

8 COGNITIVE BIASES THAT IMPACT OUR DECISIONS



1. Bandwagon effect.

The probability of one person adopting a belief increases based on the number of people who hold that belief.

2. Stereotyping.

Expecting a group or person to have certain qualities without having real information about the person.



3. Blind-spot bias.

Failing to recognize your own cognitive biases is a bias in itself.

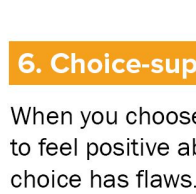
4. Anchoring bias.

People are over-reliant on the first piece of information they hear.



5. Confirmation bias.

We tend to listen only to information that confirms our preconceptions.



6. Choice-supportive bias.

When you choose something, you tend to feel positive about it, even if that choice has flaws.



7. Ostrich effect.

The decision to ignore dangerous or negative information by "burying" one's head in the sand, like an ostrich.

8. Conservatism bias.

Where people favor prior evidence over new evidence or information that has emerged.

