



PSY-FI

IDENTIFYING STRATEGIC BIAS

BILL PATTERSON | CALVIN & HOBBS

**SOMETIMES I THINK THE SUREST SIGN
THAT INTELLIGENT LIFE EXISTS ELSEWHERE
IN THE UNIVERSE IS THAT...**

NONE OF IT HAS TRIED TO CONTACT US.



OVERCONFIDENCE

SOURCES: SVENSON, 1981, CAMBRIDGE CALCULATIONS, 2018







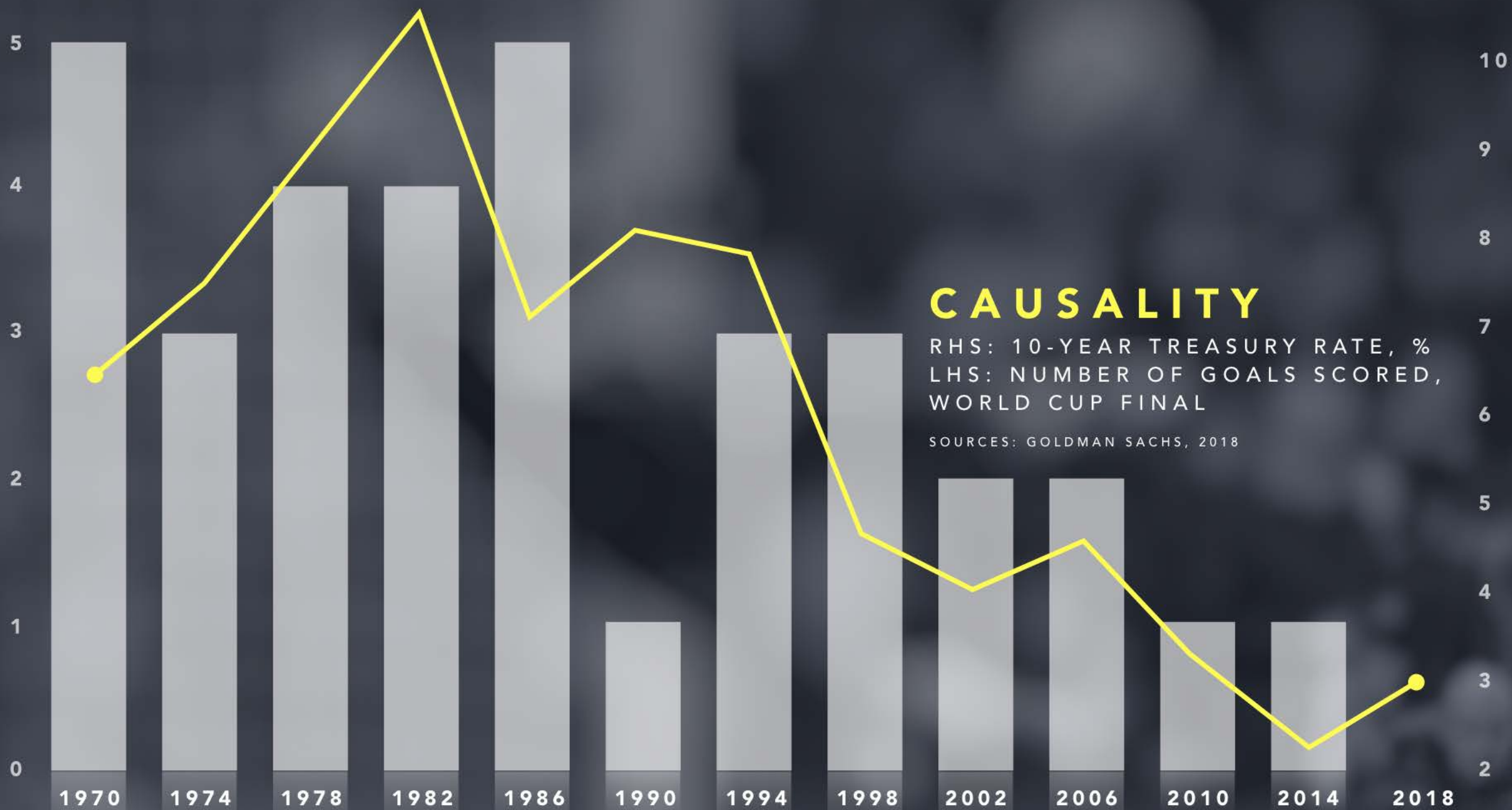
AVAILABILITY BIAS

NUMBER OF TRAFFIC FATALITIES
VS. 5-YEAR MONTHLY AVERAGE

2001

SOURCES: GERD GIGERENZER, CAMBRIDGE CALCULATIONS, 2018



