

Cognitive Errors: What, Why, and When

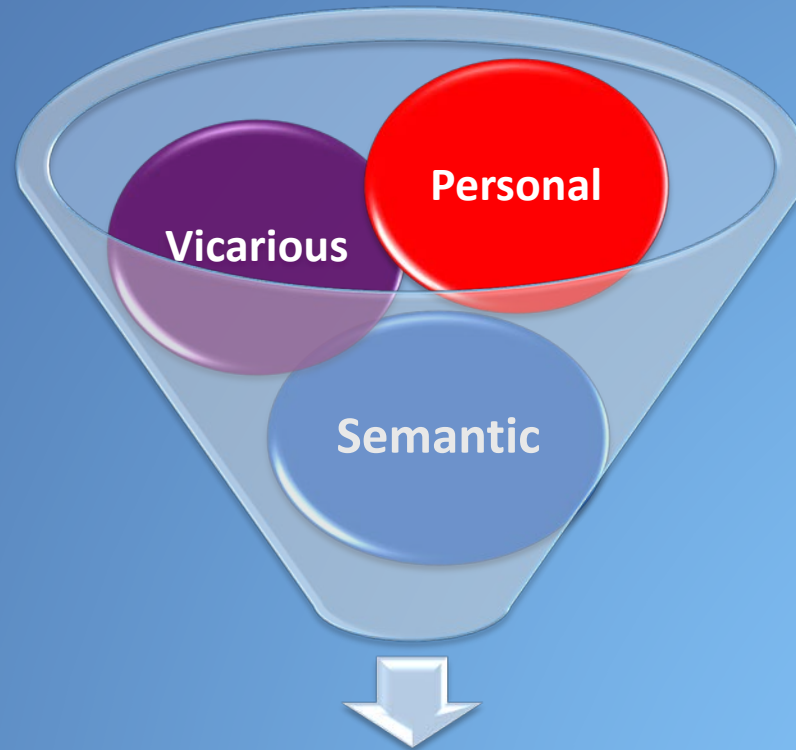
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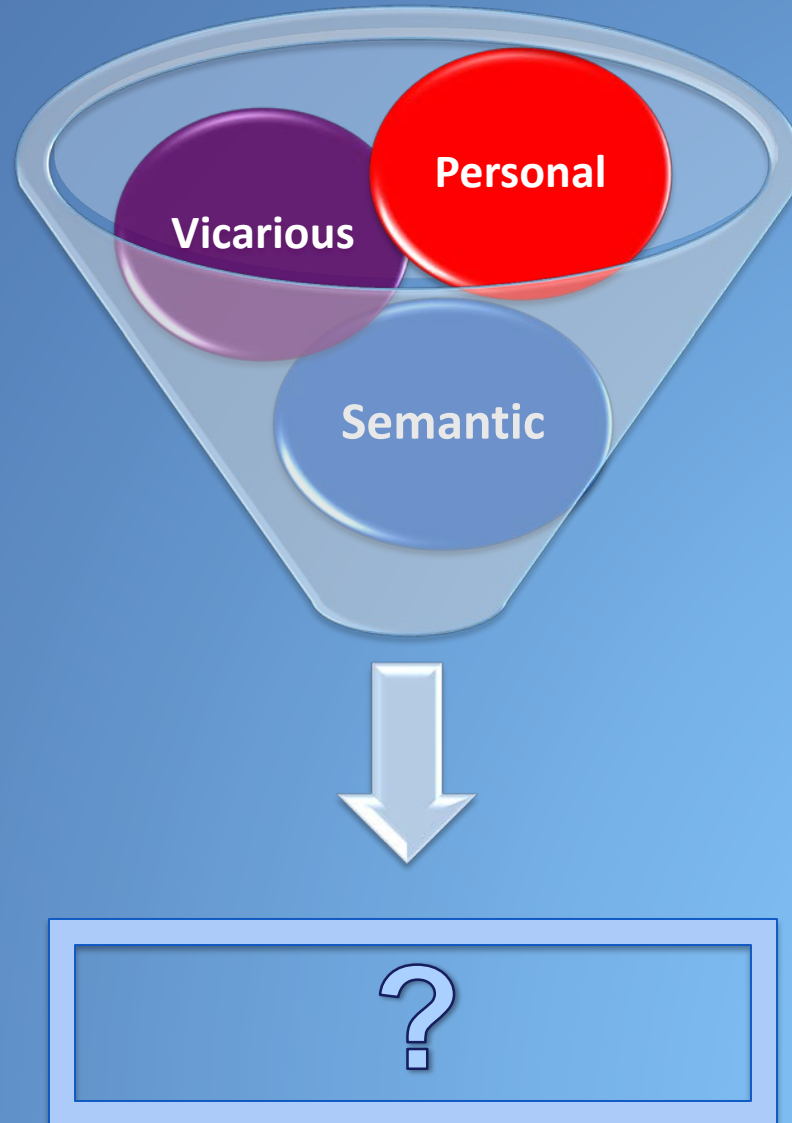
University of North Carolina at Chapel Hill

