Cognitive Biases Reference

Know Your Blind Spots

01 Confirmation Bias

We instinctively seek out information that confirms what we already believe — and ignore what contradicts it.

"When was the last time you genuinely changed your mind about something important?"

02 Anchoring

The first piece of information you encounter disproportionately shapes all subsequent judgments.

"Why does the first number in a negotiation set the entire range?"

03 Availability Heuristic

We judge the likelihood of events by how easily examples come to mind — not by actual frequency.

"Why do plane crashes feel more dangerous than car rides when the statistics say otherwise?"

04 Sunk Cost Fallacy

Money, time, or effort already spent should not influence future decisions — but it almost always does.

"Are you continuing because it's the right choice going forward, or because you've already invested too much to stop?"

05 Loss Aversion

Losses hurt roughly twice as much as equivalent gains feel good — and this asymmetry distorts nearly every decision you make.

"Would you take a coin flip where you win $110 or lose $100? Most people won't — and that tells you something important."

06 Dunning-Kruger Effect

People with low competence in a domain tend to overestimate their ability, while experts tend to underestimate theirs.

"How confident are you in your assessment of your own competence — and should that confidence itself worry you?"

07 Hindsight Bias

After something happens, we convince ourselves we knew it all along — even when we didn't.

"How often do you say 'I knew it' about something you never actually predicted?"

08 Status Quo Bias

We prefer the current state of affairs simply because it's familiar — even when alternatives are objectively better.

"Are you sticking with the default because it's truly the best option, or just because it's the current one?"

09 Framing Effect

The same information presented differently leads to different decisions — even when the underlying facts are identical.

"Would you choose a surgery with a 90% survival rate or one with a 10% mortality rate?"

10 Survivorship Bias

We study the winners and forget the losers — which distorts our understanding of what actually causes success.

"Are you learning from success stories without knowing how many people did the exact same thing and failed?"

11 Narrative Fallacy

Humans compulsively construct stories to explain random events, creating false causation and illusory patterns.

"Is this a real pattern, or a story your brain invented to make chaos feel orderly?"

12 Base Rate Neglect

We ignore how common or rare something is in general, and focus too much on the specific case in front of us.

"Before asking whether this specific case is special, have you checked how common it is in general?"