

Cognitive Bias



Types of cognitive biases

HALO EFFECT

we assume that if another person has a good quality, they must have other good qualities. the most common is pairing intelligence, and good natured with good-looks without evidence.



FUNDAMENTAL ATTRIBUTION ERROR

we are too quick to label a person based on their actions – if someone does something bad they must be a bad person. However, when you find yourself in the same situation, you explain your actions based on the circumstances you found yourself in.

CONFIRMATION BIAS

occurs when we search for information to confirm our existing beliefs about a person or situation. We like to feel like our judgements of a situation or person are correct, and we tend to only perceive information that supports that.



STEREOTYPES

how our unconsciously stereotypes about gender, race, sexual orientation, ethnicity, professions, socioeconomic status and education. categorizing others based on our beliefs about them, including facial features.

PRIMACY EFFECT

the impact of first impressions and how they disproportionately influence how we interpret and remember information and how others form opinions about us on first meeting



SELF-SERVING BIAS

when you consider a situation or an event and perceive it or explain it in a way that makes you look good. Like quickly blaming someone else for a bad outcome, and congratulating ourselves for the positive result.

FALSE CONSENSUS

assume otherS think and feel in the same way we do. we believe we are better people than others (e.g more honest, capable or kind) in addition we believe that others do the same 'bad' things we do.

