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Every Single Cognitive Bias in



Published 4 weeks ago on August 26, 2021

By **Jeff Desjardins**

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Every Single Cognitive Bias in One Infographic

View the high resolution version of today's graphic by [clicking here](#).

The human brain is capable of incredible things, but it's also extremely flawed at times.

Science has shown that we tend to make all sorts of mental mistakes, called “cognitive biases” that can affect both our thinking and actions. These biases can lead to us extrapolating information from the wrong sources, seeking to confirm existing beliefs, or failing to remember events the way they actually happened!

To be sure, this is all part of being human—but such cognitive biases can also have a profound effect on our endeavors, investments, and life in general.

For this reason, today's infographic from [DesignHacks.co](#) is particularly handy. It shows 188 groups each of the 188 known confirmation biases in existence.

What is a Cognitive Bias?

Humans have a tendency to think in particular ways that can lead to systematic deviations from making rational judgments.

These tendencies usually arise from:

- Information processing shortcuts
- The limited processing ability of the brain
- Emotional and moral motivations
- Distortions in storing and retrieving memories
- Social influence

Cognitive biases have been studied for decades by academics in the fields of cognitive science, social psychology, and behavioral economics, but they are especially relevant in today's information-packed world. They influence the way we think and act, and such irrational shortcuts can lead to all kinds of problems in entrepreneurship, investing, or management.

Cognitive Bias Examples

Here are five examples of how these types of biases can affect people in the business world.

1. Familiarity Bias: An investor puts her money in “what she knows”, rather than seeking obvious benefits from portfolio diversification. Just because a certain type of industry or is familiar doesn’t make it the logical selection.


2. Self-Attribution Bias: An entrepreneur overly attributes his company’s success to him rather than other factors (team, luck, industry trends). When things go bad, he blames the external factors for derailing his progress.

3. Anchoring Bias: An employee in a salary negotiation is too dependent on the first number mentioned in the negotiations, rather than rationally examining a range of options.

4. Survivorship Bias: Entrepreneurship looks easy, because there are so many successful entrepreneurs out there. However, this is a cognitive bias: the successful entrepreneurs are the ones still around, while the millions who failed went and did other things.

5. Gambler’s Fallacy: A venture capitalist sees a portfolio company rise and rise in value before an IPO, far behind what he initially thought possible. Instead of holding on to a winner and rationally evaluating the possibility that appreciation could still continue, he dumps the stock in the existing gains.

This post was first published in 2017. We have since updated it, adding in new content for



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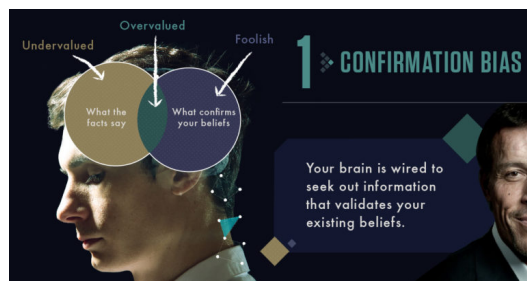
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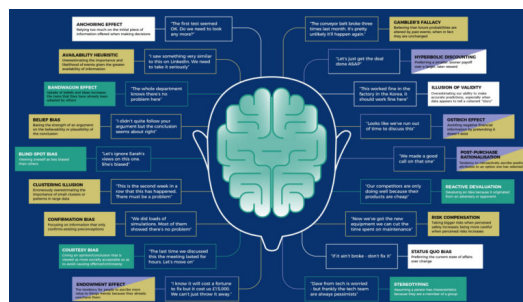
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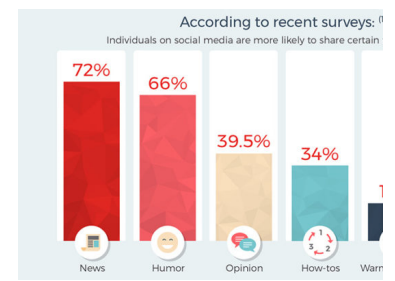
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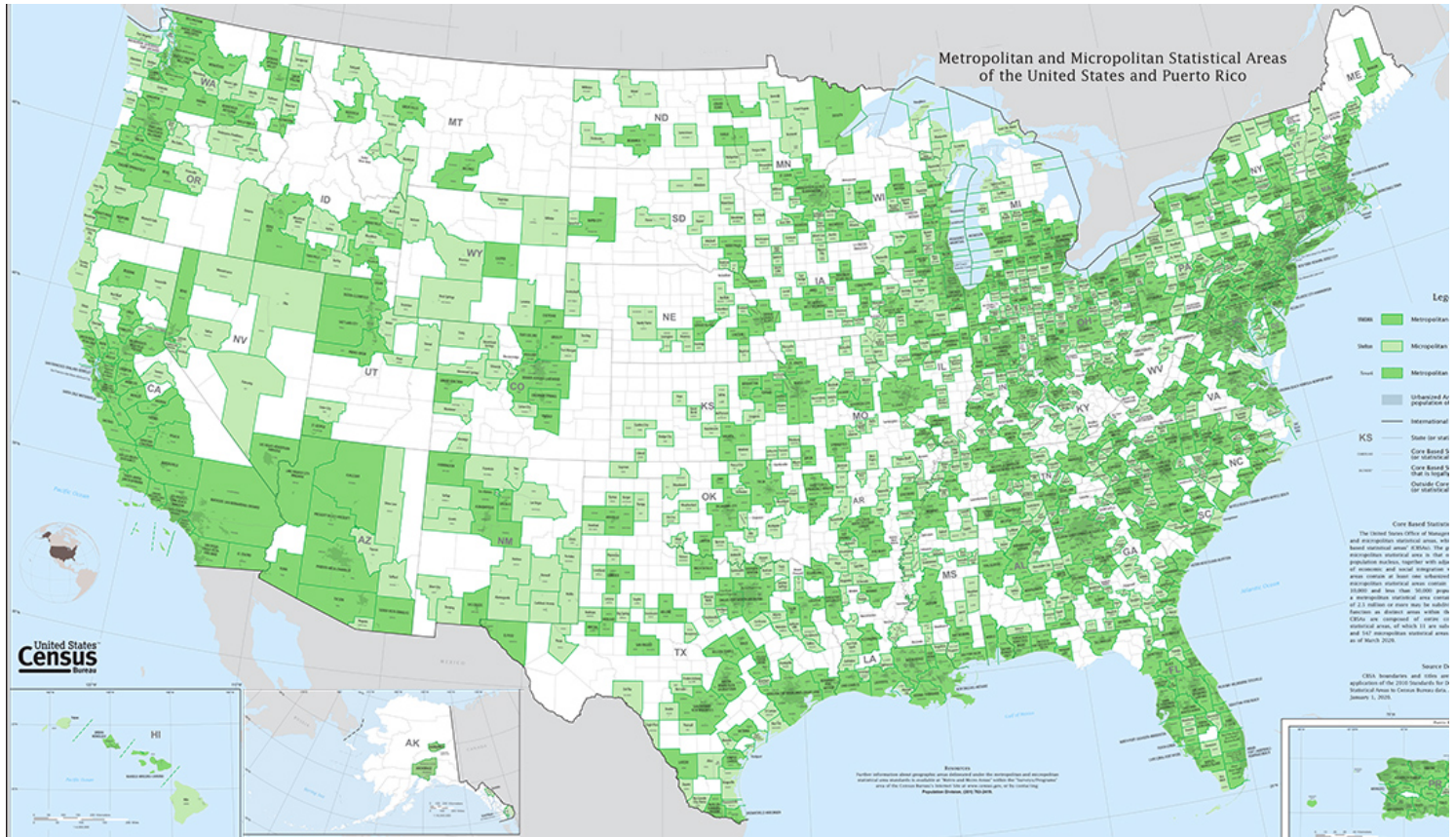
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This Giant Map Shows All the Metropolitan Areas in the U.S.

