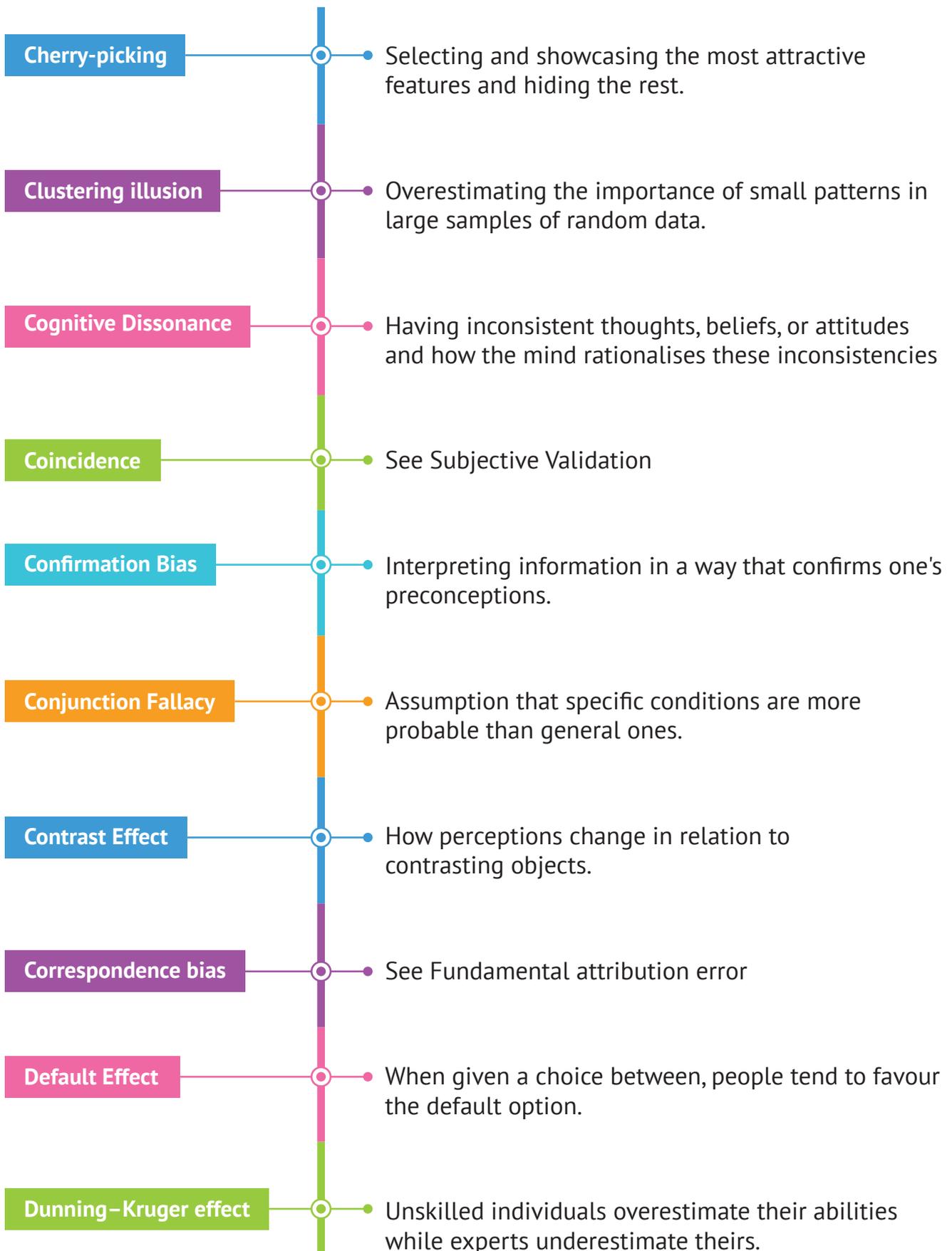


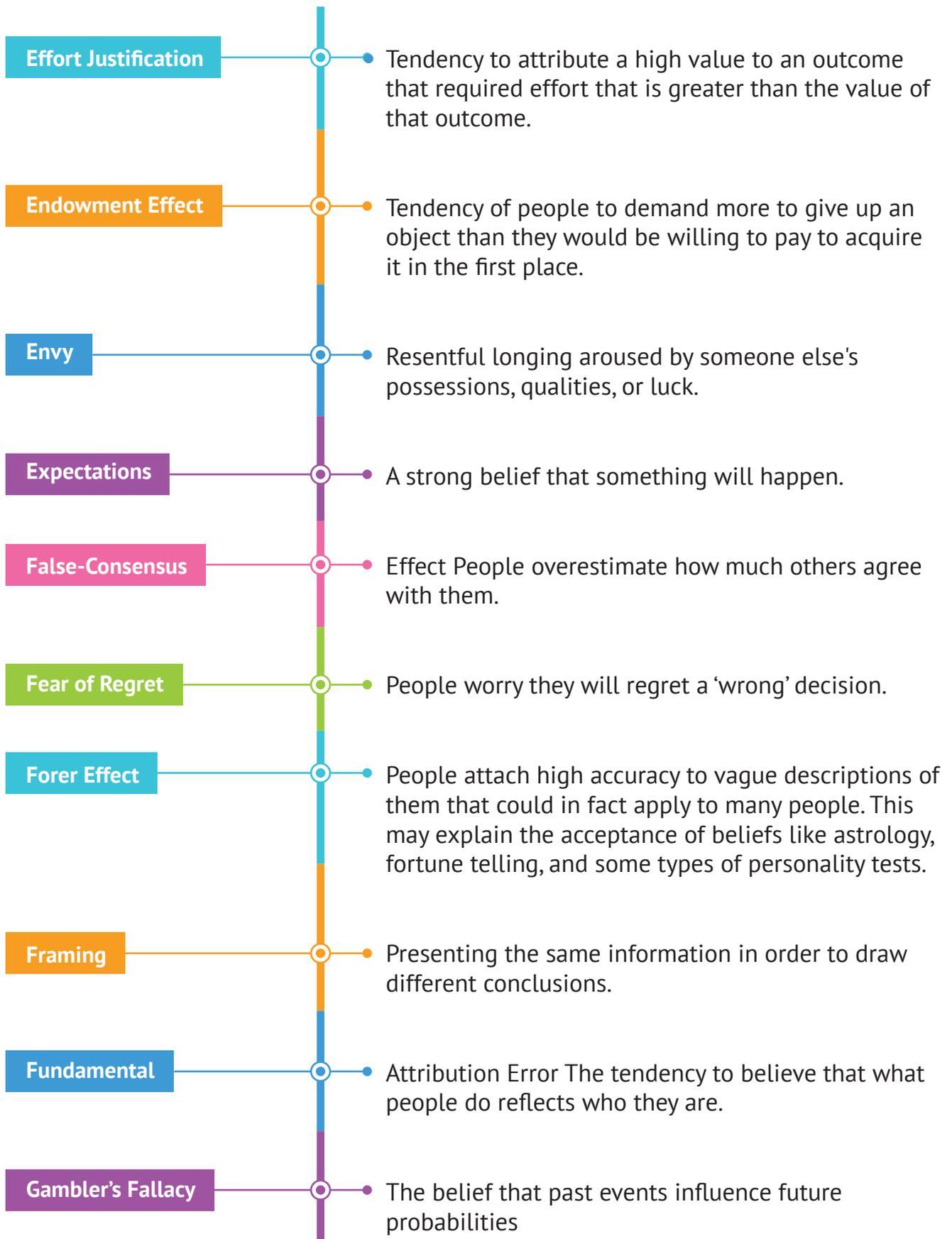
COGNITIVE BIASES: AN ALPHABETICAL LIST

Adaptive bias	With limited information, decisions are based around the costs of being wrong.
Affect Heuristic	A mental shortcut relying on emotion rather than logical thought
Ambiguity Aversion	Preferring known risks over unknown risks
Anchor	When individuals rely heavily on an initial piece of information, known as the "anchor", when making decisions.