Training/Experiences



“Expertise” → “right decision”

How are decisions actually made?



Two Part System of Reasoning

Intuitive



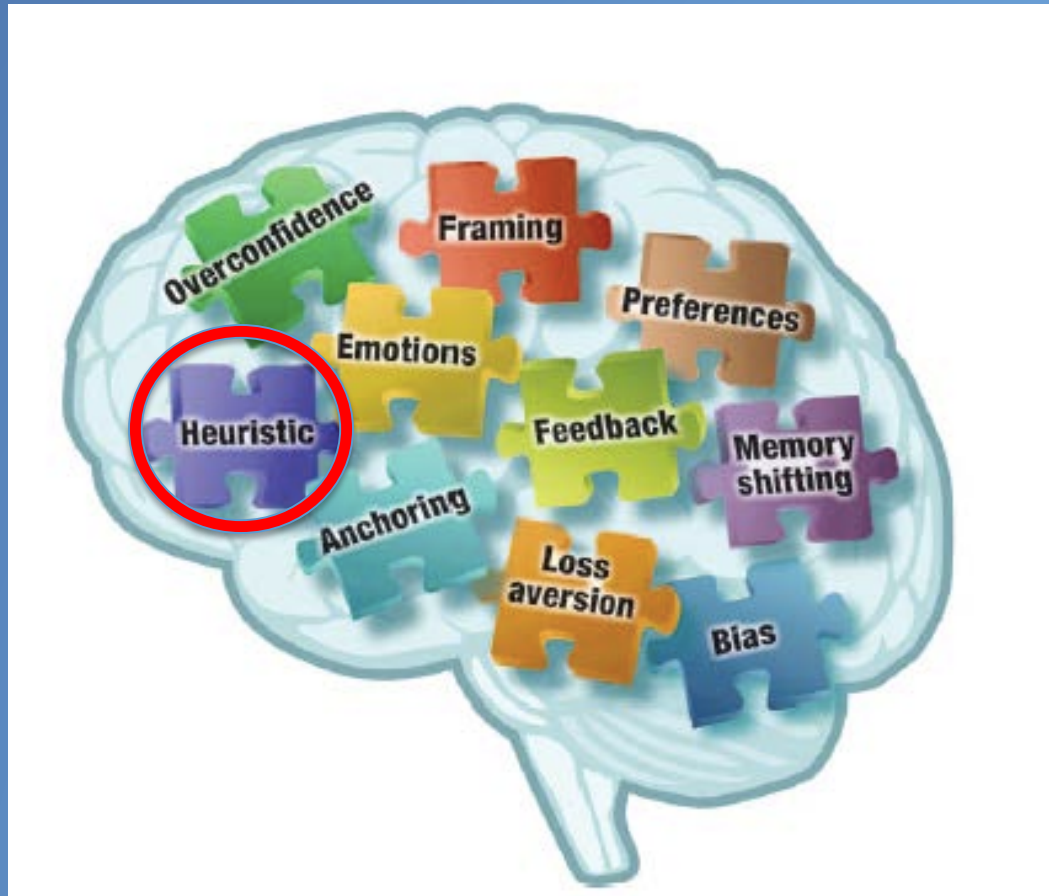
Analytical



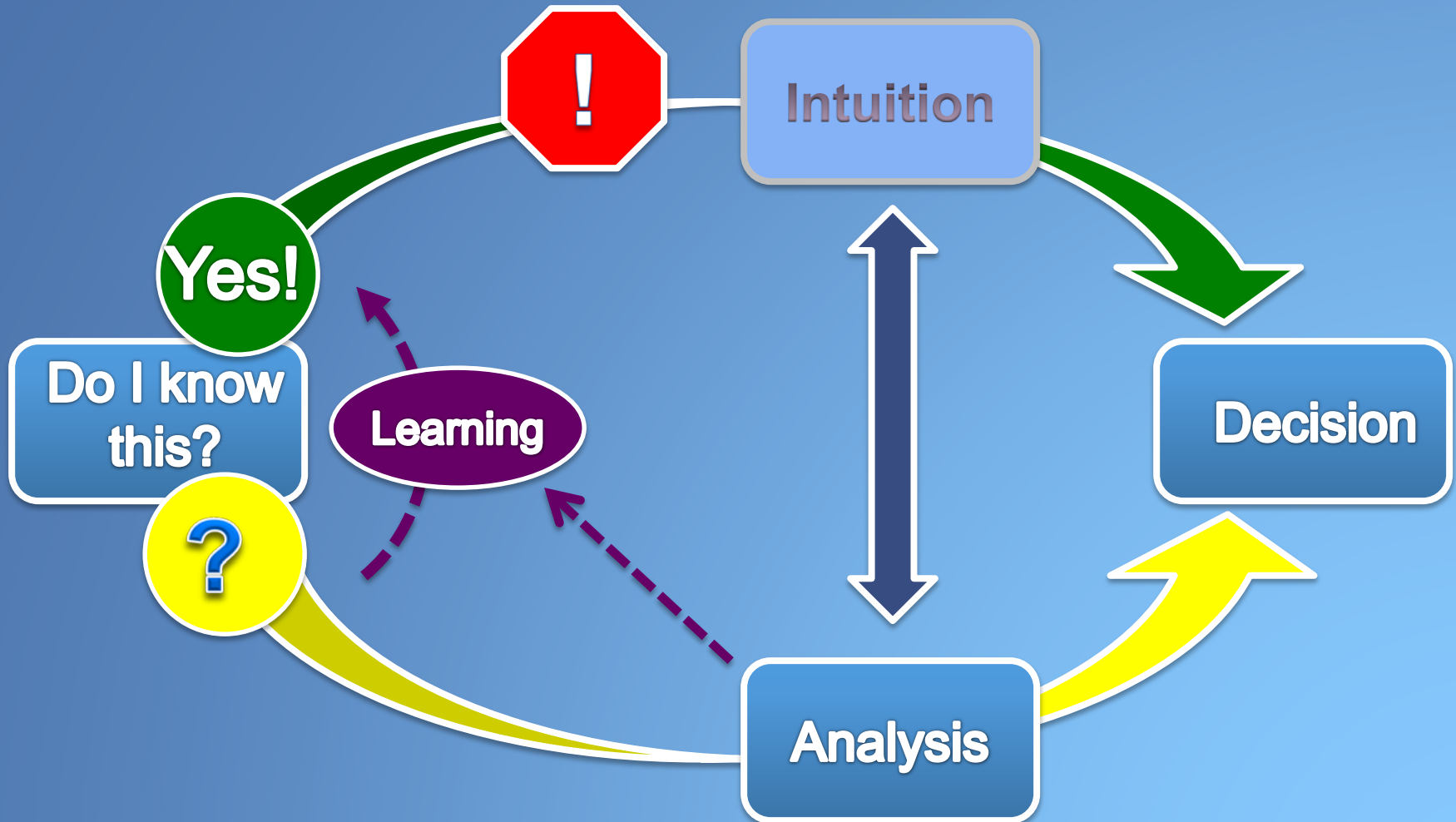
What's this?



