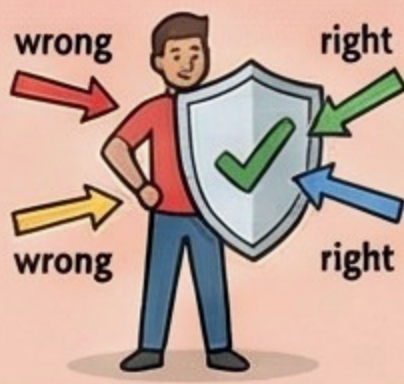


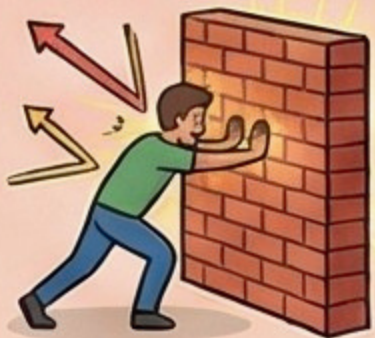
# THE BIAS FILTER: 24 Cognitive Biases (Glitchy Processing)

## FAMILY 1: THE EGO PROTECTORS (Defending the Self)

Mental shields designed to protect our identity and self-worth from uncomfortable truths.



**Confirmation Bias:** Seeking data that proves you right; ignoring data that proves you wrong.



**Backfire Effect:** When disproving evidence actually makes your belief stronger.



**Self-Serving Bias:** Taking credit for success; blaming luck or others for failure.



**Barnum Effect:** Seeing personal specifics in vague, generic personality descriptions.



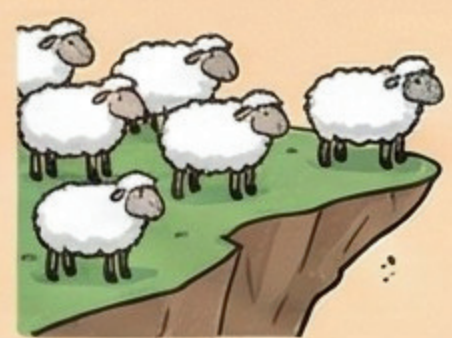
**Dunning-Kruger Effect:** Knowing so little that you are unaware of how little you know.

## FAMILY 2: THE TRIBE MIND (Social Distortions)

Biases rooted in our deep evolutionary need to belong, conform, and favor our own group.



**In-Group Bias:** Unfairly favoring someone just because they belong to your group.



**Groupthink:** Suppressing personal doubts to keep harmony in the group.



**Halo Effect:** Letting one positive trait influence your view of a person's other traits.



**Bystander Effect:** Assuming someone else will act because others are present.



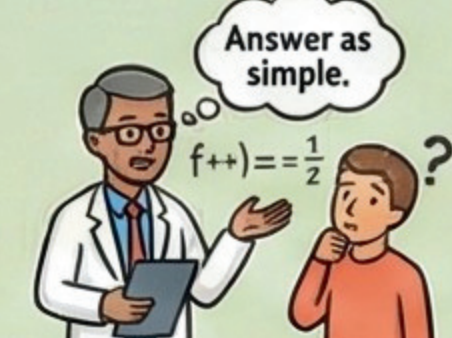
**Just World Hypothesis:** Believing good things happen to good people, and bad to bad.

## FAMILY 3: THE COMFORT ZONE (Resistance to Change)

A reflexive preference for the safety of the status quo over the uncertainty of doing something new.



**Sunk Cost Fallacy:** Clinging to a failing plan because of past investment (time/money).



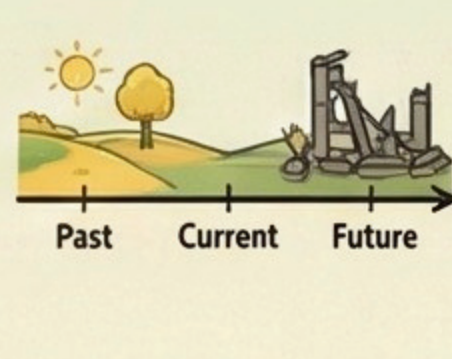
**Curse of Knowledge:** Forgetting what it is like not to know what you know.



**Reactance:** Doing the opposite of what you are told to preserve autonomy.



**Placebo Effect:** Experiencing a benefit just because you believe it will happen.



**Declinism:** Believing the past was better and the future is getting worse.

## FAMILY 4: THE BAD MATH (Probability Errors)

Intuitive errors we make when estimating value, risk, and the likelihood of future events.



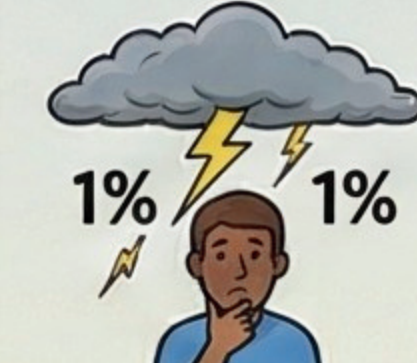
**Anchoring:** Relying too heavily on the first piece of information offered.



**Negativity Bias:** Giving bad news much more weight than good news.



**Optimism Bias:** Overestimating the likelihood of positive outcomes.



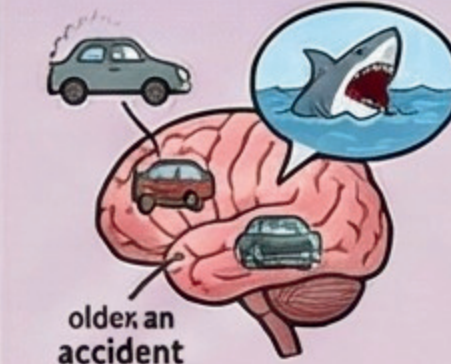
**Pessimism Bias:** Overestimating the likelihood of negative outcomes.



**Framing Effect:** Reacting differently depending on how a choice is presented (gain vs. loss).

## FAMILY 5: THE MEMORY GLITCHES (Recall Errors)

The brain's tendency to edit, reconstruct, or misattribute the past to fit the present context.



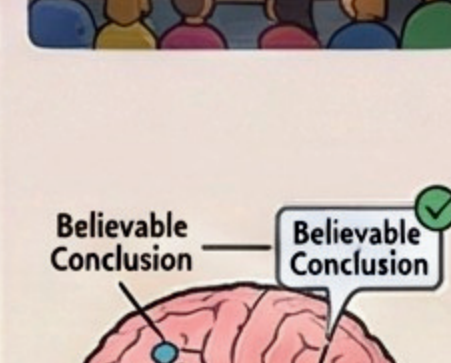
**Availability Heuristic:** Judging probability based on how easily an example comes to mind.



**Fundamental Attribution Error:** Blaming character when others fail; blaming circumstances when you fail.



**Spotlight Effect:** Overestimating how much others notice your mistakes or appearance.



**Belief Bias:** Judging an argument based on how believable the conclusion is, not the logic.