

Fact Shala tip sheets on news and information literacy

15 BIASES THAT HARM OUR DECISION MAKING



1. CONFIRMATION BIAS: We tend to listen only to information that confirms our preconceptions – one of the many reasons it's so hard to have an intelligent conversation about climate change.



2. BASE RATE NEGLECT: Tendency to ignore general information and focus on information only pertaining to the specific case, even when the general information is more important.



3. CURSE OF KNOWLEDGE: When better-informed people find it extremely difficult to think about problems from the perspective of lesser-informed people.



4. CONTINUED INFLUENCE EFFECT: Tendency to believe previously learned misinformation even after it has been corrected.



5. OUTCOME BIAS: Judging a decision based on the outcome – rather than how exactly the decision was made in the movement.



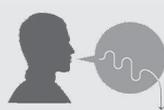
6. ILLUSORY TRUTH EFFECT: A tendency to believe that a statement if it has been stated multiple times, regardless of its actual veracity.



7. THIRD-PERSON EFFECT: Tendency to believe that media messages have a greater effect on others than on themselves.



8. CHOICE-SUPPORTIVE BIAS: When you choose something, you tend to feel positive about it, even if that choice has flaws.



9. DECLINISM BIAS: Tendency to view the past favorably and future negatively.



10. GENDER BIAS: A widely held set of implicit biases that discriminate against a gender.



11. BIAS BLIND SPOT: Tendency to see oneself as less biased than other people.



12. CHEERLEADER EFFECT: Tendency for people to appear more attractive in a group than in isolation.



13. BANDWAGON EFFECT: Tendency to do (or believe) things because many other people do (or believe) the same.



14. ILLUSORY CORRELATION: Inaccurately perceiving a relationship between two unrelated events.



15. AMBIGUITY EFFECT: Tendency to avoid options for which the probability of a favorable outcome is unknown.