

THINKING BIASES

11 Ways People Think Irrationally

Tick any that apply to you

	The Self-biased Bias	Tendency to see yourself as less biased than other people and see more biases in others than in yourself.
	The Confirmation Bias	The tendency to search for, interpret and remember information that matches a preconception. It's why we feel comfortable with ideas we believe to be true and discount (and get annoyed with), any suggestions that may be to the contrary – despite how valid they may be!
	The In-group Bias	The tendency to stay with the beliefs of the preferred group with which we feel a sense of belonging. It can cause us to overestimate the abilities and value of our immediate group at the expense of people we don't really know, even to the point of being suspicious and fearful of others.
	The Knowledge Bias	The tendency for well-informed people to find it difficult to receive information and guidance from people perceived as being less-informed or qualified. This can shut-out opportunities to learn.
	The Status Quo Bias	The tendency to like things to stay the same. It causes great dissonance when change is about to occur.
	The Bandwagon Bias	The tendency to believe and do things because 'everyone' is doing it, without logically considering if the action is appropriate for you, your beliefs and values.
	The Observational Selection Bias	The effect of suddenly noticing things we didn't notice that much before, and we wrongly assume they were just not there. A perfect example is what happens after we buy a new item and we inexplicably start to see the same item everywhere.
	The Irrational Escalation Bias	A tendency to justify increased investment in a decision, based on a cumulative prior investment, despite new evidence suggesting that the decision might be wrong.
	The Illusionary Correlation Bias	Inaccurately perceiving a cause-effect relationship between two unrelated events.
	The Negativity Bias	The tendency to more easily recall negative memories in comparison to positive memories.
	The Ostrich Effect Bias	The tendency to ignore an obvious negative situation, despite evidence that change needs to happen.