

Rating Pitfalls To Avoid

A few cognitive and perceptible problems often cause the “rater” to make errors in assessing employees. Being aware of these pitfalls can make the process more objective and could also reduce rating bias.

Halo / Horn Effect

Halo / Horn effect occurs when a rater attaches too much significance to a single factor of performance and gives similar ratings on other performance elements. This leads to an unbalanced performance assessment of the individual.

Tendency Bias

Raters differ in their tendency to evaluate people or performance. Some supervisors are very strict or conservative in their ratings and generally give low scores in their evaluations. Others either rate their subordinates very liberally or play safe by rating them around the average rating.

Recency Bias

Performance reviews involve assessment of employee performance for a specific period. People may not perform uniformly throughout that period due to numerous factors. Often, recent events tend to overshadow the overall performance.

Contrast Effect

When supervisors rate employees one after another, rating of an exceptional performer or a very poor performer could affect the subsequent ratings of other individuals.

Personal Bias

Personal beliefs, assumptions, preferences, and lack of understanding about a person can lead to an unfair evaluation. It is especially important to be aware and sensitive to possible biases, prejudices, and stereotypes while making judgments about employee performance.