IMPORTANT KEYWORDS CASE STUDIES

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1. Echo Chamber

• Definition: An environment in which a person encounters only beliefs or opinions that coincide with their own, reinforcing their existing views.

• **Example**: "Social media can create echo chambers where users only see content that aligns with their

opinions."

2. Cognitive Bias

• **D**efinition: A systematic pattern of deviation from norm or rationality in judgment.

• **Example**: "Cognitive biases often lead people to make illogical decisions based on their preconceptions."

3. Confirmation Bias

• Definition: The tendency to search for, interpret, and remember information in a way that confirms one's preexisting beliefs.

• **Example**: "Confirmation bias can prevent people from seeing the bigger picture in a debate."

4. Heuristics

• Definition: Simple, efficient rules which people often use to form judgments and make decisions.

• **Example**: "Heuristics can lead to quick decisions but sometimes at the cost of accuracy."

5. Framing Effect

• Definition: The way information is presented affects decision-making and judgment.

• **Example**: "The framing effect explains why people might react differently to '80% fat-free' versus '20% fat'."

6. Anchoring Bias

• Definition: The tendency to rely too heavily on the first piece of information encountered when making decisions.

• **Example**: "Anchoring bias can influence how we perceive the value of a product based on its initial price."

7. Imposter Syndrome

• **Definition**: The persistent feeling of being a fraud or not deserving one's success, despite clear evidence of accomplishments.

• **Example**: "Despite years of professional success, she constantly battled imposter syndrome, doubting her true abilities."

8. Self-Fulfilling Prophecy

• **Definition**: A prediction that causes itself to come true due to a positive feedback loop between belief and behavior.

• **Example**: "When you believe you will fail an exam, it may lead to a self-fulfilling prophecy where your lack of confidence affects your performance."

9. Broken Windows Theory

• **Definition**: A theory suggesting that visible signs of disorder or neglect encourage further crime and antisocial behavior in an environment.

• **Example**: "According to the broken windows theory, maintaining clean and orderly urban spaces can help prevent minor crimes and improve community safety."

10. Slippery Slope

• **Definition**: An argument that suggests a small initial action could lead to a chain of negative, often exaggerated, consequences.

• **Example**: "A slippery slope argument might be used to resist policy changes, suggesting that minor adjustments could lead to catastrophic outcomes."

11. Moral Panic

• **Definition**: A widespread, often irrational fear about a perceived

societal threat, typically amplified by the media.

  • **Example**: "The moral panic over video game violence in the 1990s led to calls for stricter regulations."

12. Tragedy of the Commons

  • **Definition**: An economic theory explaining how individuals acting in their own self-interest can ultimately deplete a shared resource.

  • **Example**: "Overfishing is a classic example of the tragedy of the commons, where individual gain leads to resource depletion."

13. Gerrymandering

• **Definition**: The process of manipulating electoral district boundaries to favor a particular political party or group.

  • **Example**: "Gerrymandering distorts election results by packing opposition voters into a few districts, diminishing their overall influence."

14. Social Darwinism

• **Definition**: A belief that only the "fittest" individuals or groups survive in a society, often used to justify inequality and exploitation.

  • **Example**: "Social Darwinism was historically used to rationalize imperialism and discriminatory practices such as racism."

15. Intersectionality

• **Definition**: A framework for understanding how multiple social categories (e.g., race, class, gender) intersect and create unique systems of oppression or privilege.

• **Example**: "Intersectionality highlights the compounded effects of discrimination when race, gender, and class intersect, influencing individuals' experiences."

16. Groupthink

• **Definition**: A psychological phenomenon where the desire for consensus in a group results in poor decision-making, often suppressing dissenting opinions.

• **Example**: "In groupthink, the need for harmony leads to decisions that are not critically evaluated, often resulting in suboptimal outcomes."

17. Mass Hysteria

• **Definition**: A widespread panic or fear that spreads rapidly through a population, often triggered by rumors, misinformation, or perceived threats.

• **Example**: "Mass hysteria can occur in situations like health scares, where rumors and fear lead to irrational behavior across large groups of people."

18. Techno-Optimism

• **Definition**: The belief that technological advancements can provide solutions to global issues such as climate change, poverty, and health challenges.

• **Example**: "Techno-optimism drives investment in new technologies that promise to solve global problems, such as renewable energy sources to combat climate change."