Association Bias	see Illusory Superiority
Attribution effect	See Fundamental attribution error
Authority Bias	Tendency to give greater credence to the opinion of an authority figure, and be more influenced by them, regardless of their expertise.
Availability heuristic	People create a picture of the world using the examples that most easily come to mind – the vivid, emotional or unusual.
Base-Rate fallacy	The tendency to ignore 'base' or general information and focus on specific information.
Black Swan	Highly significant events that affect your life, your career, your company, your country. There are positive and negative Black Swans.

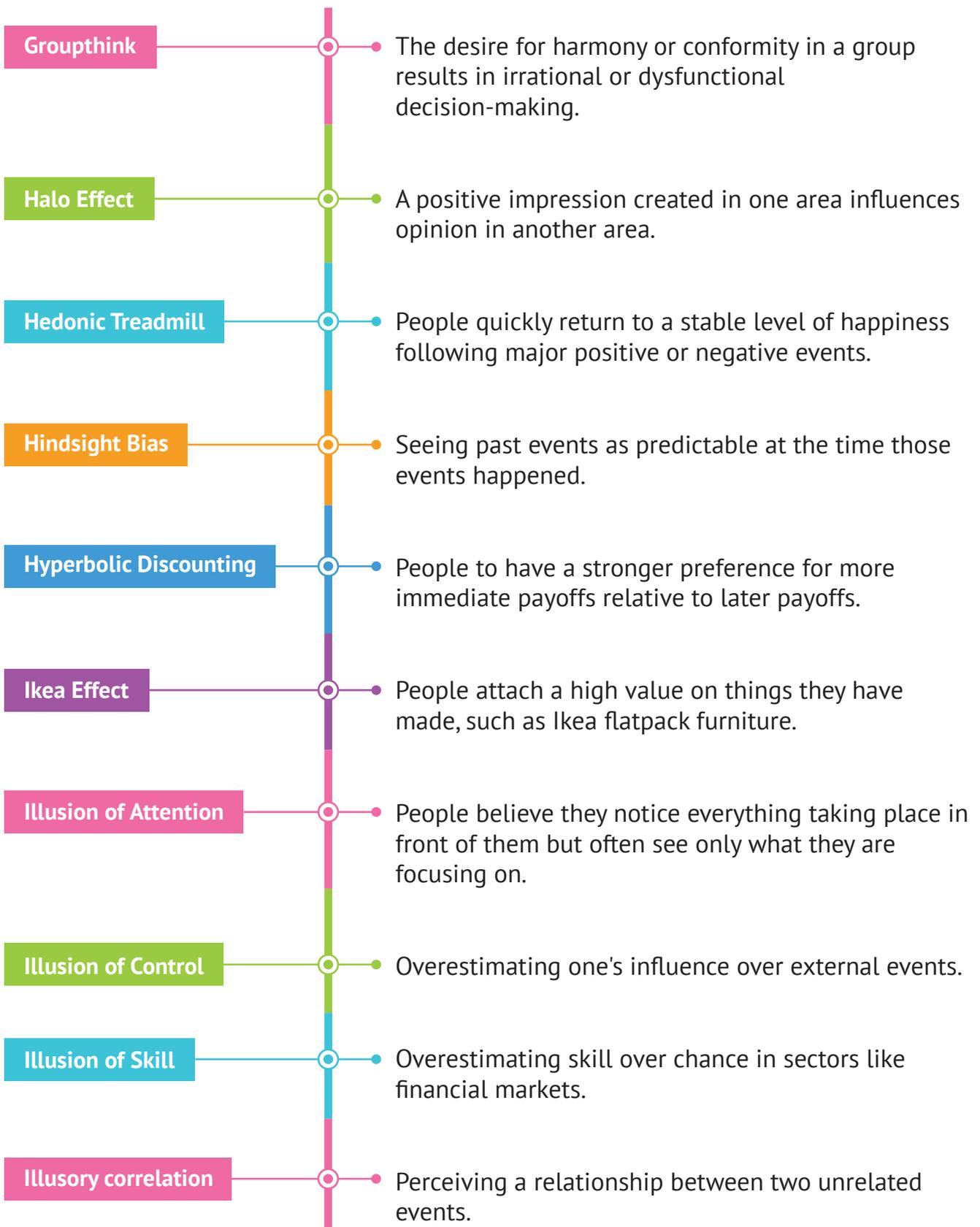
Cognitive Biases: An alphabetical list



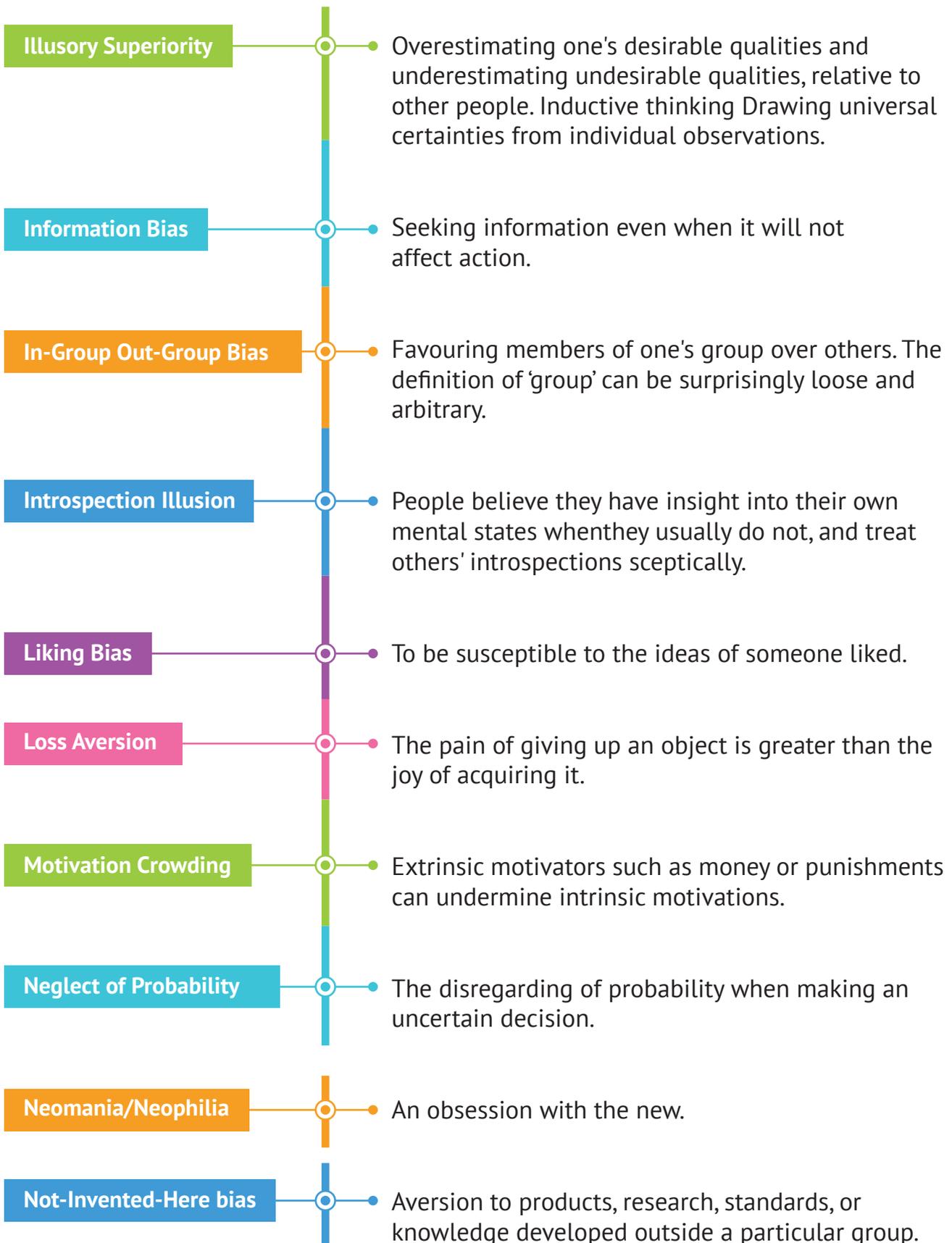
Cognitive Biases: An alphabetical list



