

Name:

Bias/effect name	Description
1	A case of moral luck occurs whenever luck makes a moral difference. In other words, a better moral standing happens due to a positive outcome.
2	A decision is made to avoid regretting an alternative decision in the future.
3	A person who has already performed a favor for another person is more likely to do another favor for the other than if they had received a favor from that person.
4	A person's lack of knowledge/skills in a certain area causes them to overestimate their own competence; conversely, those who excel in a given area think that the task is simple for everyone, and underestimate their relative abilities.
5	Adverse events having a more significant impact on our psychological state than positive events.
6	Although money has consistent, objective value, the way we go about spending it is often subject to different rules, depending on how we earned the money, how we intend to use it, and how it makes us feel.
7	An individual's exposure to a certain stimulus influences his or her response to a subsequent stimulus, without any awareness of the connection.
8	As a witness who secretly fears being vulnerable to a serious mishap, we will blame the victim less if we relate to the victim.
9	By repeating and spacing out information individuals learn, they can better recall that information in the future.
10	Disproving evidence sometimes has the unwarranted effect of confirming our beliefs.
11	Due to a desire for conformity and harmony in the group, we make irrational/dysfunctional decisions, often to minimize conflict. Members may alter their own opinions for the sake of group cohesion. Some members may also do this because they want to seem like a team players. Groupthink tends to occur in isolated groups, especially in groups with no clear rules for decision making and in groups where all of the people involved have similar backgrounds.
12	Feelings of nostalgia, or sentimentality for days gone by, lead us to place increased value on social connectedness and less value on saving money.
13	If we believe a treatment will work, it often will have a small physiological effect.
14	If you see a person as having a positive trait, that positive impression will spill over into their other traits. (This also works for negative traits.)
15	In decision-making we attempt to satisfice, rather than optimize for the best possible, i.e., we are satisfied by "good enough".
16	Incentives are powerful tools to motivate people to take a certain action. Other times, however, incentives can backfire, and might decrease motivation instead of increasing it.
17	It refers to our belief that the world is fair, and consequently, that the moral standings of our actions will determine our outcomes. This viewpoint causes us to believe that those who do good will be rewarded, and those who exhibit negative behaviors will be punished.
18	Men are more likely to overestimate a woman's sexual interest while women are more likely to underestimate a man's.
19	No one wants to admit to being incompetent. We do something awesome, its because we are awesome. If something bad happens to us, it's because the world sucks but not us. In other words, our failures are situational, but our successes are our responsibility.
20	Our decision-making gets worse as we make additional choices and our cognitive abilities get worn out.
21	Our decisions depend on how options are presented to us. Equivalent information can be more or less attractive depending on what features are highlighted.

- 22 Our perceptions of time shift depending on trauma, drug use, and physical exertion.
- 23 People support their past ideas, even when presented with evidence that they're wrong.
- 24 Scientists keep looking for a statistically significant result after failing to find one initially.
- 25 Someone's high expectations improves our behavior and therefore our performance in a given area, i.e., we do better when more is expected of us.
- 26 Sometimes, people see recent events as more remote than they are (backward telescoping), and remote events as more recent (forward telescoping).
- 27 The false consensus effect describes the tendency for people to believe that their own opinions, beliefs, and attributes are more common and normative in others than they actually are. In other words, we believe more people agree with us than is actually the case.
- 28 The more other people are around, the less likely we are to help a victim.
- 29 The pain of losing is psychologically twice as powerful as the pleasure of gaining. It's better not to lose \$20, than to find \$20.
- 30 We adopt generalized beliefs that members of a group will have certain characteristics, despite not having information about the individual.
- 31 We are likely to spend more after reading the word "bye".
- 32 We are more likely to offer help to a specific individual than a vague group.
- 33 We are more likely to purchase something on a credit card than if we have to pay for it with cash.
- 34 We are overly confident in how successful we will be at hard tasks and under-confident about how successful we will be at easy ones.
- 35 We are susceptible to altering our behavior based on the suggestions of others.
- 36 We avoid having conflicting beliefs and attitudes by rejecting/debunking/avoiding new information because it makes us feel uncomfortable.
- 37 We believe that others are more affected by mass media consumption than we ourselves are.
- 38 We believe that we observe objective reality and that other people are irrational, uninformed, or biased.
- 39 We believe that we observe objective reality and that other people have a higher egocentric bias than they actually do in their intentions/actions.
- 40 We believe that we understand more about the world than we actually do. It is often not until we are asked to actually explain a concept that we come face to face with our limited understanding of it.
- 41 We believe we have greater control over events than we actually do.
- 42 We best remember the first and last items in a series and find it hard to remember the middle items.
- 43 We change our behavior when we're being watched.
- 44 We develop an inability to use an object in more ways than it is traditionally intended to be used.
- 45 We disparage proposals made by another party, especially if this party is viewed as negative or antagonistic.
- 46 We do the opposite of what we're told, especially when we perceive threats to personal freedoms.
- 47 We don't think we have bias, and we see it others more than ourselves.
- 48 We easily attribute our personalities to vague statements, even if they can apply to a wide range of people.
- 49 We exaggerate some details of a story, but minimize others.

