

# The Fault Within Us

Everyone has his or her own worldview. But while interpreting or making judgements our brains are tuned in such a way that all of us are prone to making mistakes. Experts have identified more than 180 cognitive biases that warp the perception of what is real. Social scientists study how cognitive bias or stereotyping impacts workplace behaviours. This infographic — from School of Thought — lists 24 such mental mistakes that may lead to inaccurate judgements.

## ANCHORING

The first thing you judge influences your judgement of all that follows



## BACKFIRE EFFECT

When your core beliefs are challenged, it can cause you to believe even more strongly



## SUNK COST FALLACY

You irrationally cling to things that have already cost you something



## CONFIRMATION BIAS

You favour things that confirm your existing beliefs



It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so

MARK TWAIN

## BARNUM EFFECT

You see personal specifics in vague statements by filling in the gaps



The first principle is that you must not fool yourself - and you are the easiest person to fool

RICHARD FEYNMAN

## DUNNING-KRUGER EFFECT

The more you know, the less confident you're likely to be



## AVAILABILITY HEURISTIC

Your judgements are influenced by what springs most easily to mind



## DECLINISM

You remember the past as better than it was, and expect the future to be worse than it will likely be



## CURSE OF KNOWLEDGE

Once you understand something you presume it to be obvious to everyone



## JUST WORLD HYPOTHESIS

Your preference for a just world makes you presume that it exists



## FRAMING EFFECT

You allow yourself to be unduly influenced by context and delivery



## IN-GROUP BIAS

You unfairly favour those who belong to your group



## FUNDAMENTAL ATTRIBUTION ERROR

You judge others on their character, but yourself on the situation



## PLACEBO EFFECT

If you believe you're taking medicine it can sometimes 'work' even if it's fake



## HALO EFFECT

How much you like someone, or how attractive they are, influences your other judgements of them.



## BYSTANDER EFFECT

You presume someone else is going to do something in an emergency situation.



## GROUPTHINK

You let the social dynamics of a group situation override the best outcomes



## SELF-SERVING BIAS

You believe your failures are due to external factors, yet you're personally responsible for your successes



## REACTANCE

You'd rather do the opposite of what someone is trying to make you do



## NEGATIVITY BIAS

You allow negative things to disproportionately influence your thinking



## PESSIMISM BIAS

You overestimate the likelihood of negative outcomes



## BELIEF BIAS

If a conclusion supports your existing beliefs, you'll rationalise anything that supports it



## OPTIMISM BIAS

You overestimate the likelihood of positive outcomes



## SPOTLIGHT EFFECT

You overestimate how much people notice how you look and act

