










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](#).



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CENTRE FOR ONLINE &
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QUIZ ACTIVITY SHEET - Know your Unconscious Biases- (and how they show up in feedback conversations)

Instructions: Match the name of the bias on the left, to the correct definition in the right-hand column

| Name of Bias and Picture Clue | Definition of the Bias |
|--|---|
| TIGHTROPE BIAS  | Description A: Requiring members of a group that are stereotyped as less competent to repeatedly prove their competence. |
| AFFINITY 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. |
| PROVE IT AGAIN 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). |
| CONFIRMATION BIAS  | 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.) |
| REGENCY BIAS  | Description E: Emphasizing information about someone that you have learned early on in a situation or relationship over information encountered later. |
| PRIMACY BIAS  | Description F: An unconscious tendency of human beings to favour or feel more comfortable around people with similar interests, beliefs, and backgrounds. |
| HORNS AND HALO  | 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). |
| CENTRALITY 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. |
| IDIOSYNCRATIC RATER 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. |