“Nonrational” Decision Influencers

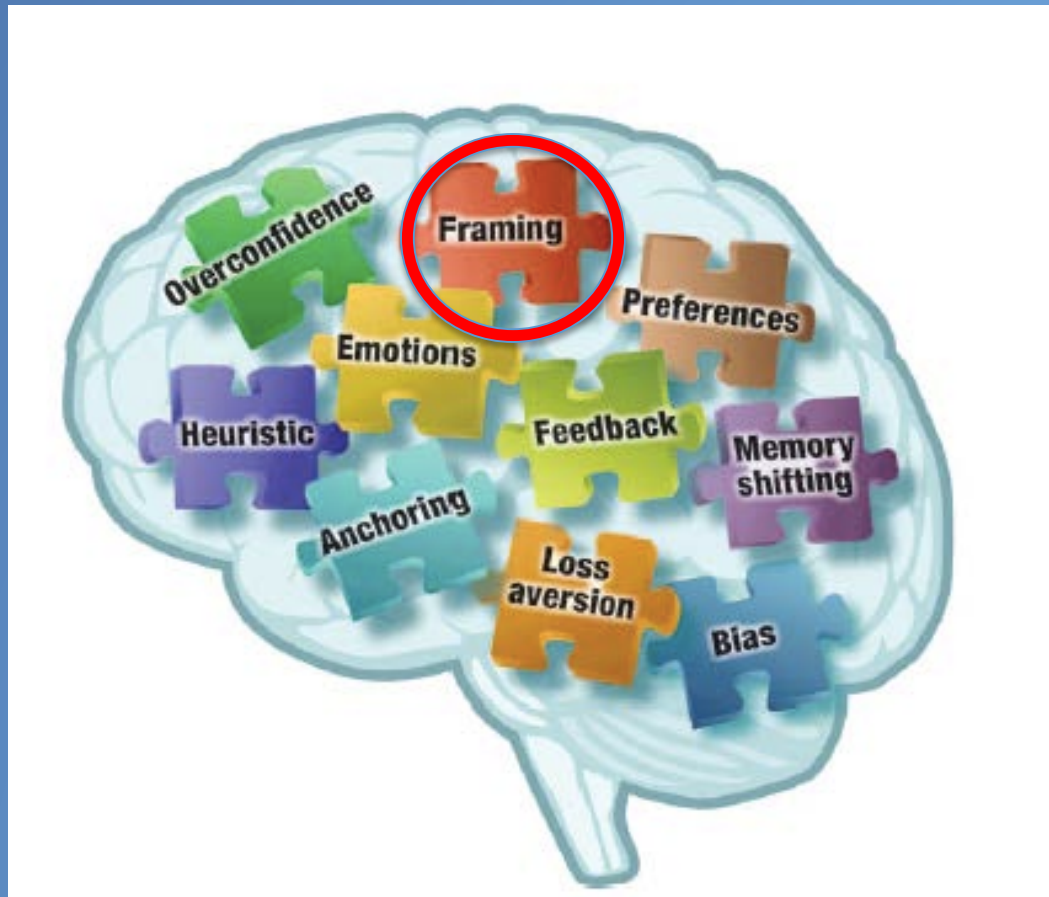


What is Cognitive Error?





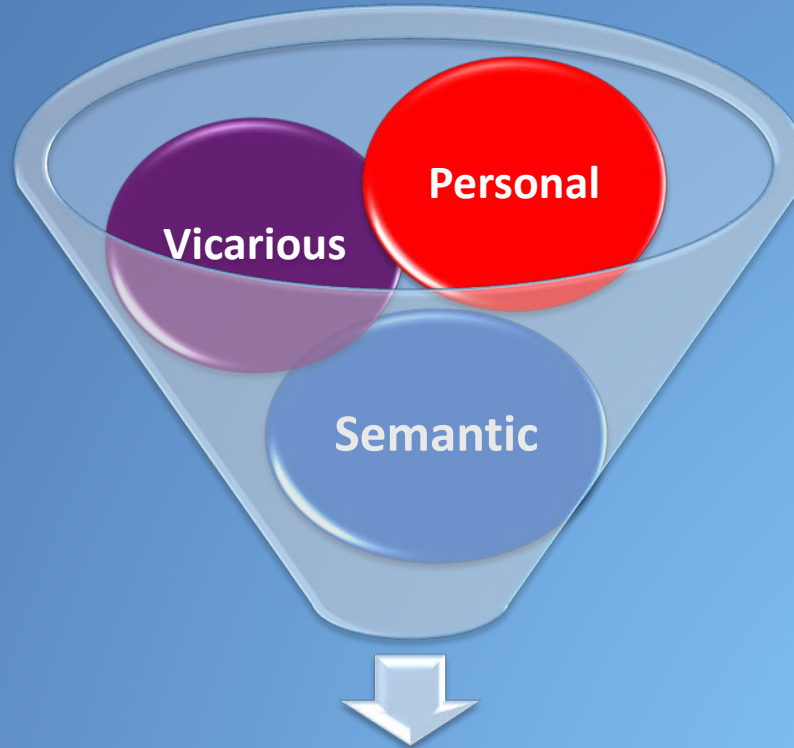
Why does Cognitive Error happen?