- 50 We favor people who are in our in-group as opposed to an out-group. This bias shows up even when people are put into groups randomly, making group membership effectively meaningless. (A basic fact about people: we love to categorize things, including ourselves.)
- 51 We find patterns and “clusters” in random data.
- 52 We forget where our memories come from, and thereby lose our ability to distinguish the reality or likelihood of each memory.
- 53 We have a harder time choosing when we have more options.
- 54 We invest more in things that have cost us something rather than altering our investments, even if we face negative outcomes.
- 55 We judge an argument’s strength not by how strongly it supports the conclusion but how plausible the conclusion is in our own minds.
- 56 We judge others on their personality or fundamental character, but we judge ourselves on the situation. In other words, people have a cognitive bias to assume that a person’s actions depend on what “kind” of person that person is rather than on the social and environmental forces that influence the person. (more pronounced in “individualistic” cultures)
- 57 We make a decision based on an example/information/recent experience that is readily available to us, even though it may not be the best example to inform your decision.
- 58 We mispredict how much our emotions influence our behavior.
- 59 We mistake imagination for real memories.
- 60 We mistake real memories for imagination.
- 61 We often avoid negative information, including feedback that could help us monitor our goal progress. Instead of dealing with the situation, we bury our heads in the sand (like ostriches).
- 62 We often don’t assume the noblest of motivations for other individuals. We think others are in it for the money, but we’re in it for the experience.
- 63 We often find ourselves to be more motivated by rewards of unknown magnitudes than by known rewards because the uncertainty makes it feel like a game.
- 64 We often incorrectly assume that everyone knows as much as we do on a given topic. When we know something, it can be hard to imagine what it would be like not knowing that piece of information. In turn, this makes it difficult to share our knowledge, because we struggle to understand the other party’s state of mind.
- 65 We overestimate how much our future selves will share the same beliefs, values and behaviors as our current selves, causing us to make short-sighted decisions (a self-forecasting error).
- 66 We overestimate how much people are paying attention to our behavior and appearance.
- 67 We overestimate the level of control we have over our impulsive behaviors. These urges typically come from “visceral impulses” such as hunger, drug cravings, fatigue, or sexual arousal.
- 68 We pay more attention to certain stimuli and ignore others.
- 69 We perceive out-group members as homogeneous and our own in-groups as more diverse.
- 70 We place disproportionately high value on things we expended effort (or helped) to create.
- 71 We prefer doing something to doing nothing.
- 72 We prefer our current state of affairs, resulting in resistance to change.
- 73 We provide inaccurate, or even false, answers to self-report questions, such as those asked on surveys or in structured interviews.
- 74 We rely heavily on the first piece of information introduced when making decisions.
- 75 We rely on automated systems, sometimes trusting too much in the automated correction of actually correct decisions.
- 76 We rely on our current emotions when making quick decisions.

