baby Boomers	1946 - 1964
Generation X	1965 - 1980
Generation Y / Millennials	1980 - 1996
Generation Z	1997 onwards