“Availability”

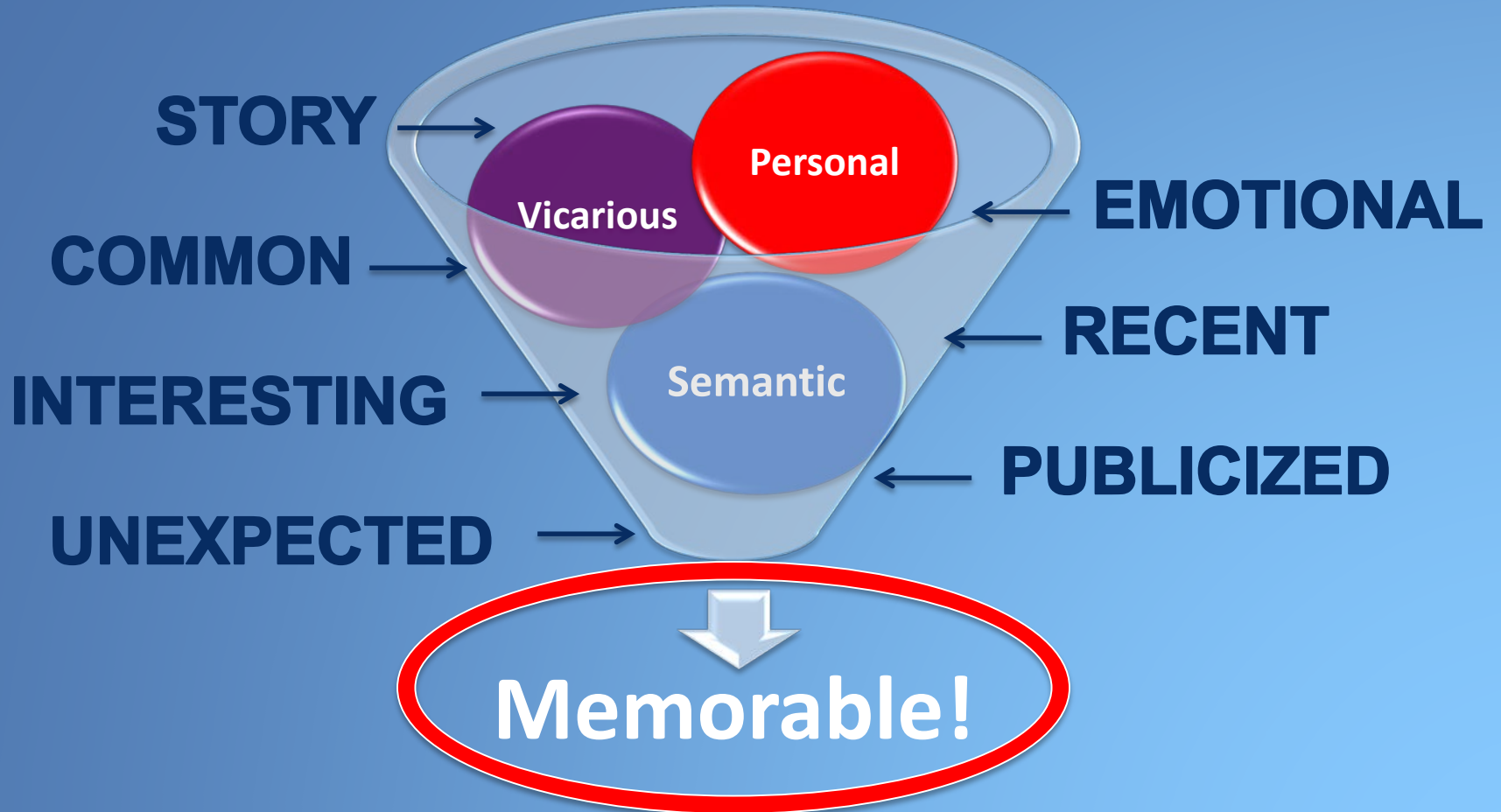


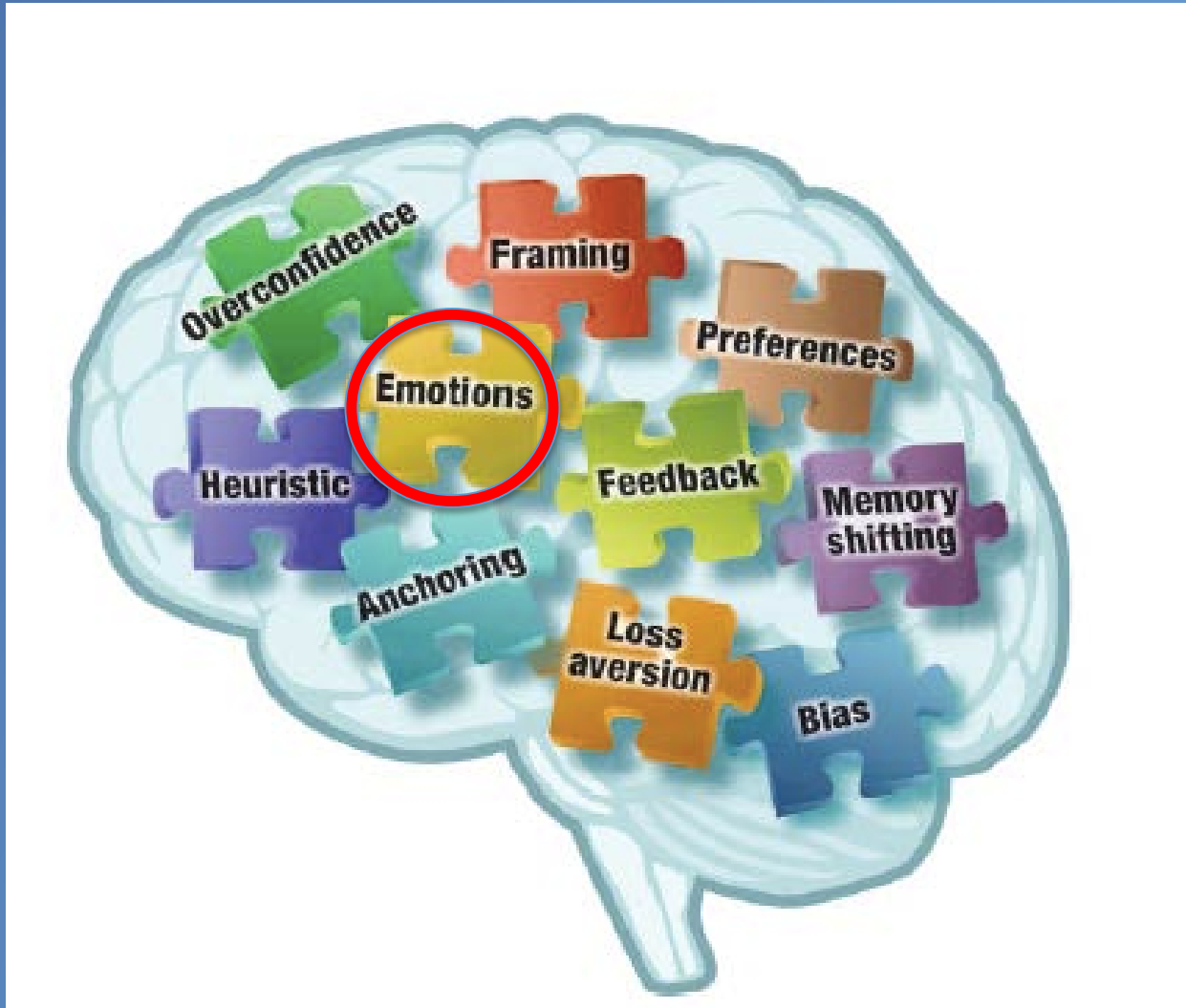
~~Experiences~~ Memories



“Expertise” → current situation?

