










This resource is an output from a Collaborative Enhancement Project supported and funded by QAA Membership. The project is led by The Careers Group of the University of London in partnership with City University of London, King's College London and the Centre for Online and Distance Education at the University of London. Find out more about [Collaborative Enhancement Projects on the QAA website](#).



UNCONSCIOUS BIASES QUIZ – ANSWER SHEET

Name of Bias and Picture Clue	Corrected and matched definition of the bias type.
TIGHTROPE BIAS 	Description C: Narrowing or limiting of the range of "socially acceptable" behaviour that you expect from someone based on their social group membership and /or protected characteristics (e.g., gender, age, race, socio-economic background, age, religion, sexuality, marital status).
AFFINITY BIAS 	Description F: An unconscious tendency of human beings to favour or feel more comfortable around people with similar interests, beliefs, and backgrounds.
PROVE IT AGAIN BIAS 	Description A: Requiring members of a group that are stereotyped as less competent to repeatedly prove their competence.
CONFIRMATION BIAS 	Description G: Seeking out and paying attention to data that confirms our beliefs and ignoring or discounting data that runs counter to our beliefs (this can include behavioural evidence about a person).
RECENCY BIAS 	Description B: Focussing on the most recent time period instead of the total time period. Also known as the "What have you done for me lately?" bias.
PRIMACY BIAS 	Description E: Emphasizing information about someone that you have learned early on in a situation or relationship over information encountered later.
HORNS AND HALO 	Description D: Allowing one good or bad trait to overshadow others (e.g., downplaying a colleague's poor communication skills because they have a great sense of humour or overlooking a colleagues excellent numeracy skills because you find their written communication style confusing.)
CENTRALITY BIAS 	Description I: Rating your colleagues equally, rating everyone in the middle of a rating scale or giving everyone similar feedback. Sometimes happens when a colleague or manager is trying to avoid conflict or avoid accusations of bias.
IDIOSYNCRATIC RATER BIAS 	Description H: Evaluating skills you yourself are not good at more highly in other people. Conversely, you may rate others lower for skills that you yourself are great at.