|  |  |
| --- | --- |
| bandwagoning | If you live in a city with a subway, you may have seen that a long line will form at one turnstile while the one next to it is completely free. Each new person shows up and just assumes that the second turnstile is broken, or else why would there be this disparity in the lines? But if no one decides to test this assumption, then the line will get longer and longer for no good reason! |
|  | All kinds of advertisements try to get you to buy their product by telling you about how popular it is. You, as the viewer, are supposed to think “Well, if everyone is buying this car then it must be good.” |
|  | If your cousin’s child developed autism after going through a standard round of vaccinations, you may believe that vaccinations cause autism even though science has conclusively shown that they don’t. |
| Available heuristic | If we know that a person is good at math, we tend to expect that they will show other kinds of intelligence as well. |
|  | It's a fairly common view that George W. Bush made an early decision to have a fight with Saddam Hussein when the opportunity arose. The story of how the intelligence on Saddam's weapons of mass destruction (WMD) was handled (see Confirmation Bias) raises fair suspicion that the decision to go to war was a very risky one. However, as soon as he was captured, the White House was not slow in using this to win support for the decision to go to war. Of course, capturing Saddam was never part of that decision. Their effort to lever it in as evidence to defend the decision to go to war was an example of Choice Supportive Bias. |
| Self serving bias | The friend who wins at the go-kart track and says: "The karts are all the same, but I am just a better racer than you guys." His assertion is designed to boost his image among his friends. If the same person were to lose the race, you might hear: "Hey, I would have easily won that race if my kart wasn't so lousy." This comment is designed to preserve his self-esteem. |

**Bandwagoning**- tendency to adopt the same beliefs as the people around you, or to assume that other people are making the right decision.

**Availability Heuristic**- tendency to attach too much weight to information that we happen to have available to us, even if we’ve done no systematic research.

**Halo Effect-**Tendency to perceive a person’s attributes as covering more areas than they actually do.

**Choice Supportive Bias-**tendency for a decision-maker to defend his own decision or to later rate it better than it was simply because he made it.

**Self Serving Bias-** tendency to take credit for positive outcomes or to lay blame elsewhere for failures. There are two main motivations which lead people to act in this way: (1) They are trying to create a positive image of themselves, or (2) They are trying to preserve their self-esteem.