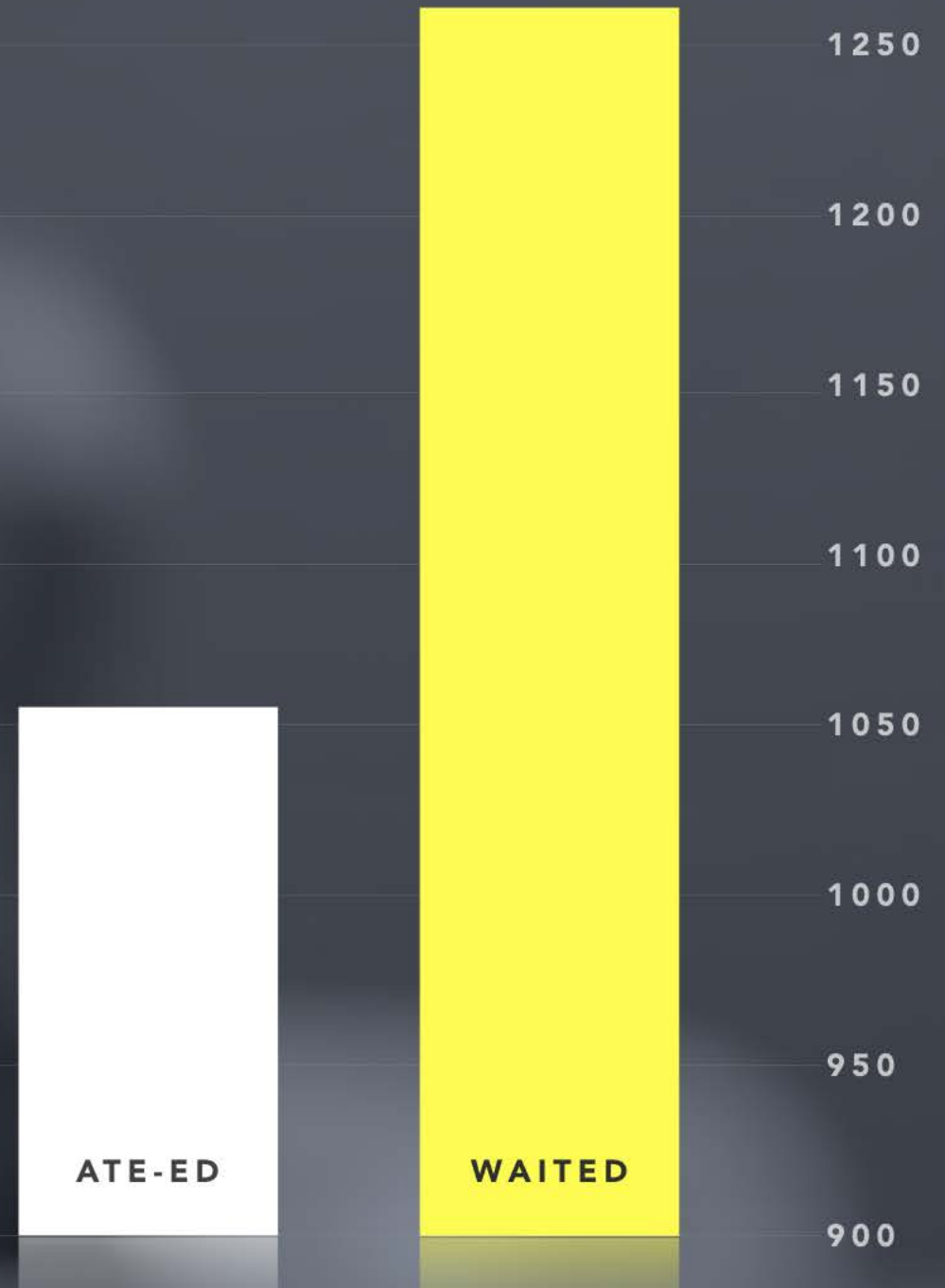




HYPERBOLIC DISCOUNTING

SAT SCORES
20 YEARS LATER

SOURCES: SHODA, MISCHEL, PEAKE, CAMBRIDGE CALCULATIONS, 2018





ACTION BIAS

PENALTY KICKS, PREMIER LEAGUE

