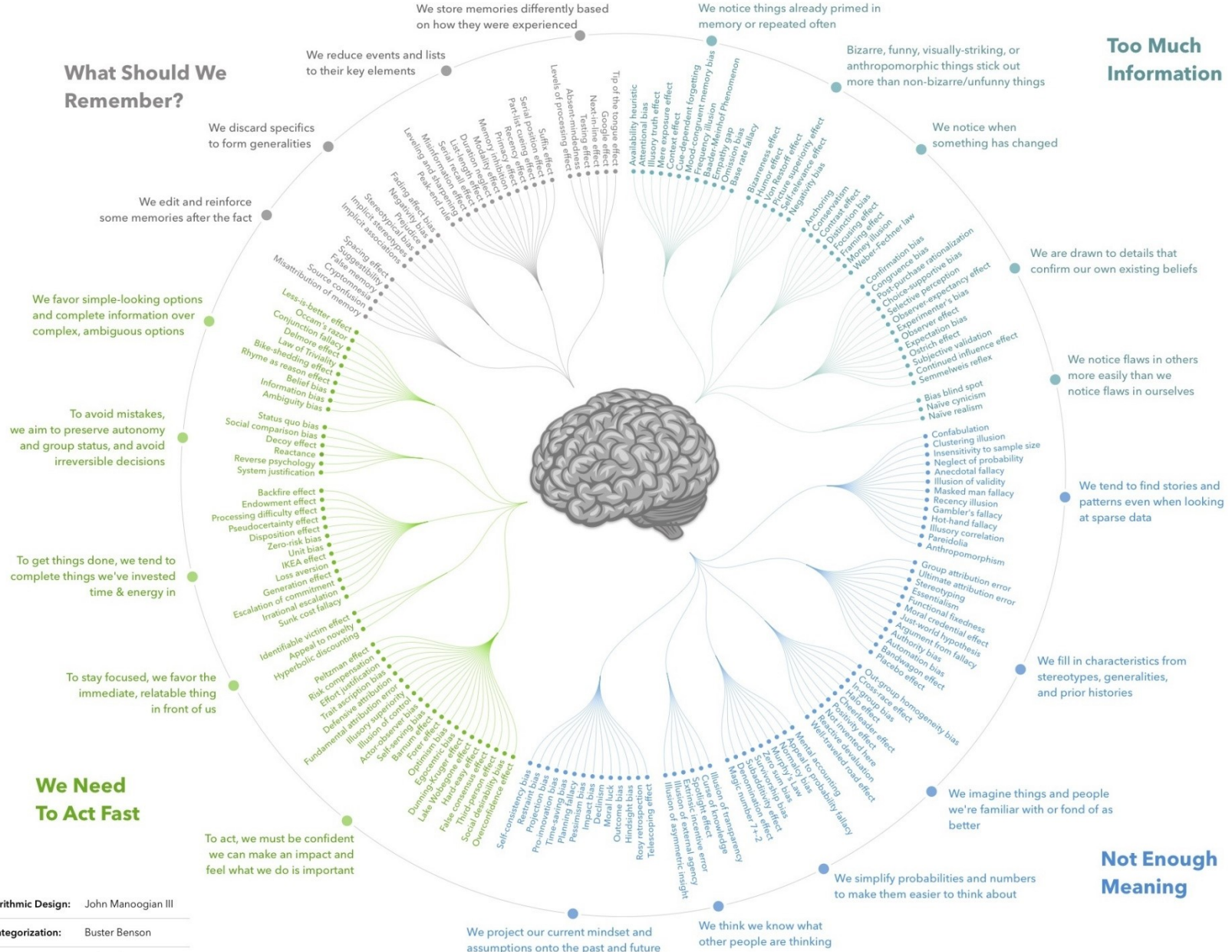


COGNITIVE BIAS CODEX



Visual & Algorithmic Design: John Manoogian III

Concept & Categorization: Buster Benson

List of 188 Cognitive Biases: Wikipedia

What should we remember?

Edit and reinforce memories after-the-fact

Discard specifics to form generalities

Reduce events and lists to their key elements

Store memories differently based on how they were experienced

Too much information

Notice things primed in memory or repeated often

Bizarre, funny, and visually striking things stick out more than other things

We notice when something has changed

Drawn to details that confirm our existing belief

We notice flaws in others easier than we do in ourselves

Not enough meaning

We look for stories and patterns when looking at sparse data

We fill in characteristics from stereotypes, generalities and prior histories

We imagine things and people we are fond of as better

We simplify problems and numbers to make them easier to think about

We think we know what other people are thinking

We project our current mindset and assumptions onto the past and future

We need to act fast

To act we must feel we will make an impact and make a difference

To stay focused we favor the immediate relatable thing in front of us

To get things done we tend to complete things we have invested time and energy in

To avoid mistakes we tend to preserve autonomy and group status

We tend to favor simple-looking options and complete information over complex ambiguous options