

Interviewing with Reduced Bias

Bias in the interview process is a common challenge that can compromise the quality of hiring decisions. Research shows that unconscious biases can lead to inconsistent evaluations and missed opportunities to identify the strongest candidates. These biases—often unintentional—can affect how we interpret experience, communication style, or potential, which ultimately impacts team performance and long-term organizational success. By understanding where bias shows up and taking intentional steps to reduce its influence, hiring teams can make more informed, consistent decisions that align with their goals and values.

89%

of hiring managers make judgments about applicants within the first 15 minutes of an interview.

48%

of hiring managers admit that bias affects their candidate choice.

85%

of hiring managers admit to relying on intuition over objective analysis in interviewing.

35%

increase in company success in organizations that practice diverse recruitment strategies.

*Based on data from Gitnux, Zippia, and Harvard Business School.

The Many Faces of Unconscious Bias

What are the six most common psychological biases that trip up interviewers?



Contrast

Comparing one person to another rather than judging the whole application on its merits.



Halo

Focusing on one positive characteristic while ignoring any flaws that may not make them suitable for the role.



Beauty

Preferring attractive people and believing they would do a better job than someone less conventionally attractive.



Horns

Focusing on one negative characteristic while ignoring all positive characteristics.



Gender

Believing that one gender identity would be better suited for a role than others largely based on stereotype.



Affinity

Favoring people that are similar to us or those that share similar qualities.