

# 12 Biases

## Barriers to Critical Analysis



### anchoring

The first thing you judge influences your judgment of all that follows.



### sunk cost fallacy

You irrationally cling to things that have already cost you something.



### confirmation bias

You favor things that confirm your existing beliefs.



### dunning-kruger effect

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



### backfire effect

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



### barnum effect

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



### groupthink

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



### optimism bias

You overestimate the likelihood of positive outcomes.



### halo effect

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



### just world hypothesis

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



### in-group bias

You unfairly favor those who belong to your group.



### placebo effect

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

## References

Richardson, J., Smith, A., & Meadon, S. (n.d.). *24 biases stuffing up your thinking*. Retrieved June 26, 2018, from <https://yourbias.is/>

