认知偏差 第三节
135种认知偏差之 16至20
135 Cognitive biases ： 16 to 20

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135 种认知偏差 135 cognitive biases

1. 模糊效应 Ambiguity effect

2. 锚定效应 Anchoring or focalism

3. 拟人化 Anthropomorphism

4. 注意力偏差 Attentional bias

5. 自动性偏差 Automation bias

6. 可得性捷思法 Availability heuristic

7. 可获性层叠 Availability cascade

8. 逆火效应 Backfire effect

9. 从众效应 Bandwagon effect

10. 基本比率谬论或基本比率忽视
Base rate fallacy or Base rate neglect

11. 信念偏差 Belief bias
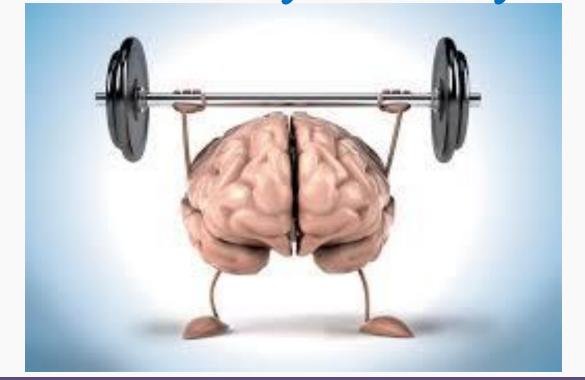
12. 偏差盲点 Bias blind spot

13. 啦啦队效应 Cheerleader effect

14. 支持选择偏差
Choice-supportive bias

15. 聚类模式偏差 Clustering illusion

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16. 确认偏差 Confirmation bias

17. 一致性偏差 Congruence bias

18. 结合谬论 Conjunction fallacy

19. 回归性偏差 Regressive bias

20. 保守倾向 Conservatism/Bayesian

现在请您专注和澄清思维... 准备好了吗？ Concentrate and clear your mind please… are you ready?

16. 确认偏差:是指人们倾向于寻找、理解、关注和记住那些能够证明自己先入为主的观点的信息。

Confirmation bias: The tendency to search for, interpret, focus on and remember information in a way that confirms one's preconceptions.

确认偏差 Confirmation bias

确认偏差之来源，是由于对信念的期望，而直接导致了它的产生。当人们希望某种想法/概念是真实的话，他们最终会相信这是真的。 Confirmation bias occurs from the direct influence of desire on beliefs. When people would like a certain idea/concept to be true, they end up believing it to be true.

确认偏差 ＝ 个人从他们对输入的感知中创建自己的 "主观社会现实"

Confirmation bias = individuals create their own "subjective social reality" from their perception of the input.

例子 Examples

如果一位护士认为在月满时急诊室的患者数量会增加，她将只会在月满时关注患者入院数量，而不关注其他夜晚的入院数量。这将使得她错误地相信月满及其他月夜与意外事故之间的关系。 If a nurse believes that during a full moon there is an increase in admissions to the emergency room where she works, she will only take notice of admissions during a full moon, but not pay attention to admissions during other nights of the month. Over time she develops this tendency that unjustly strengthens her belief in the relationship between the full moon and accidents and other lunar effects.

确认偏差 **Confirmation bias**

练习：请同学们举出这种认知偏差的例子

17. 一致性（相合性）偏差：是指人们倾向于往往仅限于直接考虑第一个假设，而不考虑其他的可能性。

Congruence bias: The tendency to test hypotheses exclusively through direct testing, instead of testing possible alternative hypotheses.

一致性偏差 Congruence bias

一致性偏差使我们直接跳到结论并停留在那里。如果你不能想象你原来的想法是错的话，那就是一致性偏差。

Congruence bias is why we all jump into conclusion and stay there. If you can't imagine that your original idea is wrong, that is the congruence bias.

