

Cognitive Biases



**In-Group
Bias**

**Mirror-
Exposure Effect**

**Confirmation
Bias**



In-Group Bias



The tendency to favor the people in your group, against people outside the group; it can be seen during evaluations, when you allocate resources etc

Mirror-Exposure Effect



The psychological phenomenon in which people tend to develop a preference for things that are familiar



Confirmation Bias



The tendency to look for or interpret information so that we confirm our misconceptions, which leads to statistical errors

How to overcome cognitive biases



Think **twice, before jumping to a conclusion**

Look at a situation from the **outside**

Ask for **advice from a neutral person**

Use **collaborative evaluation**



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