

TYPES OF BIASES

Bias	What it Means
Optimism Bias	You have an idea that you've convinced will work, even in the face of evidence to the contrary. Or you are so sure of your skills that you're certain your prediction will be correct, despite the facts.
Anchoring Bias	You're heavily influenced by the information you receive first, or early on, in a process. This known information then affects the decisions you make subsequently
Confirmation Bias	You look for evidence that supports your views and beliefs, and filter out anything that doesn't
Conformity Bias	The larger group influences thinking, even if their views don't fit with the evidence, and individuals fail to use their own judgement
Gambler's Fallacy	As you'd expect, this is part of the gambling mentality that tells us the odds are stacked in favour of something going a certain way. Just as a gambler may think black is more or less likely to come up on a roulette table because there's just been a succession of reds.