

Psychological terms useful in understanding  
mechanisms allowing unconscious bias

<b>Accentuation Effect:</b>	Overestimation of similarities among people within a group and dissimilarities between people from different groups
<b>Accentuation principle:</b>	States that categorization accentuates perceived similarities within and differences between groups on dimensions that people believe are correlated with the category. The effect is amplified where the categorization/dimension has subjective importance, relevance or value
<b>Actor-Observer effect:</b>	Tendency to attribute our own behaviors externally and others' behaviors internally
<b>Agentic mode:</b>	State of mind thought by Milgram to characterize unquestioning obedience, in which people transfer personal responsibility to the person giving orders
<b>Anchoring and adjustment:</b>	A cognitive short-cut in which inferences are tied to initial standards or schemas
<b>Attitude:</b>	A relatively enduring organization of beliefs, feelings and behavioral tendencies towards socially significant objects, groups, events or symbols. Attitude change can occur by inducing someone to perform an act that runs counter to an existing attitude.
<b>Attribution:</b>	The process of assigning a cause to behaviors and events
<b>Availability bias:</b>	A cognitive shortcut in which the frequency or likelihood of an event is based on how quickly instances or associations come to mind
<b>Bias blind spot:</b>	tendency to perceive cognitive and motivational biases much more in others than in oneself
<b>Cognition:</b>	The knowledge, beliefs, thoughts, and ideas that people have about themselves and their environment. May also refer to mental processes through which knowledge is acquired
Cognitive Bias:	automatic actions whereby inferences about other people and situations are drawn in an illogical fashion due to the

way our minds construct and interpret situations through mental shortcuts often based on past experiences; these biases can distort decision-making

- Cognitive dissonance:** State of psychological tension, produced by simultaneously having two opposing cognitions. People try to reduce this tension by changing or rejecting one of the cognitions
- Cognitive miser:** a model of social cognition that characterizes people as using the least complex and demanding cognitions that are able to produce generally adaptive behaviors
- Confirmation bias:** focusing attention on information that confirms beliefs or attitudes and overlooking information that disconfirms these beliefs
- Conformity bias:** Tendency to treat group influence as a one-way process in which individuals or minorities always conform to majorities
- Contact hypothesis:** The view that bringing members of opposing social groups together will improve intergroup relations and reduce prejudice and discrimination
- Construct Validity:** Examines whether the concrete observables (the scores registered by some instrument) actually represent the abstract mental construct being studied
- Correspondence bias:** A general attribution bias in which people have an inflated tendency to see behavior as reflecting stable underlying personality traits. *Also see Fundamental attribution error*
- Disconfirmation bias:** the tendency to notice, refute, and regard as weak, arguments that contradict our prior beliefs
- Dissociation:** The gap between explicit and implicit biases. Typically biases are larger, as measured in standardized units, than explicit biases may be close to zero even though our implicit biases are larger
- Essentialism:** Pervasive tendency to consider behavior to reflect underlying and immutable or innate personality traits of people or the group to which they belong

<b>Experimenter effect:</b>	Effect that is produced or influenced by clues to the hypotheses under examination, inadvertently given by the experimenter
<b>Explicit Bias:</b>	Outright and intentional prejudice
<b>Extended contact effect:</b>	Knowing about an "in-group" member who shares a close relationship with an "out-group" member can improve attitudes towards the "out-group"
<b>False consensus effect:</b>	Seeing our own behavior as being more typical than it really is
<b>Framing bias:</b>	Cognitive heuristic in which people tend to reach conclusions based on the 'framework' within which a situation was presented
<b>Fundamental attribution error:</b>	Bias in attributing another's behavior more to internal/personal causes than to situational/external causes. <i>Also see Correspondence bias</i>
<b>Halo – Effect:</b>	tendency of people to assign positive traits to people who are more attractive. <i>Also known as physical attractiveness stereotype</i>
<b>Heuristics:</b>	Cognitive shortcuts that provide adequately accurate inferences for most of us most of the time
<b>Implicit association test:</b>	Reaction-time test to measure attitudes- particularly unpopular attitudes that people might consciously or subconsciously conceal
<b>Implicit Attitudes:</b>	Introspectively unidentified or inaccurately identified traces of past experience that mediate favorable or unfavorable feelings, thought, or action toward social objects
<b>Implicit Biases:</b>	A bias is a departure from some point that has been marked as "neutral." Biases in implicit stereotypes and implicit attitudes are called "implicit biases". <i>Measured with IATs</i>
<b>Implicit Stereotypes:</b>	Introspectively unidentified (or inaccurately identified) traces of past experience that mediate attributions of qualities to members of a social category

- Implicit Social Cognitions:** Social cognitions are stereotypes and attitudes about social categories. Implicit social cognitions are implicit stereotypes and implicit attitudes about social categories
- Just-world hypothesis:** Belief that the world is just and predictable place where good things happen to 'good people' and bad things to 'bad people'
- Optimistic bias:** tendency to believe that you are less at risk of experiencing a negative event compared to others
- Outcome bias:** belief that the outcomes of behavior were intended by the person who chose the behavior
- Procedural justice:** the fairness of the procedures used to make a decision
- Recency effect:** an order of presentation effect in which later presented information has a disproportionate influence on social cognition
- Regression:** tendency for initial observations of instances from a category to be more extreme than subsequent observations
- Relative homogeneity effect:** tendency to see out-group members as all the same, and in-group members as more differentiated
- Representativeness heuristic:** a cognitive shortcut in which instances are assigned to categories or types on the basis of overall similarity or resemblance to the category
- Schema:** Cognitive structure that represents knowledge about a concept or type of stimulus, including its attributes and the relations among those attributes
- Selective exposure hypothesis:** people tend to avoid potentially dissonant information
- Self-serving bias:** distortions in attributions that protect or enhance self-esteem; tendency to attribute internally and take credit for successes and externally and deny responsibility for failures
- Situational Bias:** Cognitive processes and structures that influence and are influenced by social behavior and environmental factors; why some people make false confessions

**Ultimate attribution error:** tendency to attribute bad out-group and good in-group behavior internally, and to attribute good out-group and bad in-group behavior externally. *Related to fundamental attribution error*