



# BIAS

## Decision-making, belief, and behavioral biases

**Cognitive biases** are systematic patterns of deviation from norm or rationality in judgment, and are often studied in psychology and behavioral economics

Many of these biases affect belief formation, business and economic decisions, and human behavior in general.

Name	Description
<a href="#">Ambiguity effect</a>	The tendency to avoid options for which missing information makes the probability seem "unknown". <sup>[10]</sup>
<a href="#">Anchoring</a> or focalism	The tendency to rely too heavily, or "anchor", on one trait or piece of information when making decisions (usually the first piece of information acquired on that subject). <sup>[11][12]</sup>
<a href="#">Anthropocentric thinking</a>	The tendency to use human analogies as a basis for reasoning about other, less familiar, biological phenomena. <sup>[13]</sup>
<a href="#">Anthropomorphism</a> or personification	The tendency to characterize animals, objects, and abstract concepts as possessing human-like traits, emotions, and intentions. <sup>[14]</sup>
<a href="#">Attentional bias</a>	The tendency of perception to be affected by recurring thoughts. <sup>[15]</sup>
<a href="#">Availability cascade</a>	A self-reinforcing process in which a <a href="#">collective belief</a> gains more and more plausibility through its increasing repetition in public discourse (or "repeat something long enough and it will become true"). <sup>[18]</sup>
<a href="#">Backfire effect</a>	The reaction to disconfirming evidence by strengthening one's previous beliefs. <sup>[19]</sup> cf. <a href="#">Continued influence effect</a> .
<a href="#">Bandwagon effect</a>	The tendency to do (or believe) things because many other people do (or believe) the same. Related to <a href="#">groupthink</a> and <a href="#">herd behavior</a> . <sup>[20]</sup>
<a href="#">Belief bias</a>	An effect where someone's evaluation of the logical strength of an argument is biased by the believability of the conclusion. <sup>[22]</sup>
<a href="#">Ben Franklin effect</a>	A person who has performed a favor for someone is more likely to do another favor for that person than they would be if they had <i>received</i> a favor from that person. <sup>[23]</sup>
<a href="#">Berkson's paradox</a>	The tendency to misinterpret statistical experiments involving conditional probabilities. <sup>[24]</sup>
<a href="#">Bias blind spot</a>	The tendency to see oneself as less biased than other people, or to be able to identify more cognitive biases in others than in oneself. <sup>[25]</sup>

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<a href="#">Choice-supportive bias</a>	The tendency to remember one's choices as better than they actually were. <sup>[27]</sup>
<a href="#">Confirmation bias</a>	The tendency to search for, interpret, focus on and remember information in a way that confirms one's preconceptions. <sup>[28]</sup>
<a href="#">Continued influence effect</a>	The tendency to believe previously learned misinformation even after it has been corrected. Misinformation can still influence inferences one generates after a correction has occurred. <sup>[32]</sup> cf. <a href="#">Backfire effect</a>
<a href="#">Courtesy bias</a>	The tendency to give an opinion that is more socially correct than one's true opinion, so as to avoid offending anyone. <sup>[34]</sup>
<a href="#">Curse of knowledge</a>	When better-informed people find it extremely difficult to think about problems from the perspective of lesser-informed people. <sup>[35]</sup>
<a href="#">Declinism</a>	The predisposition to view the past favourably ( <a href="#">rosy retrospection</a> ) and future negatively. <sup>[36]</sup>
<a href="#">Dunning–Kruger effect</a>	The tendency for unskilled individuals to overestimate their own ability and the tendency for experts to underestimate their own ability. <sup>[42]</sup>
<a href="#">Duration neglect</a>	The neglect of the duration of an episode in determining its value. <sup>[43]</sup>
<a href="#">Empathy gap</a>	The tendency to underestimate the influence or strength of feelings, in either oneself or others. <sup>[44]</sup>
<a href="#">Endowment effect</a>	The tendency for people to demand much more to give up an object than they would be willing to pay to acquire it. <sup>[45]</sup>
<a href="#">Exaggerated</a> expectation	Based on the estimates, real-world evidence turns out to be less extreme than our expectations (conditionally inverse of the conservatism bias).
<a href="#">Focusing effect</a>	The tendency to place too much importance on one aspect of an event. <sup>[46]</sup>
<a href="#">Framing effect</a>	Drawing different conclusions from the same information, depending on how that information is presented. <sup>[51]</sup>
Frequency illusion	The illusion in which a word, a name, or other thing that has recently come to one's attention suddenly seems to appear with improbable frequency shortly afterwards (not to be confused with the <a href="#">recency illusion</a> or <a href="#">selection bias</a> ). <sup>[52]</sup> This illusion is sometimes referred to as the Baader-Meinhof phenomenon. <sup>[53]</sup>

