



敏捷嘉年华大会
Regional Scrum Gathering
(RSG) 2024

Scrum Alliance®

RSG

**Cognitive Bias: What
are you hiding?**

Sally Sherry



What are cognitive biases?

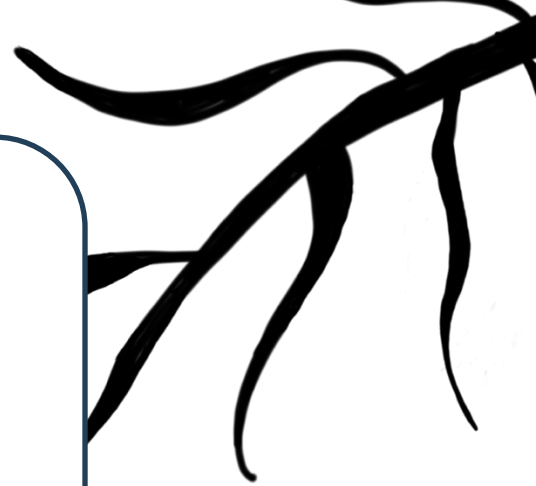




They are pattern errors in thinking.

They are formed when people process information through their personal beliefs.

They or others shape the way they make decisions through a societal lens.



Over 200 biases in five categories

Attention
Memory
Judgment
Reasoning
Personality



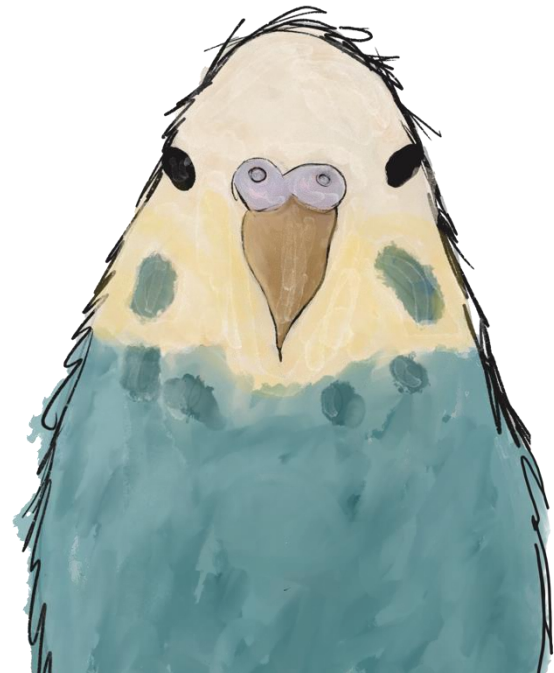
Illusory Truth Effect

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



Optimism Bias

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





Status Quo Bias

The preference for things to stay relatively the same.



Bandwagon Effect

A tendency to do things because everyone else does them.





Ostrich Effect

Ignoring an obvious negative situation.



Law of Instrument

Being overly reliant on tools or methods.





Social Desirability Bias

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

Dunning-Krueger Effect

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





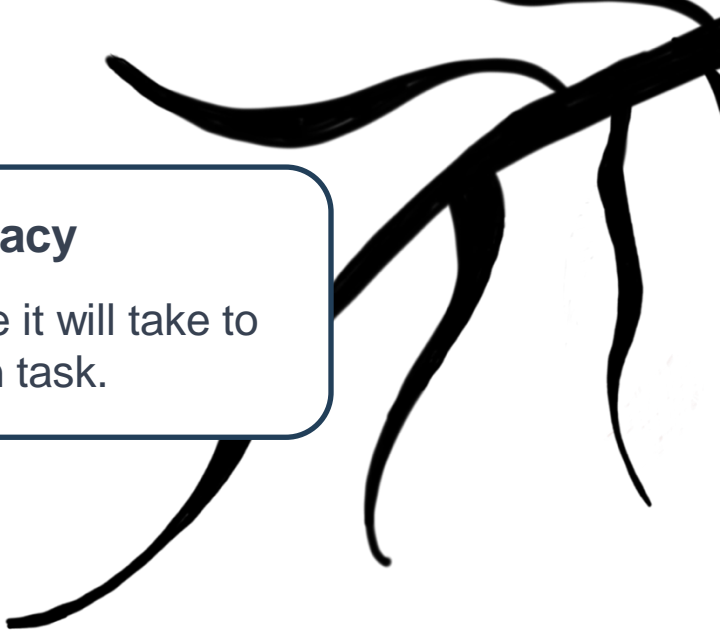
Sunk Cost Fallacy

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



Planning Fallacy

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



Blind Spot Bias

Recognition of bias in others while unable to recognize in themselves.



Authority Bias

Attributing accuracy to the opinion of an authority figure.





Activity



Question One: Choose the three biases that you think might affect you.

At your table, share with each other and have a person prepared to share back to the group the most frequently chosen one for personal bias.





Question Two: Choose the three biases that you see in your workplace.

At your table, share with each other and have a person prepared to share back to the group the most frequently chosen one for professional bias.



Q & A



**Please leave me
feedback**

<https://talk.ac/sallysloley>

Enter code: STOPBADAGILE






**Want the slides and the
worksheet?**

sallysloley.com/talks

Look for the Downloads





[linkedin.com/in/sallysloley/](https://www.linkedin.com/in/sallysloley/)

[sallysloley.com](https://www.sallysloley.com)

LinkedIn #stopbadagile

