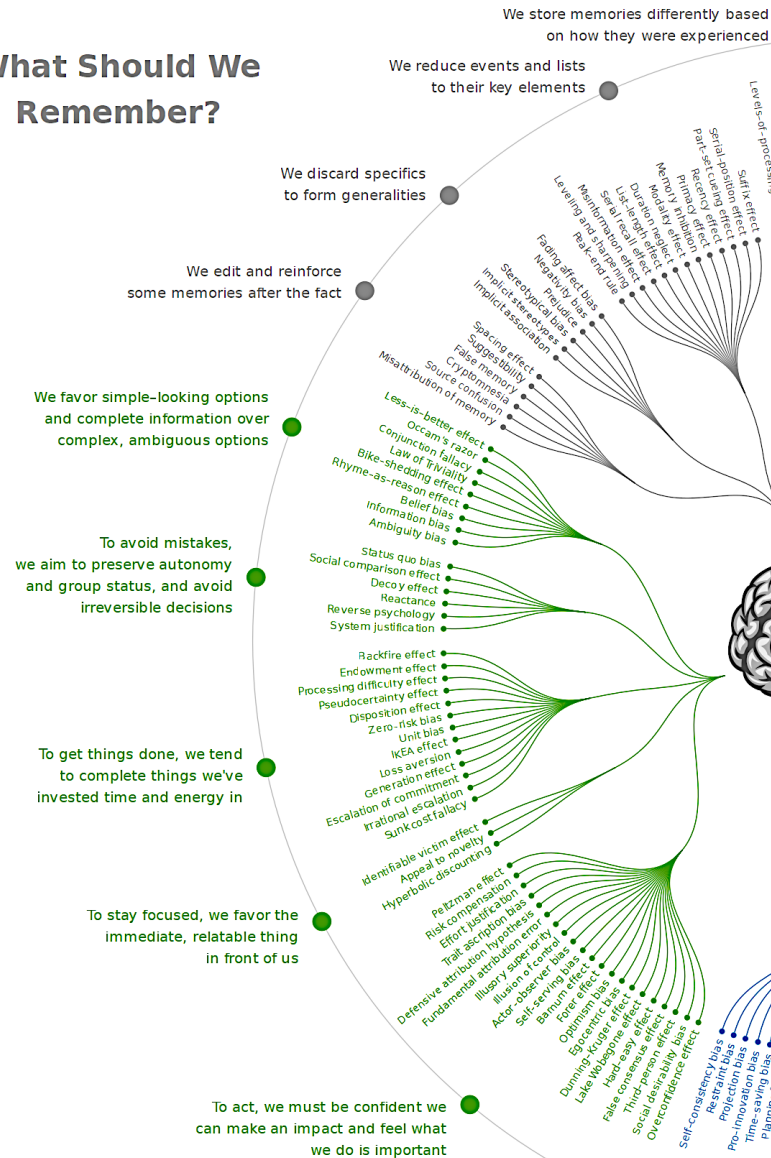


THE COGNITIVE BIAS CODEX

What Should We Remember?



Need To Act Fast

We notice things already primed in memory or repeated often

Bizarre, funny, visually striking, or anthropomorphic things stick out more than non-bizarre/unfunny things

Too Much Information

We notice when something has changed

We are drawn to details that confirm our own existing beliefs

We notice flaws in others more easily than we notice flaws in ourselves

We tend to find stories and patterns even when looking at sparse data

We fill in characteristics from stereotypes, generalities, and prior histories

We imagine things and people we're familiar with or fond of as better

We simplify probabilities and numbers to make them easier to think about

Not Enough Meaning

We think we know what other people are thinking

We project our current mindset and assumptions onto the past and future