

# BIASES

CSC491/2600 | UTORONTO





# PEER GROUPS

THESE ARE BIASES THAT ARE IMPACTED BY THOSE AROUND YOU

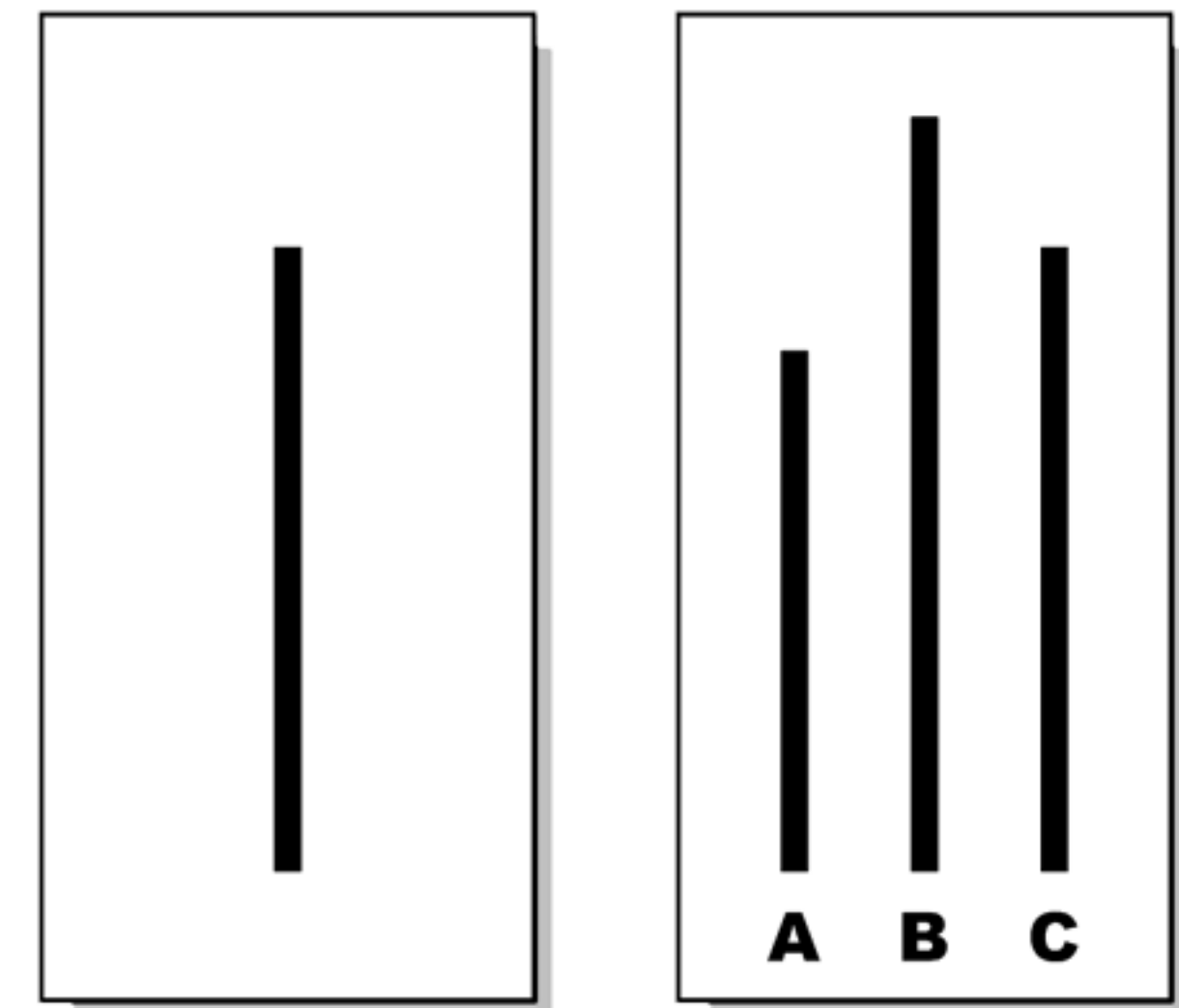
- **Conformity Bias**
- **Similarity Bias**
- **Contract Effect**

# CONFORMITY BIAS

CHANGING ONE'S OPINIONS TO BE MORE IN LINE WITH PEERS.

When people were shown this picture and asked which line matched the one on the left, people responded with C.

However when told their peers said A, a majority of participants changed their answer to match.



# **SIMILARITY BIAS**

**TENDENCY TO VIEW THOSE SIMILAR TO YOURSELF AS BETTER**





# CONTRAST EFFECT

ENHANCEMENT OR DIMINISHMENT OF PERCEPTION, COGNITION,  
OR PERFORMANCE DUE TO REPEATED INTERACTION



# **SELF IMPOSED**

**THESE ARE BIASES THAT ARE IMPACTED BY ONE'S SELF**

- **Attribution Bias**
- **Confirmation Bias**
- **Optimism/Pessimism Bias**
- **Negativity Bias**
- **Decline Bias**
- **Sunk Cost Fallacy**
- **Hindsight Bias**



