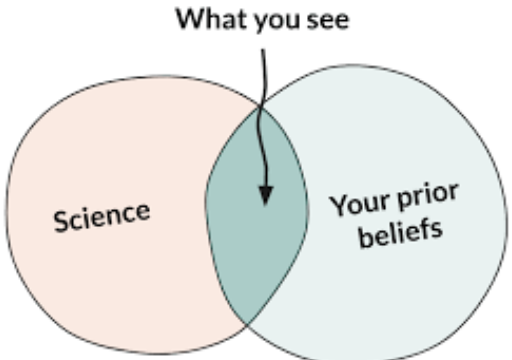

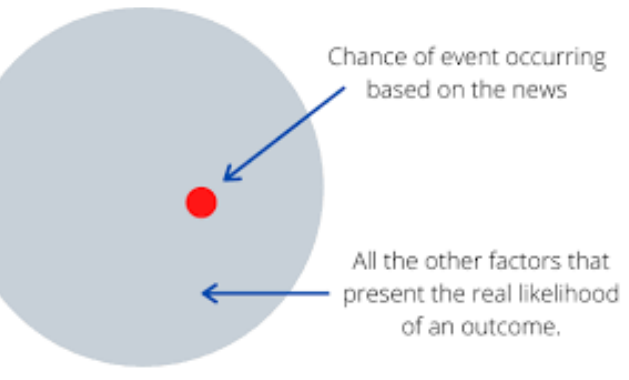



HOW COGNITIVE BIASES AND HEURISTICS CAN IMPEDE BEHAVIORAL RESEARCH

Psychology majors performing behavioral research must be objective and rational when conducting experiments.

Heuristics hinder this necessity. They are...

- Mental short cuts that help us make inferences
- Help make easy every day life decisions
- Cloud our judgement when making crucial observations in behavioral research

Common Heuristics and Biases	How They Can Impede Research
<p>CONFIRMATION BIAS</p> <p>The tendency to search for evidence that supports your own beliefs while ignoring evidence that disagrees with those beliefs</p> 	<p>You may only read articles or interpret data and behaviors in a way that supports your beliefs, or your predictions for the conclusion you want to find</p> 
<p>ANCHORING HEURISTIC</p> <p>The tendency to rely on the first piece of information learned when making inferences or decisions</p>	<p>You may believe that a certain behavior is connected to a specific personality trait and focus your research on that information when in reality it is just one possible combination</p>
<p>AVAILABILITY HEURISTIC</p> <p>Judging the frequency of an event based on how easily examples come to mind</p> 	<p>Inferring a certain behavior will always occur in a situation and base your hypothesis on this idea because it is the quickest example to come to mind</p> 

HOW DOES THIS HELP US BE BETTER RESEARCHERS?

By recognizing ways in which our brains hinder our view of a behavior or situation, we can take the time to actively increase awareness of when we possibly use them and develop methods a more rational and objective view point

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