SOURCES: BAR-EL, AZARI, RITOV, KEIDAR-LEVIN, SCHEIN,
CAMBRIDGE CALCULATIONS, 2018

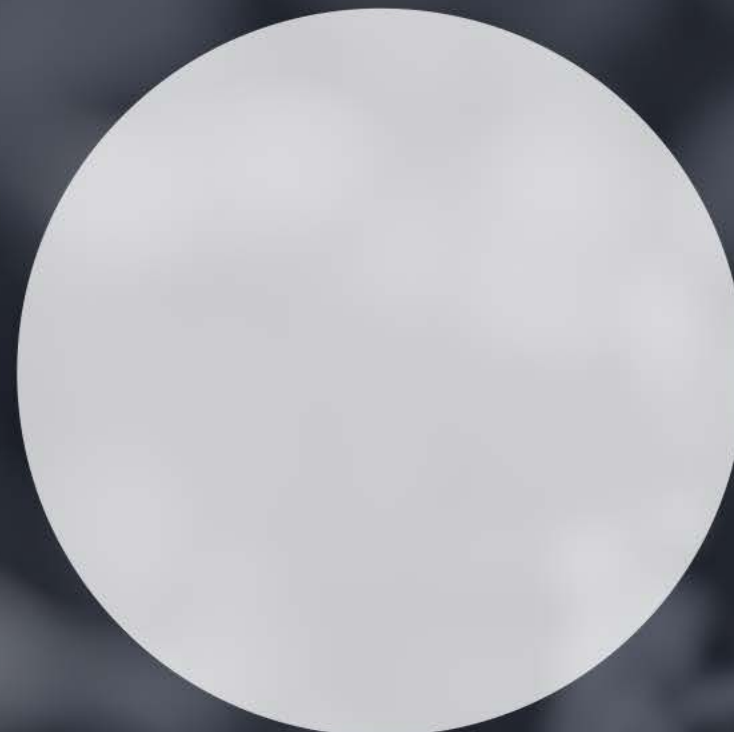
49.3%



LEFT

DIVES

44.4%



RIGHT

6.3%

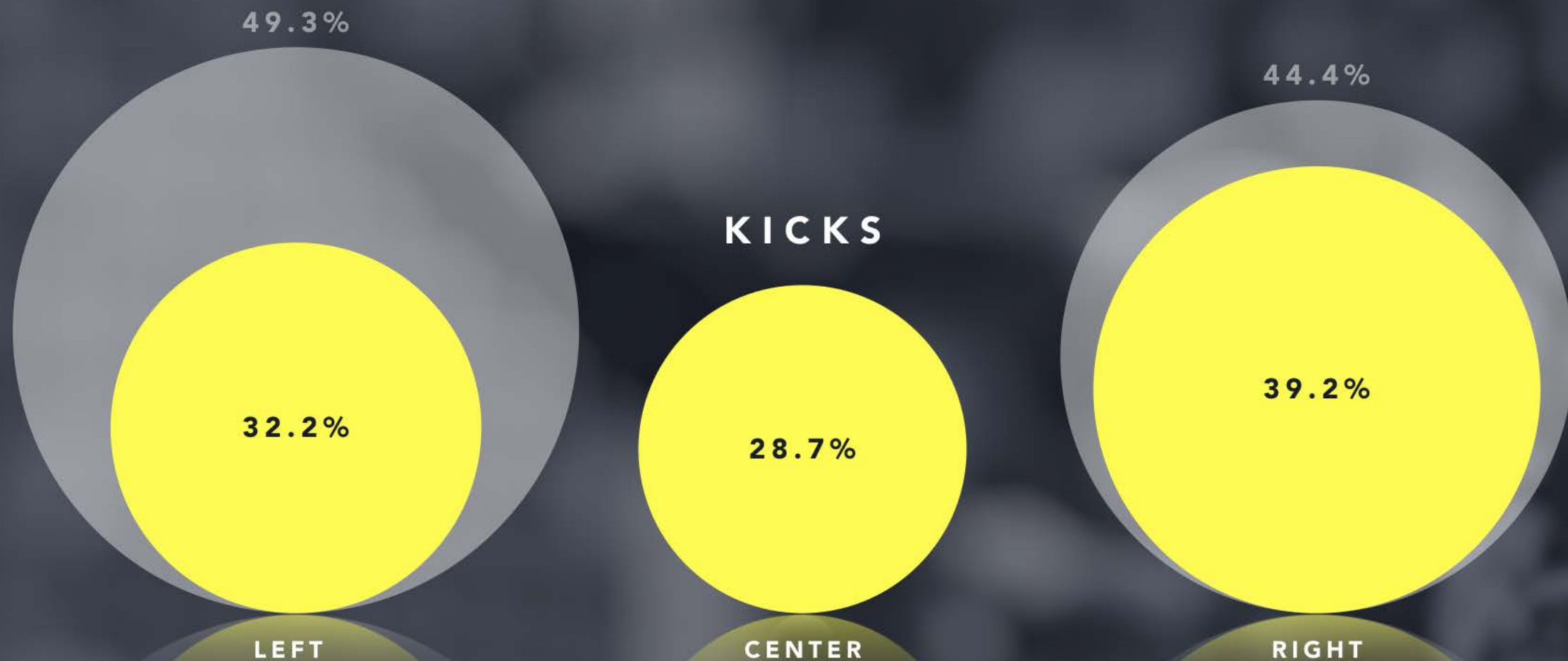


CENTER

ACTION BIAS

PENALTY KICKS, PREMIER LEAGUE