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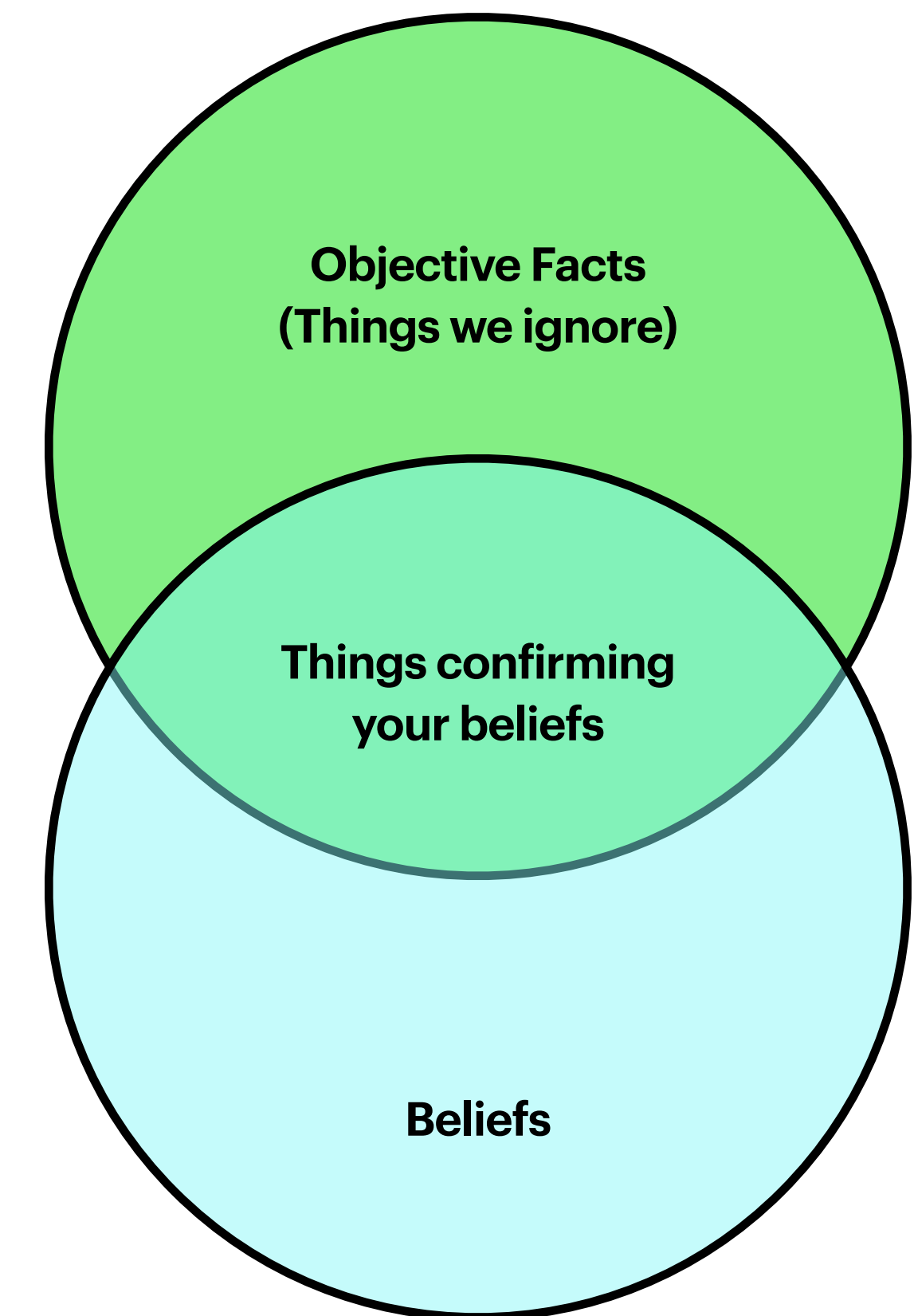
# **ATTRIBUTION BIAS**

**TENDENCY TO ATTRIBUTE SUCCESS TO SELF, AND  
FAILURES TO OTHER PEOPLE/THINGS**



# CONFIRMATION BIAS

TENDENCY TO SEARCH FOR, INTERPRET, AND FAVOUR  
INFORMATION TO SUPPORT ONE'S OWN BELIEFS





# **OPTIMISM/PESSIMISM BIAS**

**TENDENCY TO THINK A POSITIVE OUTCOME WILL  
HAPPEN WHEN HAPPY, AND A BAD OUTCOME WHEN SAD**





# NEGATIVITY BIAS

HUMANS HATE LOSING. HUMANS HAVE A TENDENCY TO WEIGH POTENTIAL LOSS GREATER THAN POTENTIAL WINS.



<https://www.gemmacorrell.com>

Gemma CORRELL '17



# DECLINE BIAS

AVERSION TO CHANGE.  
ROMANTICIZING THE PAST.





# SUNK COST FALLACY

CONTINUING AN ENDEAVOUR IN WHICH YOU HAVE  
INVESTED TIME/MONEY TO GET YOUR “MONEY’S WORTH”,  
DESPITE THE PROJECT LIKELY FAILING





# HINDSIGHT BIAS

**"HINDSIGHT IS 20/20"**  
**OVERESTIMATING YOUR ABILITY TO PREDICT AN  
OUTCOME**





# **PRE-CONCEIVED NOTIONS**

**THESE ARE BIASES THAT COME FROM PRE-CONCEIVED THOUGHTS OR NOTIONS**

- **Beauty Bias**
- **Halo Effect**
- **Horns Effect**
- **Authority Bias**



# BEAUTY BIAS

TENDENCY TO THINK ATTRACTIVE PEOPLE ARE MORE  
COMPETENT



# HALO EFFECT

TENDENCY TO SOMEONE IN YOUR GOOD BOOKS CAN  
DO NO WRONG





# HORNS EFFECT

TENDENCY TO SOMEONE IN YOUR BAD BOOKS CAN  
DO NO RIGHT





# **AUTHORITY BIAS**

**TENDENCY TO ATTRIBUTE GREATER ACCURACY TO  
THOSE IN AUTHORITY**





# CREDITS

## RESOURCES

- <https://www.psychologytoday.com/us/blog/thoughts-thinking/201809/12-common-biases-affect-how-we-make-everyday-decisions>
- <https://www.socialtalent.com/blog/diversity-and-inclusion/9-types-of-bias>

# CREDITS

## PHOTOS

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