

10 COMMON TYPES OF BIAS YOU SHOULD KNOW

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DECISION MAKING



1. SURVIORSHIP BIAS

Focus on the traits of the successful whilst ignoring the failures.



2. CONFIRMATION BIAS

Focus on data that confirms our beliefs.



3. FRAMING BIAS

Solving a problem based on the context it is presented.



4. AVAILABILITY BIAS

Relying on immediate, easily recalled info.

SOCIAL INFLUENCE



5. GROUPTHINK

Desire for group harmony leads to poor decision making.



6. LIKING/ LOVING TENDENCY

Liking people who like us, positive feedback loop.



7. ENVY/ JEALOUSY TENDENCY

Resenting others' success or advantages.

PERSONAL ATTACHMENT



8. IKEA EFFECT

Overvaluing things we place successful effort into.



9. COMMITMENT BIAS

Sticking to decisions, based on past action.



10. DEPRIVAL SUPER REACTION BIAS

Overreacting to loss of something almost gained.