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<a href="#">Gambler's fallacy</a>	The tendency to think that future probabilities are altered by past events, when in reality they are unchanged. The fallacy arises from an erroneous conceptualization of the <a href="#">law of large numbers</a> . For example, "I've flipped heads with this coin five times consecutively, so the chance of tails coming out on the sixth flip is much greater than heads." <sup>[55]</sup>
<a href="#">Hard–easy effect</a>	Based on a specific level of task difficulty, the confidence in judgments is too conservative and not extreme enough. <sup>[5][56][57][58]</sup>
<a href="#">Hindsight bias</a>	Sometimes called the "I-knew-it-all-along" effect, the tendency to see past events as being predictable <sup>[59]</sup> at the time those events happened.
<a href="#">Hostile attribution bias</a>	The "hostile attribution bias" is the tendency to interpret others' behaviors as having hostile intent, even when the behavior is ambiguous or benign. <sup>[60]</sup>
<a href="#">Hot-hand fallacy</a>	The "hot-hand fallacy" (also known as the "hot hand phenomenon" or "hot hand") is the fallacious belief that a person who has experienced success with a random event has a greater chance of further success in additional attempts.
<a href="#">Illusion of control</a>	The tendency to overestimate one's degree of influence over other external events. <sup>[64]</sup>
<a href="#">Illusion of validity</a>	Belief that our judgments are accurate, especially when available information is consistent or inter-correlated. <sup>[65]</sup>
<a href="#">Illusory correlation</a>	Inaccurately perceiving a relationship between two unrelated events. <sup>[66][67]</sup>
<a href="#">Illusory truth effect</a>	A tendency to believe that a statement is true if it is <a href="#">easier to process</a> , or if it has been <a href="#">stated multiple times</a> , regardless of its actual veracity. These are specific cases of <a href="#">truthiness</a> .
<a href="#">Information bias</a>	The tendency to seek information even when it cannot affect action. <sup>[69]</sup>
<a href="#">Moral credential effect</a>	The tendency of a track record of non-prejudice to increase subsequent prejudice.
<a href="#">Negativity bias</a> or Negativity effect	Psychological phenomenon by which humans have a greater <a href="#">recall</a> of unpleasant memories compared with positive memories. <sup>[73][74]</sup> (see also actor-observer bias, <a href="#">group attribution error</a> , positivity effect, and <a href="#">negativity effect</a> ). <sup>[75]</sup>
<a href="#">Neglect of probability</a>	The tendency to completely disregard probability when making a decision under uncertainty. <sup>[76]</sup>
<a href="#">Normalcy bias</a>	The refusal to plan for, or react to, a disaster which has never happened before.

