

## 1. Actor-Observer Bias -

- Driving: When another driver cuts you off, you think, "That person is a reckless, terrible driver". When you cut someone off, you think, "I had to swerve to avoid a pothole".
- Chores: You see your roommate's dirty dishes in the sink and think they are lazy. When you leave your dishes in the sink, it's because you were running late of work.

## 2. Anchoring Bias -

- Bargaining: At a flea market, a seller first quotes a price of \$100 for an antique lamp. Even if it's only worth \$20, you are now "anchored" to the higher price and feel like getting it for \$50 is a great deal.
- First Impressions: The first time you meet a new coworker, they seem shy. For weeks, you treat them as if they are unapproachable, even after they start acting more outgoing, because your perception is anchored to that initial impression.

## 3. Attentional Bias -

- Dieting: If you are on a strict diet, you might notice every single advertisement for fast food, every bakery you pass, and what everyone else is eating, while ignoring healthier options around you.
- New car: The moment you decide you want to buy a specific model of a car, you start seeing that exact car everywhere on the road, even though the number of them hasn't changed.

## 4) Availability Heuristic -

- Shark Attacks: You might be afraid to swim in the ocean after watching a movie about a shark attack, overestimating your risk because the dramatic image is so readily "available" in your mind, even though such events are extremely rare.
- Winning the Lottery: After a local news story about a lottery winner in your town, you start by buying more tickets because the recent, vivid example makes winning seem more probable than it actually is.

## 5) Confirmation Bias -

- Social Media: You believe that a particular diet is the healthiest. You tend to follow and engage with social media accounts that promote this diet while blocking (ignoring) nutritionists who present evidence against it.
- Hiring: A manager believes that extroverts make the best employees. During interviews, they ask questions that allow extroverted candidates to shine and may unconsciously ignore the thoughtful, insightful answers from introverted candidates.

## 6) False Consensus Effect -

- Music Taste: You love a particular band and are genuinely surprised to learn that your friends have never heard of them, because you assume their popularity is universal.
- Work Ethic: You regularly stay late at work to finish projects and assume most of your colleagues do the same, overestimating how common that behavior is.

## 7) Functional Fixedness -

- Need a Hammer: You need to hang a picture but can't find a hammer you don't think to use the bottom of a heavy shoe on a can of soup because you only see those items for their intended purpose.