





## Remix of Major Cognitive Biases

	
<p><b>1. Confirmation Bias/Selective Perception</b> We only hear information that supports our pre-conceptions. Information that doesn't fit our prior thinking just doesn't stick – it floats in and out of our brain!</p> <p><b>Example:</b> We only see the bad calls made against OUR team!</p> <p><b>Reminder:</b> Ask: What other positions there are? What disconfirming information exists?</p>	<p><b>2. Availability</b> We overestimate the importance of information that is most readily available to us – from our life experience, or in our surroundings – and think that it is way more the norm than it is.</p> <p><b>Example:</b> Climate change can't be true because it's cold today. Smoking must be good for your health because my Grandpa smoked and lived to be 100.</p> <p><b>Reminder:</b> Under-weigh your own memorable experiences. Look for other positions and possibilities.</p>
	
<p><b>3. Anchoring</b> We are all overly influenced and reliant on the very first piece of information that is introduced. It carries more weight and keeps us from straying too far from it – just like an anchor keeping a boat in place!</p>	<p><b>4. Bandwagon effect</b> The more people (especially those near and dear to us) believe something, the more likely we are to climb on the bandwagon! Groupthink.</p> <p><b>Example:</b> Everybody has the new app, so you buy it, too!</p>

**Commented [MOU1]:** This seems to reflect the example, not the bias. What if we did a remix of your cartoon of the guy with the two girls but made it with a group of people near him with signs that climate change is a hoax where one person behind and further away who is a scientist is holding a chart with the hockey stick chart

**Commented [MOU2]:**

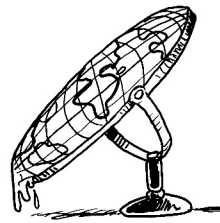
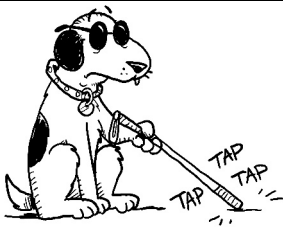
**Commented [MOU3R2]:**

**Commented [MOU4R2]:** Maybe put some smaller anchors lying about?

**Example:** The first review you read is a bad one, so you won't go to that movie or restaurant even though there are many other reviews that are good. When making an offer to buy, whoever makes the first offer establishes the range of reasonable possibilities.

**Reminder:** Bracket out first impressions, or you will miss the overall lesson! Look at all the data!

**Reminder:** If it's what everybody around me thinks, then it probably stinks (like a bandwagon).



**5. Blind spot bias**

Failing to see our biases and blind spots is a bias in itself! We see other people's biases way better than we see our own!

**Example:** You know what you know, but not what you don't know. So, you see the proofreading errors in your friend's essay, but not your own!

**Reminder:** The more confident you are, the more your eyes are filled with stars. You don't see things as they are, but *as you are!*

**6. Conservatism bias:**

We favor old evidence and old ways of thinking over new possibilities that can be much more correct and powerful.

**Example:** Humans held on to their prior belief that the earth was flat despite scientific evidence that the earth was round!

**Reminder:** If you aren't constantly changing your mind, then you are behind the times! I.e. you are not learning or keeping up!

**Commented [MOU5]:** Maybe put a picture of a round earth or the solar system in the background? Or maybe a guy holding on to the flat earth and ignoring the round earth...?



**7. Overconfidence/Lake Wobegone Effect**

Most of us overestimate our own abilities and capacities. Almost everyone thinks they are above average in most domains!

**Example:** the more you are interested or know about something, the more you think your position is the only one. You like to bicycle, so you think you know more than others about biking.

**Reminder:** the more confident you are, the more at risk you are. Things are more complex and detailed than we think. Consider how you could be wrong!

Credit: Illustrations by Joel Wilhelm