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<a href="#">Not invented here</a>	Aversion to contact with or use of products, research, standards, or knowledge developed outside a group. Related to <a href="#">IKEA effect</a> .
<a href="#">Observer-expectancy effect</a>	When a researcher expects a given result and therefore unconsciously manipulates an experiment or misinterprets data in order to find it (see also <a href="#">subject-expectancy effect</a> ).
<a href="#">Omission bias</a>	The tendency to judge harmful actions as worse, or less moral, than equally harmful omissions (inactions). <sup>[77]</sup>
<a href="#">Optimism bias</a>	The tendency to be over-optimistic, overestimating favorable and pleasing outcomes (see also <a href="#">wishful thinking</a> , <a href="#">valence effect</a> , <a href="#">positive outcome bias</a> ). <sup>[78][79]</sup>
<a href="#">Ostrich effect</a>	Ignoring an obvious (negative) situation.
<a href="#">Outcome bias</a>	The tendency to judge a decision by its eventual outcome instead of based on the quality of the decision at the time it was made.
<a href="#">Overconfidence effect</a>	Excessive confidence in one's own answers to questions. For example, for certain types of questions, answers that people rate as "99% certain" turn out to be wrong 40% of the time. <sup>[5][80][81][82]</sup>
<a href="#">Pessimism bias</a>	The tendency for some people, especially those suffering from <a href="#">depression</a> , to overestimate the likelihood of negative things happening to them.
<a href="#">Projection bias</a>	The tendency to overestimate how much our future selves share one's current preferences, thoughts and values, thus leading to sub-optimal choices. <sup>[83][84][74]</sup>
<a href="#">Reactance</a>	The urge to do the opposite of what someone wants you to do out of a need to resist a perceived attempt to constrain your freedom of choice (see also <a href="#">Reverse psychology</a> ).
<a href="#">Reactive devaluation</a>	Devaluing proposals only because they purportedly originated with an adversary.
Regressive bias	A certain state of mind wherein high values and high likelihoods are overestimated while low values and low likelihoods are underestimated. <sup>[5][86][87][unreliable source?]</sup>
<a href="#">Restraint bias</a>	The tendency to overestimate one's ability to show restraint in the face of temptation.
<a href="#">Rhyme as reason effect</a>	Rhyming statements are perceived as more truthful. A famous example being used in the O.J Simpson trial with the defense's use of the phrase "If the gloves don't fit, then you must acquit."

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<a href="#">Risk compensation</a> / Peltzman effect	The tendency to take greater risks when perceived safety increases.
<a href="#">Selection bias</a>	The tendency to notice something more when something causes us to be more aware of it, such as when we buy a car, we tend to notice similar cars more often than we did before. They are not suddenly more common – we just are noticing them more. Also called the Observational Selection Bias.
<a href="#">Selective perception</a>	The tendency for expectations to affect perception.
<a href="#">Simmelweis reflex</a>	The tendency to reject new evidence that contradicts a paradigm. <sup>[31]</sup>
<a href="#">Social desirability bias</a>	The tendency to over-report socially desirable characteristics or behaviours in oneself and under-report socially undesirable characteristics or behaviours. <sup>[89]</sup>
<a href="#">Status quo bias</a>	The tendency to like things to stay relatively the same (see also <a href="#">loss aversion</a> , <a href="#">endowment effect</a> , and <a href="#">system justification</a> ). <sup>[90][91]</sup>
<a href="#">Stereotyping</a>	Expecting a member of a group to have certain characteristics without having actual information about that individual.
<a href="#">Subjective validation</a>	Perception that something is true if a subject's belief demands it to be true. Also assigns perceived connections between coincidences.
<a href="#">Third-person effect</a>	Belief that mass communicated media messages have a greater effect on others than on themselves.
<a href="#">Well travelled road effect</a>	Underestimation of the duration taken to traverse oft-traveled routes and overestimation of the duration taken to traverse less familiar routes.
<a href="#">Women are wonderful effect</a>	A tendency to associate more positive attributes with women than with men.
<a href="#">Zero-sum bias</a>	A bias whereby a situation is incorrectly perceived to be like a zero-sum game (i.e., one person gains at the expense of another).

