

Illusory Truth Effect



Created by Andreas Wikström
from Noun Project

A tendency to believe something to be true if it's been stated multiple times.

Optimism Bias



Created by SAM Designs
from Noun Project

A tendency to be overly optimistic, and underestimating the probability of undesirable outcomes.

Status Quo Bias



Created by Henry Henchy
from Noun Project

The preference for things to stay relatively the same.

Bandwagon Effect



Created by Adrien Coquet
from Noun Project

A tendency to do things because everyone else does them.

Ostrich Effect



Created by Luis Pardo
from Noun Project

Ignoring an obvious negative situation.

Law of the Instrument



Created by John Caserta
from Noun Project

Being overly reliant on tools or methods.

Social Desirability Bias



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When people say what others want them to say in order to fit in.

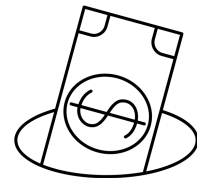
Dunning-Krueger Effect



Created by Bold Yellow
from Noun Project

Unskilled individuals tend to overestimate their own ability and experts tend to underestimate..

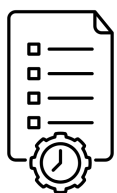
Sunk Cost Fallacy



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from Noun Project

Continuing to pay for something because money has been spent, even when evidence says otherwise.

Planning Fallacy



Created by Naya Putri
from Noun Project

Overestimating the time it will take to complete a given task.

Blind Spot Bias



Created by Ferdian Maulidi Riziq
from Noun Project

Recognition of bias in others, while unable to recognize.

Authority Bias



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Attributing accuracy to the opinion of an authority figure.