

Falling for Bullshit is way too easy.

50 COGNITIVE BIASES TO BE AWARE OF SO YOU CAN BE THE VERY BEST VERSION OF YOU

Memory

Fundamental Attribution Error

We judge others on their personality or fundamental character, but we judge ourselves on the situation.



Sally is late to class; she's lazy. You're late to class; it was a bad morning.

Social

Self-Serving Bias

Our failures are situational, but our successes are our responsibility.



You won that award due to hard work rather than help or luck. Meanwhile, you failed a test because you hadn't gotten enough sleep.

Learning

In-Group Favoritism

We favor people who are in our in-group as opposed to an out-group.



Francis is in your church, so you like Francis more than Sally.

Belief

Bandwagon Effect

Ideas, fads, and beliefs grow as more people adopt them.



Sally believes fidget spinners help her children. Francis does, too.

Money

Politics

Groupthink

Due to a desire for conformity and harmony in the group, we make irrational decisions, often to minimize conflict.



Sally wants to go get ice cream. Francis wants to shop for T-shirts. You suggest getting T-shirts with pictures of ice cream on them.

Halo Effect

If you see a person as having a positive trait, that positive impression will spill over into their other traits. (This also works for negative traits.)



"Taylor could never be mean; she's so cute!"

Moral Luck

Better moral standing happens due to a positive outcome; worse moral standing happens due to a negative outcome.



"X culture won X war because they were morally superior to the losers."

False Consensus

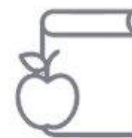
We believe more people agree with us than is actually the case.



"Everybody thinks that!"

Curse of Knowledge

Once we know something, we assume everyone else knows it, too.



Alice is a teacher and struggles to understand the perspective of her new students.

Spotlight Effect

We overestimate how much people are paying attention to our behavior and appearance.



Sally is worried everyone's going to notice how lame her ice cream T-shirt is.

Cognitive Biases (Kognitive Verzerrungen)

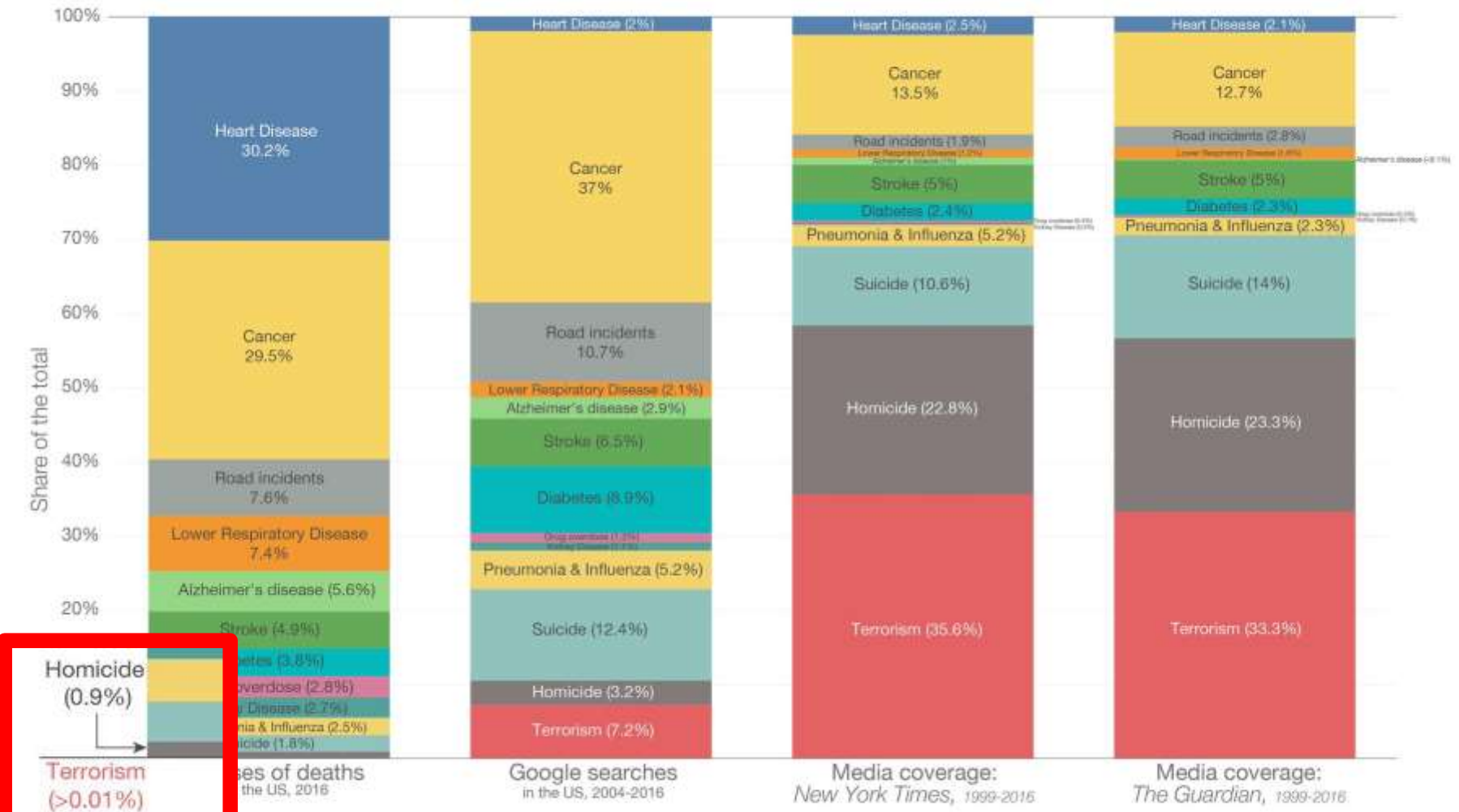
Eine **kognitive Verzerrung** ist ein **kognitionspsychologischer Sammelbegriff** für **systematische fehlerhafte Neigungen** beim **Wahrnehmen**, **Erinnern**, **Denken** und **Urteilen**. Sie bleiben meist **unbewusst** und basieren auf **kognitiven Heuristiken**.
(Wikipedia)

Cognitive Biases durch Medien

Causes of death in the US



What Americans die from, what they search on Google, and what the media reports on



15] – Death: reality vs. reported. All data available at: <https://owenshen24.github.io/charting-death>
16] Google search data averaged over the period from 2004 to 2016; and NYT and Guardian data from 1999 to 2016.
Shown is the data on the ten leading causes of death in the United States plus drug overdoses, homicides and terrorism.
All values are normalized to 100% so they represent their relative share of the top causes, rather than absolute counts (e.g. 'deaths' represents each causes' share of deaths within the 13 categories shown rather than total deaths). The causes of death shown here account for approximately 88% of total deaths in the United States in 2016.
This is a visualization from OurWorldinData.org, where you find data and research on how the world is changing. Licensed under CC-BY by the authors Hannah Ritchie and Max Roser.

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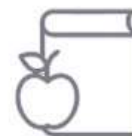
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