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## Social biases

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Name	Description
<a href="#">Actor-observer bias</a>	The tendency for explanations of other individuals' behaviors to overemphasize the influence of their personality and underemphasize the influence of their situation (see also <a href="#">Fundamental attribution error</a> ), and for explanations of one's own behaviors to do the opposite (that is, to overemphasize the influence of our situation and underemphasize the influence of our own personality).
<a href="#">Authority bias</a>	The tendency to attribute greater accuracy to the opinion of an authority figure (unrelated to its content) and be more influenced by that opinion. <sup>[95]</sup>
<a href="#">Cheerleader effect</a>	The tendency for people to appear more attractive in a group than in isolation. <sup>[96]</sup>
<a href="#">Defensive attribution hypothesis</a>	Attributing more blame to a harm-doer as the outcome becomes more severe or as personal or situational <a href="#">similarity</a> to the victim increases.
<a href="#">Egocentric bias</a>	Occurs when people claim more responsibility for themselves for the results of a joint action than an outside observer would credit them with.
<a href="#">Extrinsic incentives bias</a>	An exception to the <i>fundamental attribution error</i> , when people view others as having (situational) extrinsic motivations and (dispositional) intrinsic motivations for oneself
<a href="#">False consensus effect</a>	The tendency for people to overestimate the degree to which others agree with them. <sup>[97]</sup>
<a href="#">Fundamental attribution error</a>	The tendency for people to over-emphasize personality-based explanations for behaviors observed in others while under-emphasizing the role and power of situational influences on the same behavior <sup>[74]</sup> (see also actor-observer bias, <a href="#">group attribution error</a> , positivity effect, and <a href="#">negativity effect</a> ). <sup>[75]</sup>
<a href="#">Group attribution error</a>	The biased belief that the characteristics of an individual group member are reflective of the group as a whole or the tendency to assume that group decision outcomes reflect the preferences of

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	group members, even when information is available that clearly suggests otherwise.
<a href="#">Halo effect</a>	The tendency for a person's positive or negative traits to "spill over" from one personality area to another in others' perceptions of them (see also <a href="#">physical attractiveness stereotype</a> ). <sup>[98]</sup>
<a href="#">Illusion of asymmetric insight</a>	People perceive their knowledge of their peers to surpass their peers' knowledge of them. <sup>[99]</sup>
<a href="#">Illusion of external agency</a>	When people view self-generated preferences as instead being caused by insightful, effective and benevolent agents.
<a href="#">Illusion of transparency</a>	People overestimate others' ability to know them, and they also overestimate their ability to know others.
<a href="#">Illusory superiority</a>	Overestimating one's desirable qualities, and underestimating undesirable qualities, relative to other people. (Also known as "Lake Wobegon effect", "better-than-average effect", or "superiority bias"). <sup>[100]</sup>
<a href="#">Ingroup bias</a>	The tendency for people to give preferential treatment to others they perceive to be members of their own groups.
<a href="#">Just-world hypothesis</a>	The tendency for people to want to believe that the world is fundamentally just, causing them to rationalize an otherwise inexplicable injustice as deserved by the victim(s).
<a href="#">Moral luck</a>	The tendency for people to ascribe greater or lesser moral standing based on the outcome of an event.
<a href="#">Naïve cynicism</a>	Expecting more <i>egocentric bias</i> in others than in oneself.
<a href="#">Naïve realism</a>	The belief that we see reality as it really is – objectively and without bias; that the facts are plain for all to see; that rational people will agree with us; and that those who don't are either uninformed, lazy, irrational, or biased.
<a href="#">Outgroup homogeneity bias</a>	Individuals see members of their own group as being relatively more varied than members of other groups. <sup>[101]</sup>
<a href="#">Self-serving bias</a>	The tendency to claim more responsibility for successes than failures. It may also manifest itself as a tendency for people to evaluate ambiguous information in a way beneficial to their interests (see also <a href="#">group-serving bias</a> ). <sup>[102]</sup>



