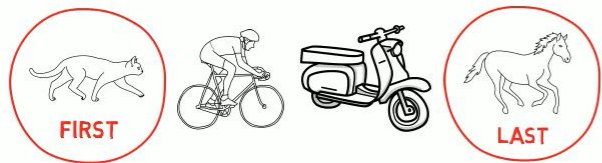


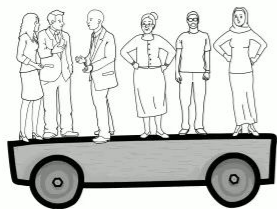
1. ANCHORING BIAS



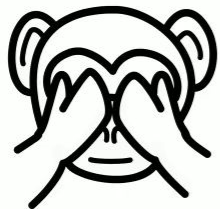
"COGNITIVE"
OR
"UNCONSCIOUS"
BIASES



2. BANDWAGON EFFECT (GROUP THINK)



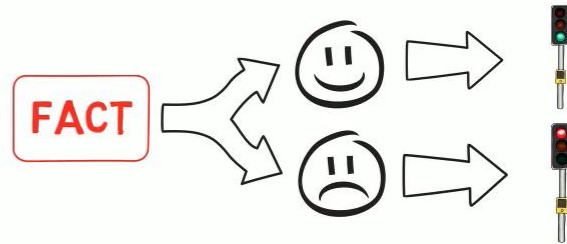
3. BLIND SPOT



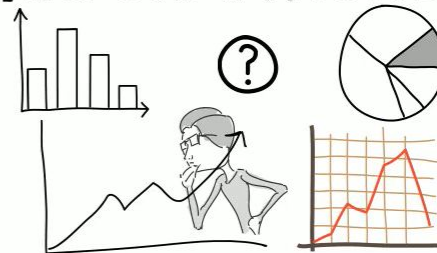
MANY TYPES OF BIASES!



4. CONFIRMATION BIAS



5. INFORMATION BIAS



6. AUTHORITY BIAS



ALWAYS ACCEPT?
ALWAYS REJECT?

INTERROGATE THE EVIDENCE

JUDGE THE FACTS,
NOT THE PERSON!