



Codemotion 2016

10 Misconceptions You Should Know About To Take
Better Decisions







Analysis of Situation

Data

Knowledge

Information

Risk / Reward Ratio

Cost / Benefit Analysis





Brain Automatism



Confirmation Bias



Cognitive Dissonance

Berto García via Visual Hunt



Authority Bias

28x16 3/4

A young child with dark hair is shown from the chest up, wearing a white tank top. Their face and hands are covered in colorful confetti. They have their eyes closed and are blowing a kiss towards the camera. The background is a soft, out-of-focus grey. On the right side of the image, there are several white geometric lines forming a jagged, abstract shape.

Halo Effect



Attributional Error



Self-Serving Bias

Overconfidence Effect





Self-Evaluation Effect



Hedonic Treadmill