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<a href="#">Shared information bias</a>	Known as the tendency for group members to spend more time and energy discussing information that all members are already familiar with (i.e., shared information), and less time and energy discussing information that only some members are aware of (i.e., unshared information). <sup>[103]</sup>
<a href="#">System justification</a>	The tendency to defend and bolster the status quo. Existing social, economic, and political arrangements tend to be preferred, and alternatives disparaged, sometimes even at the expense of individual and collective self-interest. (See also status quo bias.)
<a href="#">Trait ascription bias</a>	The tendency for people to view themselves as relatively variable in terms of personality, behavior, and mood while viewing others as much more predictable.
<a href="#">Worse-than-average effect</a>	A tendency to believe ourselves to be worse than others at tasks which are difficult. <sup>[104]</sup>

## Memory errors and biases

Main article: [List of memory biases](#)

In [psychology](#) and [cognitive science](#), a memory bias is a [cognitive bias](#) that either enhances or impairs the recall of a [memory](#) (either the chances that the memory will be recalled at all, or the amount of time it takes for it to be recalled, or both), or that alters the content of a reported memory. There are many types of memory bias, including:

Name	Description
<a href="#">Choice-supportive bias</a>	In a self-justifying manner retroactively ascribing one's choices to be more informed than they were when they were made.
Consistency bias	Incorrectly remembering one's past attitudes and behaviour as resembling present attitudes and behaviour. <sup>[106]</sup>
<a href="#">Egocentric bias</a>	Recalling the past in a self-serving manner, e.g., remembering one's exam grades as being better than they were, or remembering a caught fish as bigger than it really was.
<a href="#">Fading affect bias</a>	A bias in which the emotion associated with unpleasant memories fades more quickly than the emotion associated with positive events. <sup>[107]</sup>
<a href="#">False memory</a>	A form of <i>misattribution</i> where imagination is mistaken for a memory.
<a href="#">Hindsight bias</a>	The inclination to see past events as being more predictable than they actually were; also called the "I-knew-it-all-along" effect.

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<a href="#">Illusory correlation</a>	Inaccurately remembering a relationship between two events. <sup>[5][67]</sup>
<a href="#">Mood-congruent memory bias</a>	The improved recall of information congruent with one's current mood.
Persistence	The unwanted recurrence of memories of a <a href="#">traumatic event</a> . <sup>[citation needed]</sup>
<a href="#">Picture superiority effect</a>	The notion that concepts that are learned by viewing pictures are more easily and frequently recalled than are concepts that are learned by viewing their written word form counterparts. <sup>[115][116][117][118][119][120]</sup>
Positivity effect ( <a href="#">Socioemotional selectivity theory</a> )	That older adults favor positive over negative information in their memories.
<a href="#">Rosy retrospection</a>	The remembering of the past as having been better than it really was.
Self-relevance effect	That memories relating to the self are better recalled than similar information relating to others.
<a href="#">Source confusion</a>	Confusing episodic memories with other information, creating distorted memories. <sup>[124]</sup>
<a href="#">Spotlight effect</a>	The tendency to overestimate the amount that other people notice your appearance or behavior.
Stereotypical bias	Memory distorted towards stereotypes (e.g., racial or gender).
<a href="#">Tachypsychia</a>	When time perceived by the individual either lengthens, making events appear to slow down, or contracts. <sup>[127]</sup>
<a href="#">Telescoping effect</a>	The tendency to displace recent events backward in time and remote events forward in time, so that recent events appear more remote, and remote events, more recent.
<a href="#">Tip of the tongue phenomenon</a>	When a subject is able to recall parts of an item, or related information, but is frustratingly unable to recall the whole item. This is thought to be an instance of "blocking" where multiple similar memories are being recalled and interfere with each other. <sup>[105]</sup>
Travis Syndrome	Overestimating the significance of the present. <sup>[129]</sup> It is related to the enlightenment <a href="#">Idea of Progress</a> and <a href="#">chronological snobbery</a> with possibly an <a href="#">appeal to novelty logical fallacy</a> being part of the bias.
<a href="#">von Restorff effect</a>	That an item that sticks out is more likely to be remembered than other items. <sup>[131]</sup>
<a href="#">Zeigarnik effect</a>	That uncompleted or interrupted tasks are remembered better than completed ones.