

Critical reflection: which biases do you witness?



Authority bias

The tendency to attribute greater accuracy to the opinion of an authority figure and be more influenced by that opinion.



Bandwagon effect

The tendency to do (or believe) things because many other people do (or believe) the same.



Confirmation bias

The tendency to search for, interpret, focus on and remember information in a way that confirms our preconceptions.



Empathy gap

The tendency to underestimate the influence or strength of feelings, in either oneself or others.



Focusing effect

The tendency to place too much emphasis on one aspect of an event.



Illusory correlation

Inaccurately perceiving a relationship between two unrelated events.



Mere exposure effect

The tendency to express undue liking for things merely because of familiarity with them.



IKEA effect

Place a disproportionately high value on objects that they partially assembled themselves, regardless of end quality.



Social comparison bias

The tendency, when making decisions, to favour people who don't compete with our own particular strengths.

Source: Glaveski, S. [36 Cognitive Biases That Inhibit Innovation](#). Collective Campus