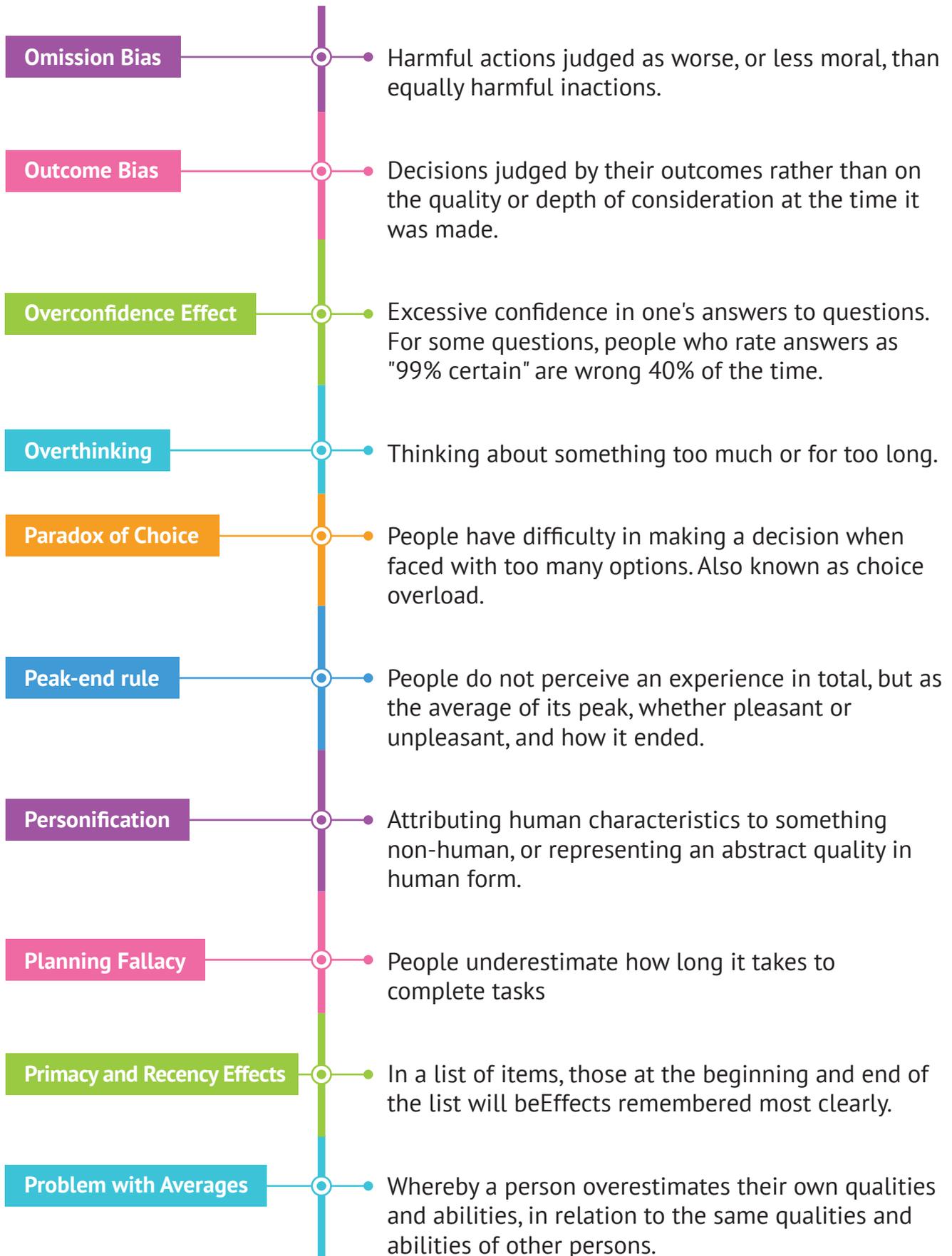
Cognitive Biases: An alphabetical list



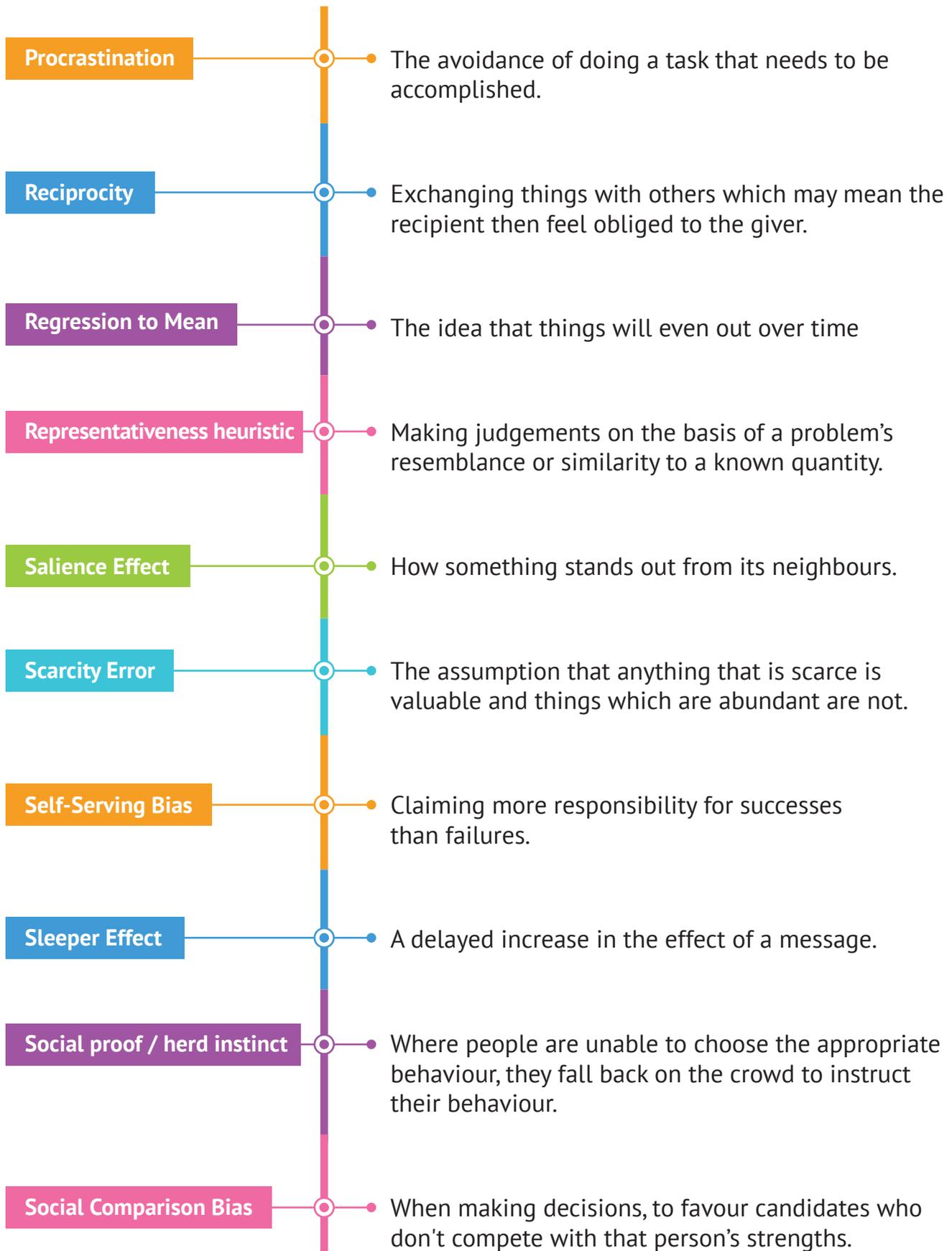
Cognitive Biases: An alphabetical list



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Cognitive Biases: An alphabetical list

