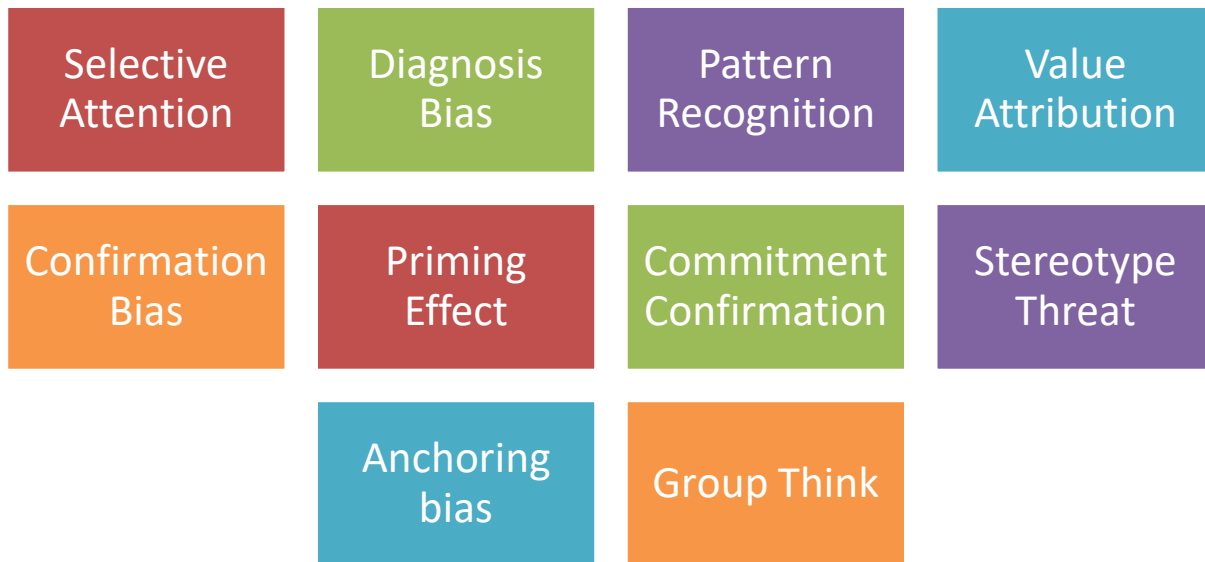


10 types of bias



1. Selective Attention—We tend to selectively see some things but not others depending on the context.
2. Diagnosis Bias—The propensity to label people, places, and things, based on our first impression irrespective of evidence put before us.
3. Pattern Recognition—The tendency to sort information based on prior experience.
4. Value Attribution—The inclination to infuse a person or thing with certain qualities based on initial perceived value.
5. Confirmation Bias—The tendency to unconsciously seek out evidence to confirm what we believe is true.
6. Priming Effect—The implicit tendency to respond to something based on expectations created by a previous experience or association.
7. Commitment Confirmation—The tendency to become attached to a particular point of view even when it may be obviously wrong.
8. Stereotype Threat—The experience of anxiety or concern in a situation where a person has the potential to confirm a negative stereotype about their social group.
9. Anchoring bias—The common tendency to rely too heavily on one trait or piece of information when making decisions, such as assuming that people from elite school are more qualified despite holes in the elite school graduate's credentials.
10. Group Think—The influence of group associations and beliefs on our thoughts and behaviors.