SOURCES: BAR-EL, AZARI, RITOV, KEIDAR-LEVIN, SCHEIN,
CAMBRIDGE CALCULATIONS, 2018





HALO EFFECT

ASCH PARADIGM

SOURCES: SOLOMON ASCH, 1951, CAMBRIDGE CALCULATIONS, 2018



X



A



B

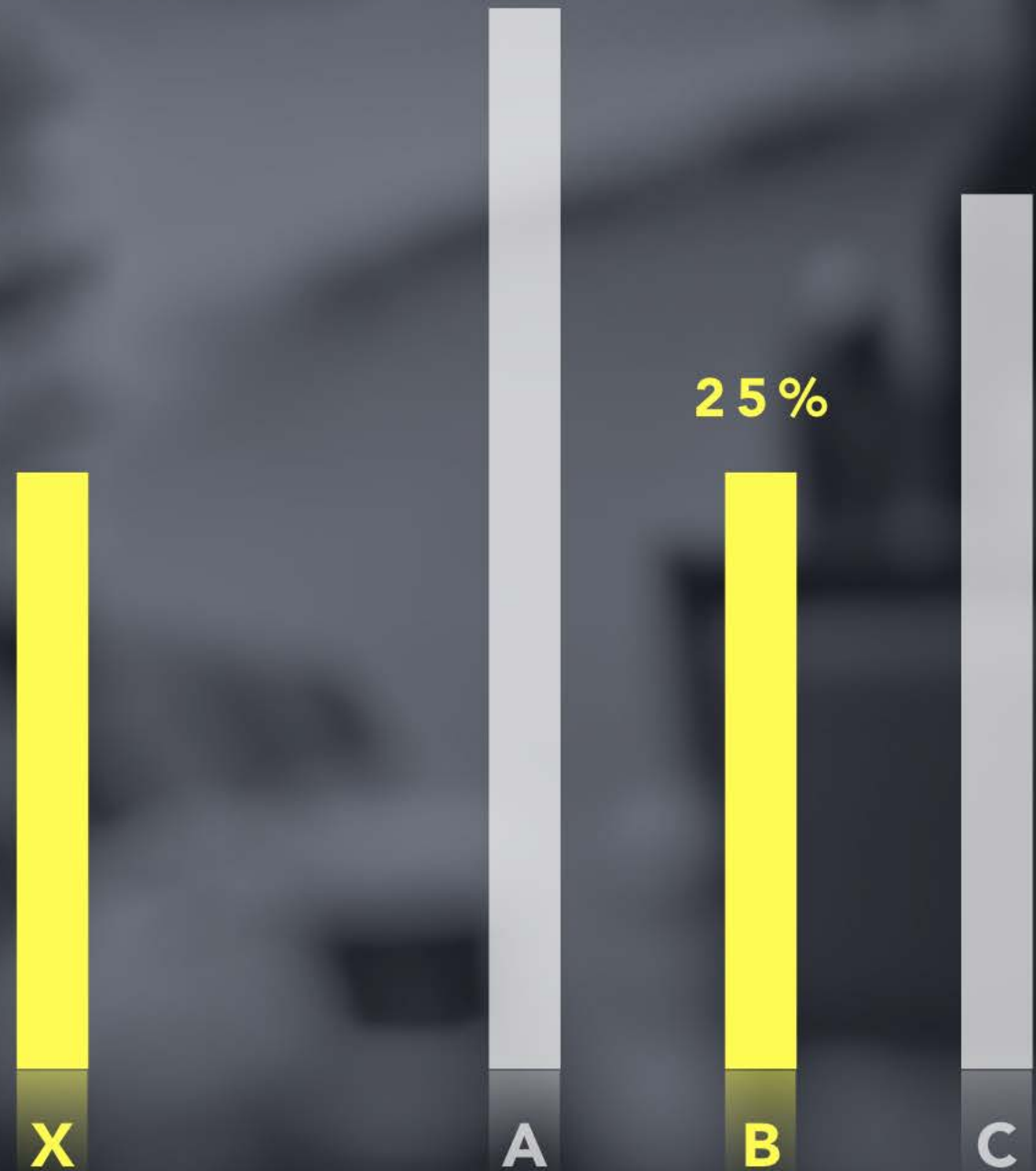


