

## **The anchoring bias**

We usually completely rely on the first impression that we receive, no matter how reliable that piece of information is when we make a decision.

## **Availability heuristic bias**

People overestimate the importance of information that they have.

## **The bandwagon effect**

People do or believe in something not because they actually do believe it but because that's what the rest of the world believes. Following the rest without thinking, because the thing/person is the most popular or because they want to be part of the majority.

Ideas, fads, and beliefs grow as more people adopt them.

## **Choice supportive bias**

People have the tendency to defend themselves because it was their choice.

Just because I made a choice it must be right.

## **Placebo effect**

When you believe something will have a certain effect on you then it will actually cause that effect.

## **The halo effect**

If you see a person as having a positive trait, that positive impression will spill over into their other traits. (This also works for negative traits.)

« Taylor could never be mean, she's so cute ! »

## **The blind spot bias**

If I asked you how biased you are, you would probably say that you are less biased than the average person and you are more likely to base your judgement on facts and statistics. And that's what's known as the blind spot bias.

## **Curse of knowledge**

Once we know something, we assume everyone else knows it, too.

## **Clustering illusion**

We find patterns and « clusters » in random data.

## **Fundamental Attribution Error**

We judge others on their personality or fundamental character, but we judge ourselves on the situation.

Sally is late to class, she is lazy. You're late to class, it was a bad morning.

## **Belief bias**

We judge an argument's strength not by how strongly it supports the conclusion but how plausible the conclusion is in our own minds.

Sally mentions her supporting theory about your conspiracy theory, which you adopt wholeheartedly despite the fact that she has very little evidence for it.

## **Gambler's fallacy**

We think future possibilities are affected by past events.

Alice has lost nine coin tosses in a row, so she's sure to win the next one!

## **Authority bias**

We trust and are more often influenced by the opinions of authority figures.

## **Pessimism bias**

We sometimes overestimate the likelihood of bad outcomes.

« Nothing will ever get better »

## **Optimism bias**

We sometimes are over-optimistic about good outcomes.

« It's going to turn out great ! »

## **Declinism**

We tend to romanticize the past and view the future negatively, believing that societies/institutions are by and large in decline.

« In my day, kids had more respect ! »

## **Reactance**

We do the opposite of what we're told, especially when we perceive threats to personal freedoms.