

# Reflecting on biases

Which biases do you witness? Which do you have?

Source: Marcus L. (2020). [50 Cognitive Biases in the Modern World](#). Visual Capitalist.

<b>Authority bias</b> The tendency to <b>attribute greater accuracy to the opinion of an authority figure</b> and be more influenced by that opinion.	<b>Bandwagon effect</b> The tendency to do (or believe) things <b>because many other people do</b> (or believe) the same.	<b>Confirmation bias</b> The tendency to search for, interpret, focus on and <b>remember information in a way that confirms one's preconceptions.</b>
<b>Empathy gap</b> The tendency to <b>underestimate the influence or strength of feelings</b> , in either oneself or others.	<b>Focusing effect</b> The tendency to <b>place too much emphasis on one aspect of an event.</b>	<b>Illusory correlation</b> <b>Inaccurately perceiving a relationship between two unrelated events.</b>
<b>Mere exposure effect</b> The tendency to express <b>undue liking for things merely because of familiarity</b> with them.	<b>IKEA effect</b> Place a <b>disproportionately high value on objects that are partially assembled</b> - regardless of end quality.	<b>Social comparison bias</b> The tendency, when making decisions, to <b>favour people who don't compete with one's own particular strengths.</b>

Write or type in the template below.

<b>Which biases do I witness?</b>	
<b>Which biases do I have?</b>	
<b>How will I recognise or challenge them?</b>	