

Types of Bias	Definition
Affinity (In-Group) Bias	Preferring and attributing positive characteristics to people who are like us and in the same groups as us.
Anchoring Bias	Relying too heavily on an initial piece of information to make subsequent judgements or comparisons.
Availability/ Selective Attention Bias	Making decisions based only on immediate information or the examples that come to mind.
Bandwagon Effect/ Herd Mentality/ Group Think	Going along with a belief if there are many others who hold that belief.
Certainty Bias	Preferring the choice that provides certainty of a smaller benefit as opposed to an alternative with more risk and greater potential benefit.
Choice-supportive Bias	Once a decision is made, over-focusing on the pros and minimizing the cons.
Cognitive Fixation	Fixating on the common way of doing things, and not the potential alternatives.
Confirmation Bias*	Identifying, interpreting, favoring, and recalling information that supports prior beliefs or values.

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Focusing Effect	Placing too much emphasis or importance on a selected detail rather than considering all potential factors.
Fundamental Attribution Error*	Attributing other's actions to their character or personality, while attributing one's own behavior to circumstances outside one's control.
Halo Effect	Judging others similarly on all traits, assuming that because someone is good or bad at one thing, they will be equally good or bad at another.
Hindsight Bias*	Overestimating the predictability of the outcome of an event that has already taken place.
Ostrich Effect	Avoiding negative information or feedback about a decision.
Outcome Bias*	Judging the decision-making as bad because the outcome was bad.
Recency Effect	Recalling and giving more weight to recent events than past. Recent events are easier to remember and can be weighed more heavily than earlier events.
Severity Bias*	Reacting to a harmful outcome by punishing the person involved yet ignoring the same behavior when the outcomes are neutral or good.
Transference	Redirecting feelings about a person or <u>past experience</u> onto a new person or experience.