The United States is the third most populous country in the world, made up of close 20,000 cities and towns, and 333 million individuals.

Dividing these population clusters into a coherent framework of statistical areas is a small feat, and the U.S. Census Bureau's latest map shows just how complex of a task it is.

This enormous map—which covers the entire country, including Puerto Rico—includes 392 metropolitan statistical areas and 547 micropolitan statistical areas.

For reference, here are all the current metropolitan statistical areas in the United States, organized by population:

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Published 21 hours ago on September 24, 2021

By **Omri Wallach**



The Best Selling Vehicles in America, By State

From Ford trucks in the Midwest to Toyotas on the coasts, the best selling vehicles in America reveal a lot about the country.

Compared to other countries with fewer highways or narrower roads, the U.S. is very much a truck-friendly country. Across the U.S., the most sold vehicle in 2019 was the Ford F-Series of trucks, primarily the F-150.

As the home of the world's pioneer automotive manufacturers, including Ford and GM, U.S. consumers primarily purchase local brands. But that hasn't stopped Toyota, the largest foreign manufacturer in the world, from also gaining a foothold.

This graphic uses 2020 sales data from automotive information resource Edmunds.com to be breaking down the best selling vehicles in each state through new vehicle retail

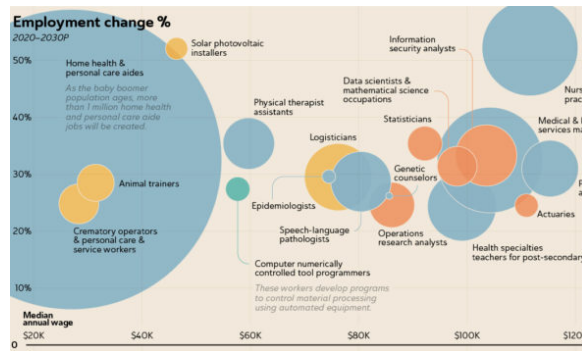
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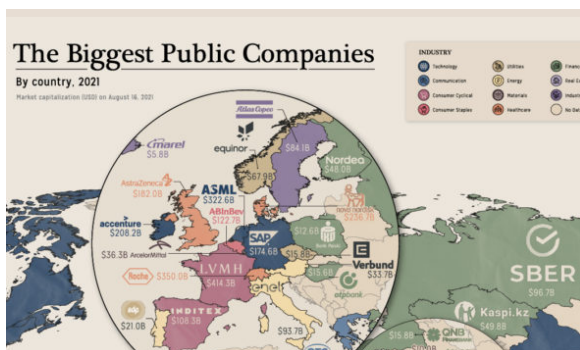
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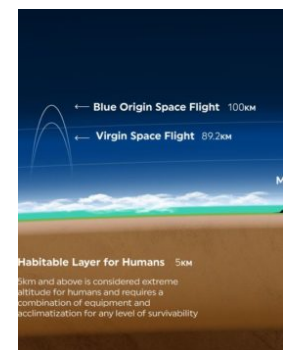
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