- 77 We remember a memory or judge an experience based on how they felt at the peak moments, as well as how they felt at the end.
- 78 We remember incomplete tasks more than completed ones.
- 79 We remember information that we attach significance to better than information we repeat.
- 80 We remember the first piece of information we encounter better than information presented later on.
- 81 We retain information better when there are longer breaks between repeated presentations of that information.
- 82 We see an association between two variables (events, actions, ideas, etc.) when they aren't actually associated.
- 83 We sometimes overestimate the likelihood of bad outcomes.
- 84 We tend to adopt a certain behavior, style, or attitude simply because everyone else is doing it. The more people that adopt a particular trend, the more likely it becomes that other people will also hop on the bandwagon.
- 85 We tend to assign greater value to the specific information and often ignore the base rate (statistical) information altogether.
- 86 We tend to avoid options that we consider to be ambiguous or to be missing information.
- 87 We tend to be overconfident in the accuracy of our judgements, specifically in our interpretations and predictions regarding a given data set.
- 88 We tend to become less intrinsically motivated to partake in an activity that we used to enjoy when offered an external incentive.
- 89 We tend to believe that someone who has been successful in a task or activity is more likely to be successful again in further attempts.
- 90 We tend to develop preferences for things simply because we are familiar with them.
- 91 We tend to devote a disproportionate amount of our time to menial and trivial matters while leaving important matters unattended.
- 92 We tend to dislike (lesser satisfaction) products and services that exhaust our remaining budget.
- 93 We tend to find and remember information that confirms our beliefs/perceptions.
- 94 We tend to focus on items or information that are more noteworthy while ignoring those that do not grab our attention.
- 95 We tend to focus on one characteristic to compare when choosing between alternatives, instead of considering all the reasons.
- 96 We tend to focus on those things that survived a process and overlook ones that failed.
- 97 We tend to follow through on an endeavor if we have already invested time, effort, or money into it, whether or not the current costs outweigh the benefits.
- 98 We tend to forget information that is readily available through search engines.
- 99 We tend to judge harmful actions as worse than harmful inactions, even if they result in similar consequences.
- 100 We tend to look back at an unpredictable event and think it was easily predictable.
- 101 We tend to opt for situations where we can completely eliminate risk, seeking solace in the figure of 0%, over alternatives that may actually offer greater risk reduction.
- 102 We tend to overestimate our likelihood of experiencing positive events and underestimate our likelihood of experiencing negative events.
- 103 We tend to prefer spreading limited resources evenly across options.
- 104 We tend to prematurely sell assets that have made financial gains, while holding on to assets that are losing money.

- 105 We tend to recall the past more fondly than the present, all else being equal.
 - 106 We tend to underestimate the amount of time it will take to complete a task, as well as the costs and risks associated with that task—even if it contradicts our experiences.
 - 107 We tend to view two options as more distinctive when evaluating them simultaneously than separately.
 - 108 We tend to romanticize the past and view the future negatively, believing that societies/institutions are by and large in decline.
 - 109 We think future possibilities are affected by past events. In other words, we think a "random" event is more or less likely to occur if it happened several times in the past.
 - 110 We think we're more likely to win at the big casino versus the small one.
 - 111 We trust and are more often influenced by the opinions of authority figures.
 - 112 We value immediate rewards more than long-term rewards, even when these immediate rewards are smaller.
 - 113 We value items more if they belong to us.
 - 114 We value items purchased in a bundle less than those purchased individually.
 - 115 When companies demonstrate social responsibility that is perceived as genuine by consumers, they are rewarded with increased respect, which in turn leads to greater profits.
 - 116 When objects are evaluated separately rather than jointly, decision makers focus less on attributes that are important and are influenced more by attributes that are easy to evaluate.
 - 117 When we acquire a new skill, we tend to see opportunities to use it everywhere.
 - 118 When we are choosing between two alternatives, the addition of a third, less attractive option can influence our perception of the original two choices.
 - 119 When we hear the same false information repeated again and again, we often come to believe it is true.
 - 120 When we're trying to assess how likely a certain event is, we often make our decision by assessing how similar it is to an existing mental prototype.
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