



HELIRISTICS

BIAS BLIND SPOT: THE
TENDENCY FOR INDIVIDUALS
TO BE UNAWARE OF THEIR
OWN COGNITIVE BIASES,
EVEN WHEN THE
INDIVIDUALS CAN
RECOGNIZE BIASES IN
OTHERS.



CONFIRMATION BIAS: THE TENDENCY TO SEARCH FOR OR INTERPRET INFORMATION IN A WAY THAT CONFIRMS ONE'S PRECONCEPTIONS.

FUNDAMENTAL
ATTRIBUTION ERROR: THE
TENDENCY FOR PEOPLE TO
OVEREMPHASIZE
PERSONALITY-BASED
EXPLANATIONS FOR
BEHAVIORS WHILE
UNDEREMPHASIZING THE
ROLE OF SITUATIONAL
INFLUENCES ON THE SAME
BEHAVIOR.

OF TUDOR

BLUE

CAUCASIAN