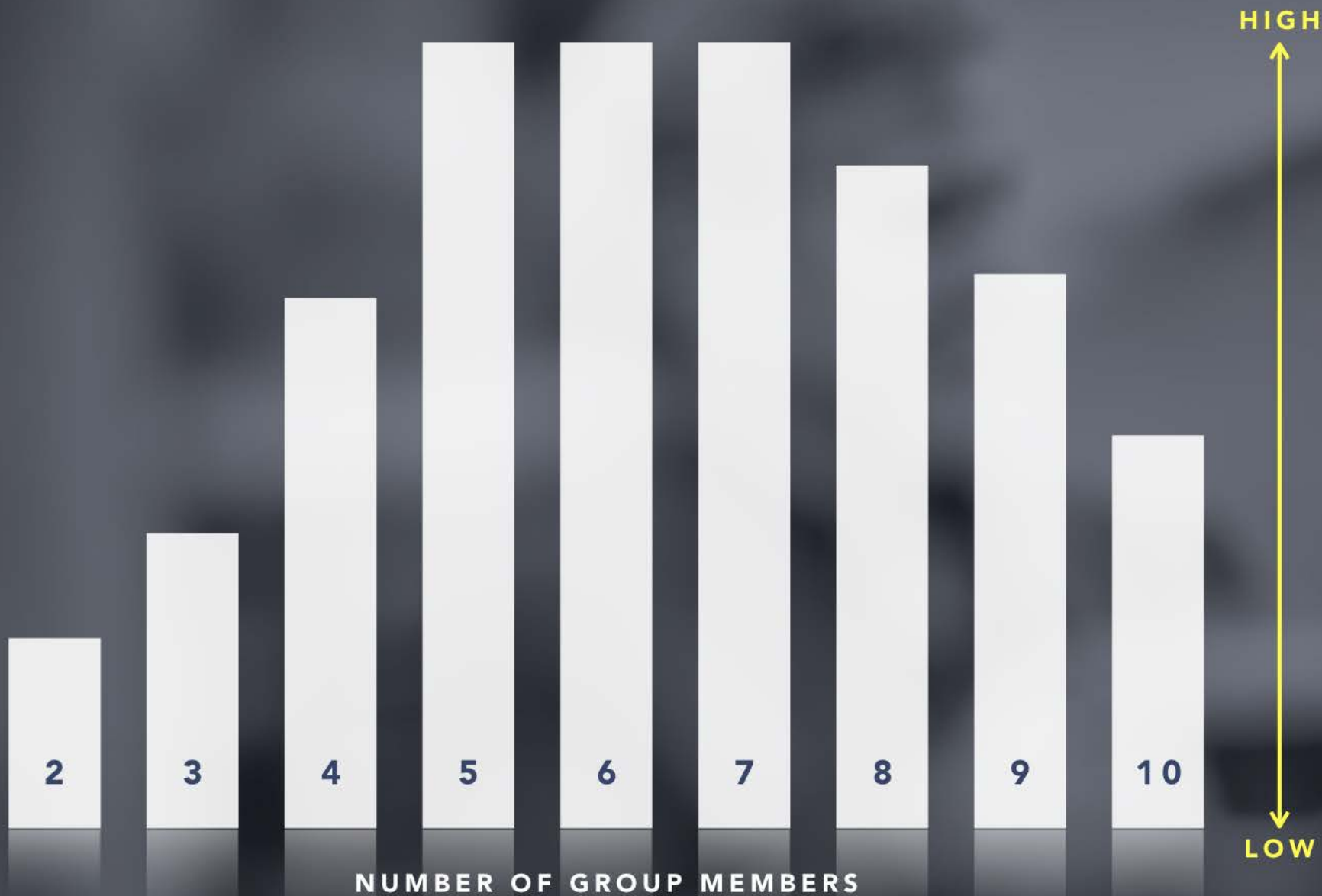
C

HALO EFFECT

ASCH PARADIGM

SOURCES: SOLOMON ASCH, 1951, CAMBRIDGE CALCULATIONS, 2018





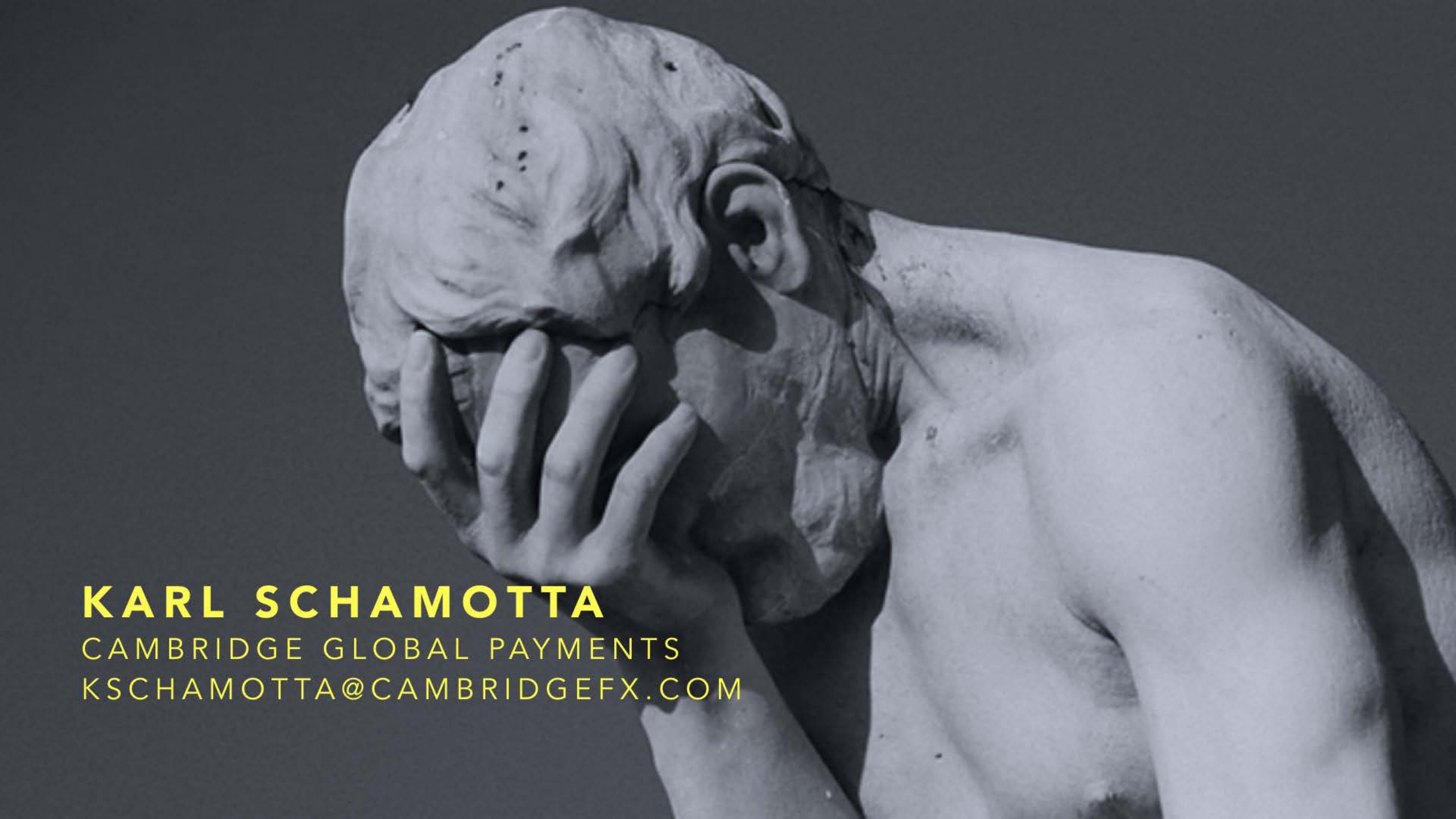
HALO EFFECT

CONFORMING
BEHAVIOUR

SOURCES: SOLOMON ASCH, 1951,
CAMBRIDGE CALCULATIONS, 2018

GEORGE CARLIN

**JUST THINK OF HOW STUPID THE AVERAGE
PERSON IS, AND THEN REALIZE THAT HALF
OF THEM ARE EVEN MORE STUPID.**



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