



Decision-Making: Avoiding Cognitive Biases

Unbiasedness is crucial in order to avoid making potentially wrong decisions – its difficulty, though, lies in the fact that the decision-making process comprises of a series of hurdles that may either slow you down or make you stumble. These **hurdles** are what psychologists call '**cognitive biases**', that is, (often unknowing) deviations from rational judgement due to **subjective and / or erroneous inferences about reality**. Cognitive biases deeply affect our objectivity when analyzing reality – becoming aware of their interference, though, may help avoid them.

1. ANCHORING BIAS

Using the first piece of information provided in a given situation as a yardstick for the assessment of the situation itself.

2. AVAILABILITY HEURISTIC BIAS

Overestimating the importance of the information at hand.

3. BANDWAGON EFFECT

Gregariously believing in what everybody else believes.

4 & 5. CHOICE SUPPORTIVE / CONFIRMATION BIAS

Analyzing reality to find confirmation of a choice previously made.

6. OSTRICH BIAS

Turning a blind eye to anything that may contradict our convictions.

7. OUTCOME BIAS

Assessing a decision on the basis of its outcome, regardless of the luck factor.

9. PLACEBO BIAS

When you think that something will have a positive impact on you, then you'll probably see such positive impact – no matter what.

10. SURVIVORSHIP BIAS

Judging something based on surviving information about it, regardless of the sources.

11. SELECTIVE PERCEPTION

Similarly to the ostrich bias, you only pay attention to what you want to see...



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FOR A **VIDEO** ON
COGNITIVE BIASES

12. BLIND SPOT BIAS

Nurturing the conviction that you are less biased than other people are, so your decisions will be more objective than the average.