Availability Bias

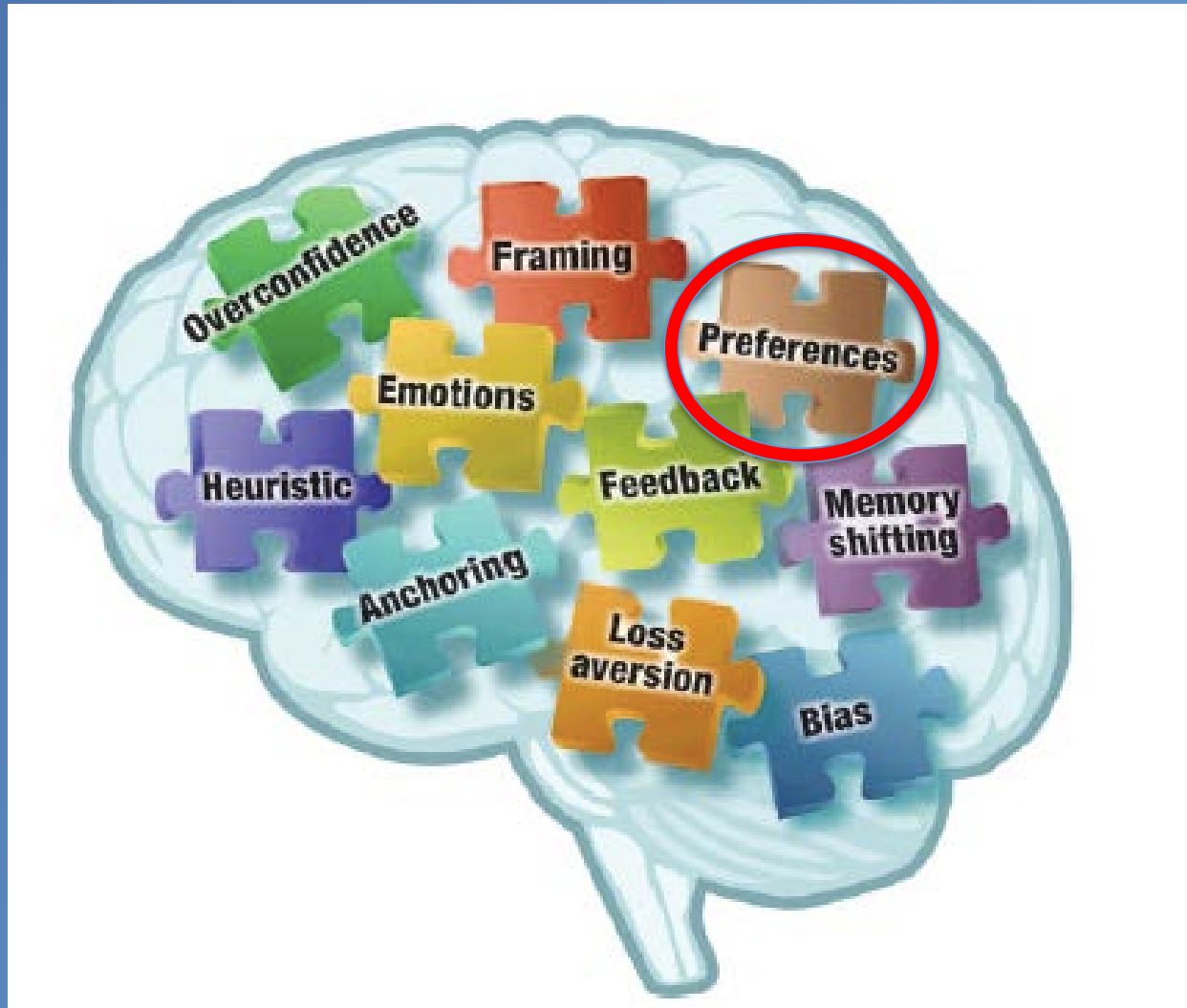




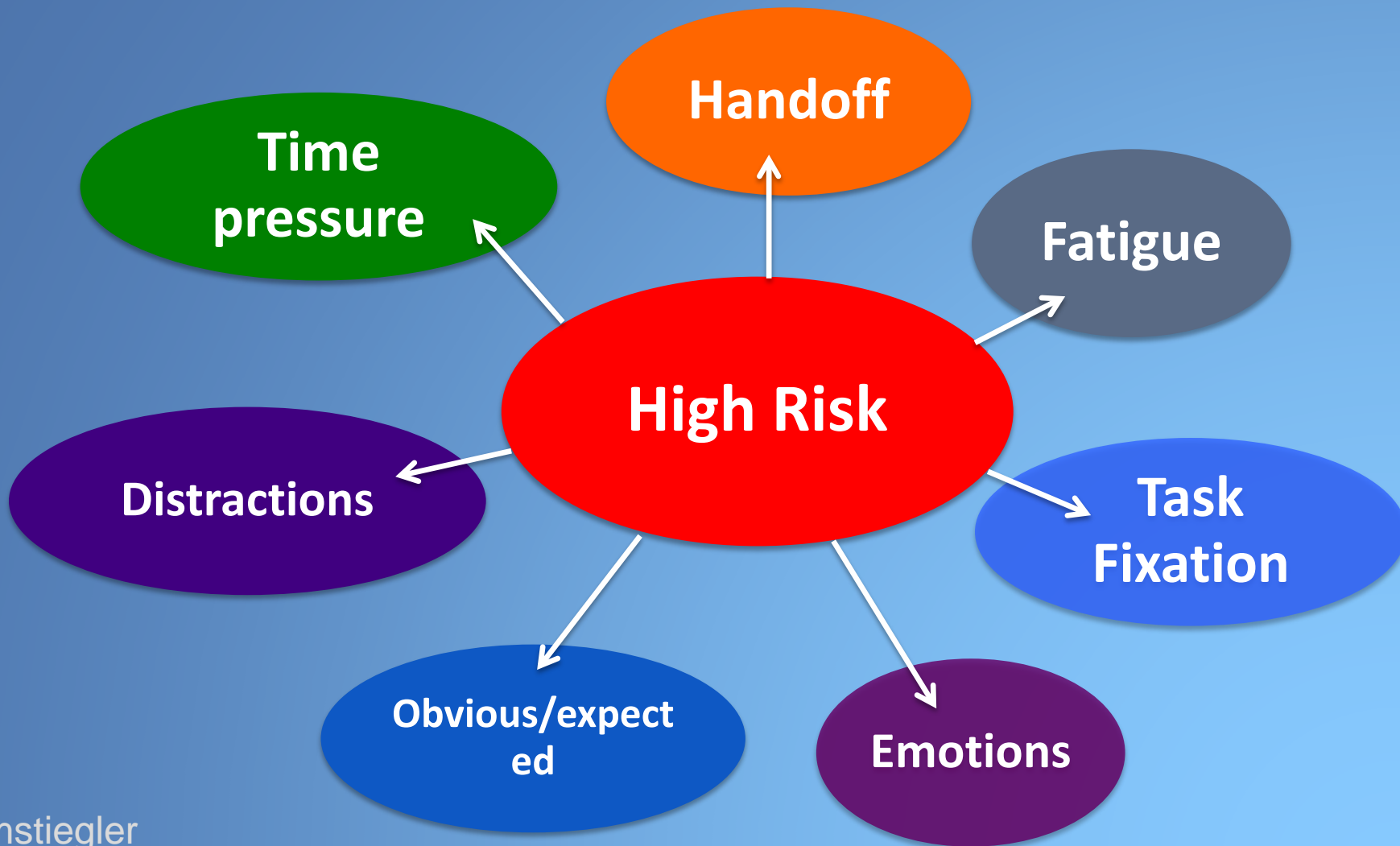




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When?



Thank you!

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