例子 **Examples**

（1）你给女朋友打电话，但她没有接，你会突然作出一个结论：认为她的手机不在身边。你会忽略了其他的假设：比如她可能在淋浴中，或者在做饭，或者在忙着其他事情。虽然手机就在身边，但她没有机会接听。但你会突然得出结论，认为你的第一个假设是对的。人们经常会这样做，并没有导致什么坏的结果。

例子 **Examples**

You call your girlfriend, but she doesn't answer her phone. You suddenly come to the conclusion that her mobile phone is not around. You ignore other assumptions: she may be in the shower, cooking, or busy with other things. Although the mobile phone is nearby, she has no chance to answer it. You jump into conclusion that your first hypothesis is correct. People do this all the time with no ill outcome.

（2）如果你很确定自己把钥匙放在一件外套里，你会想方设法去外套那里找回它，因为你已经很难再想想钥匙还可能在其他的地方。 If you're pretty sure you left your keys in that one old jacket you have, you're going to keep circling back to it because it's hard to think of other places your keys might be.
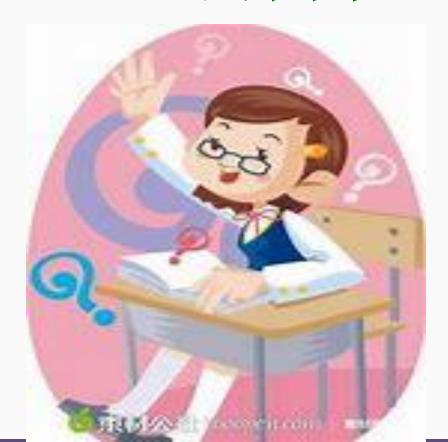
一致性偏差 Congruence bias

练习：请同学们举出这种认知偏差的例子

18. 结合（合取）谬论：是指倾向于认为某些特定条件/情况比一般的条件/情况发生的可能性更高。 Conjunction fallacy: The tendency to assume that specific conditions are more probable than general ones.

例子 **Examples**

认为带家具的房屋比空房更快卖出，而且能卖出更高的价钱。 The belief that selling a house with its furniture is faster and higher price than selling a house without its furniture.

结合谬论 **Conjunction fallacy**

练习：请同学们举出这种认知偏差的例子

回归性偏差 **Regressive bias**

19. 回归性偏差：是指高价值和高可能性被高估而低价值和低可能性被低估的一种特定思维状态。 Regressive bias : A certain state of mind wherein high values and high likelihoods are overestimated while low values and low likelihoods are underestimated.

回归性偏差 **Regressive bias**

人们对极端情况采取行动。当情况变得不那么极端时，他们会认为行动有效的促成回归原点，而更可能的解释是，情况正在自然地恢复（回归）到平均水平。People take action in response to extreme situations. Then when the situations become less extreme, they take credit for causing the change, when a more likely explanation is that the situation was reverting to the mean.

空军的一名教练声称，当他批评学员执行命令飞行表现不好后，学员在第二次试飞中总是做得更好。教练认为他的训导是学员改进的原因。 An instructor in the Air Force asserted that when he chided cadets for bad execution, they always did better on their second try. The instructor believed that his reprimands were the cause of the improvement.

然而，如果你在某一次行动中表现真的很差，那么下次你很可能会做得更好，即使你什么也不做去尝试改进。Actually, if you perform really badly the first time, it's highly probable that you'll do better the next time, even if you do nothing to try to improve.

回归性偏差 **Regressive bias**

练习：请同学们举出这种认知偏差的例子

20. 保守倾向：是指在新证据出现时, 对既有信念的修正幅度不足的一种倾向。 Conservatism (Bayesian): The tendency to revise one's belief insufficiently when presented with new evidence.

例子　**Examples**

乘客：你下雪天在高速公路上跑120公里的时速是很危险的！

司机：我现在跑110公里时速度应该是安全的。 Passenger: You are going at 120km/hour on a snowy day on the highway!

Driver: I should be safe now at 110km/hour.

练习：请同学们举出这种认知偏差的例子

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THE END

感谢！

Thank You！

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