

**COGNITIVE BIASES REPORT**  
**PRESENTED BY THE WOMEN'S MUSCLE MOVEMENT**

## **Introduction**

Hi, League, I am so excited to present you with this information. I have found studying our cognitive biases to be extremely helpful in facilitating a life of freedom. If you don't know what your weaknesses are, then how can you truly grow?

I have compiled a list of what I believe are some of the most important cognitive biases; as Psychological Athletes we must understand our minds tendencies, and with this list you will definitely experience clarity. My gift to you...Enjoy!

## **What are cognitive biases?**

A cognitive bias is a type of error in thinking that occurs when people are processing and interpreting information in the world around them. Cognitive biases are often a result of our attempt to simplify information processing. They are rules of thumb that help us make sense of the world and reach decisions with relative speed.

## **4 Main Categories of Bias:**

Decision-Making & Behavior

Probability & Belief

Social

Memory ( I will not cover in this report )

## **Why are they helpful to know?**

While knowing the bias do not protect us from them (majority of these biases are subconscious); the knowledge of them allows us to understand ourselves better while shining light upon biased beliefs and thoughts that may be invading, and preventing us from making choices that are in line with our heart. Using our knowledge of the cognitive biases, we can adjust our decisions to better suit our true desires.

## **Decision Making & Behavior Biases**

**Confirmation Bias** – our tendency to search for information that confirms our prior beliefs

**Congruence Bias** – our tendency to test our hypothesis through direct measures, rather than testing for other alternatives

**Contrast Bias** – our tendency to perceive something in a positive light or negative light after comparing it to a contrasting object.

Example:

Obama versus Bush; Honda Civic versus Lamborghini

The reason this bias is faulty is that just because Bush appeared obnoxious, and Obama appeared calm; doesn't automatically mean that Obama would be a great alternative.

Just because a Lamborghini costs more, and drives faster, doesn't automatically mean it is a better alternative to the Honda Civic.

**Déformation professionnelle** – our tendency to view things in everyday life according to the constructs of our professions, and not considering any broader views.

**Hyperbolic Discounting** – our tendency to have preference for immediate payoffs rather than long term investments.

**Loss Aversion** – our tendency to avoid losses, even over gains.

**Mere Exposure Effect** – our tendency to exaggerate our liking of something just because of familiarity

**Unit Bias** – our tendency to want to finish a given unit of task, even if it no longer serves us.

Example: Completing a Bachelors Degree when we had determined in our second year that what we were studying wasn't what we wanted to do.

Or Finishing a plate of food, even though we are already satiated.

**Zero Risk Bias** – our preference in reducing a smaller risk to zero, rather than reducing a larger risk; which has bigger impact.

Example: A person wants to get lean and vascular. They decide to lower their fats, rather than lowering their carbohydrates; which would be the option with more impact.

## **Probability & Belief Biases**

**Conjunction Fallacy** – tendency to assume specific conditions are more probable than general ones.

**Anchoring** – the tendency to rely heavily on a past reference or information when making decisions

**Anthropic Bias** – the tendency for evidence to be based on ones selective observation.

**Observer-Expectancy Effect** – the tendency to expect a result, and therefore unconsciously manipulate a situation to seek that result.

**Texas Sharpshooter Fallacy** – the tendency to construct a hypothesis or change a hypothesis after data is collected.

**Primary Bias** – the tendency to weigh initial effects more than subsequent events.

### **Social Biases**

**Herd Instinct** – the tendency to adopt the opinions and behaviors of others in order to avoid conflict

**Illusion of Transparency** – overestimating our abilities to know others, and others abilities to know us

**Ingroup** – the tendency to give preference to people others that are perceive to be part of our group

**Outgroup Homogeneity Bias** – the tendency to see members of our own group as more varied in contrast to outside groups

**Projection Bias** – the tendency to believe others share the same beliefs, thoughts, and values as we do.

**Self-Fulfilling Prophecy** – the tendency to engage in behaviors that will result in confirmation of our beliefs .

\*Check Out My YouTube Video on This Bias [HERE](#)

**Ultimate Attribution Error** – when behaviors of other groups are judged as flaws in character; while behavior in our groups are based on circumstances.

There you have it. I bet there were some biases that you could pinpoint your use of in the past, or even in the present. That is great! I want us to remain students to life and embrace the scientists in us. Please, if you can do me one favor, continue to dissect your mind, and remain a student to life.

P.S. I do plan on making more videos on this topic, so be sure to subscribe to the [TaylorMuscle Youtube Channel](#)

**Resources:**

<http://psychology.about.com/od/cindex/fl/What-Is-a-Cognitive-Bias.htm>

[http://rationalwiki.org/wiki/List\\_of\\_cognitive\\_biases](http://rationalwiki.org/wiki/List_of_cognitive_biases)

We would love to hear your feedback: [CLICK HERE](#).

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