The first thing you judge influences your judgment of all that follows. Your preferences for a just world are irrevocable in the core of our being, and we mainly find it hard to let go of them. When someone is being attacked for being different, we are especially slow to let go of our belief, and we often have the impression that others are the same way. This is called anchoring.

You assume that the things you value most will always come through. This is called sunk-cost fallacy. The idea that you paid a lot for something means it’s a loss you don’t want to give up. The endowment effect is a special kind of sunk-cost fallacy: the illusion that something is worth more if it’s yours, even if you paid little or nothing to get it.

You assume that things that have already cost you something will always cost you something. This is called the sunk-cost fallacy. The idea that you paid a lot for something means it’s a loss you don’t want to give up. The endowment effect is a special kind of sunk-cost fallacy: the illusion that something is worth more if it’s yours, even if you paid little or nothing to get it.

You identify with things that are already cost you something. This is called sunk-cost fallacy. The idea that you paid a lot for something means it’s a loss you don’t want to give up. The endowment effect is a special kind of sunk-cost fallacy: the illusion that something is worth more if it’s yours, even if you paid little or nothing to get it.

You automatically cling to things that have already cost you something. This is called sunk-cost fallacy. The idea that you paid a lot for something means it’s a loss you don’t want to give up. The endowment effect is a special kind of sunk-cost fallacy: the illusion that something is worth more if it’s yours, even if you paid little or nothing to get it.

You believe that if you have to pay for something, it must be good. This is called the sunk-cost fallacy. The idea that you paid a lot for something means it’s a loss you don’t want to give up. The endowment effect is a special kind of sunk-cost fallacy: the illusion that something is worth more if it’s yours, even if you paid little or nothing to get it.

You favor things that confirm your existing beliefs. We are wired to agree and disagree with ideas that fit our preconceptions, our in-groups, and our tribal identity. We presume that we’re fair and impartial, but the truth is that we favor those who are most like us, or belong to our in-groups. This is called confirmation bias.

The more you know, the less confident you’re likely to be. This is called the dunning–kruger effect. We tend to overestimate our knowledge and underestimate our ignorance. This can cause us to be overly confident in our ideas, and to believe even more strongly.

You automatically focus on ideas that confirm your beliefs. This is called selective perception. You may not realize you’re doing it, but it’s a natural human tendency. We tend to notice and remember things that confirm our beliefs, and to ignore or forget things that don’t.

You see personal specifics in vague statements by filling in the gaps. This is called the barnum effect. We tend to automatically fill in the blanks and believe that vague statements are about us. This can also lead to the false belief bias: believing something is true when it isn’t.

You see and agree with ideas that fit your preconceptions, your in-groups, and your tribal identity. You assume that if you have to pay for something, it must be good. This is called the sunk-cost fallacy. The idea that you paid a lot for something means it’s a loss you don’t want to give up. The endowment effect is a special kind of sunk-cost fallacy: the illusion that something is worth more if it’s yours, even if you paid little or nothing to get it.

You remember the past as better than it was, and you expect the future to be worse than it will likely be. This is called declension bias. We tend to overestimate the past and underestimate the future. This is partly because we have a memory bias: we remember past events more vividly than future events.

You allow yourself to be unduly influenced by context and delivery. We all differ in how easy it is to be persuaded, but the truth is that all of us are easy to influence, if only by delivering our arguments with force and style. We are vulnerable to how our beliefs are presented.

You judge others on their character, but yourself on the situation. This is called the halo effect. We tend to judge ourselves more harshly than we judge others. We also tend to judge others more harshly if we don’t like them.

You see personal specifics in vague statements by filling in the gaps. This is called the barnum effect. We tend to automatically fill in the blanks and believe that vague statements are about us. This can also lead to the false belief bias: believing something is true when it isn’t.

No matter how you feel about something, would I still do so now? What would I counsel a friend to do? To regain objectivity, ask yourself: had I not already invested cost you something.

You let the social dynamics of a group situation undermine the best outcomes. You favor things that confirm your existing beliefs. This is called confirmation bias. The more you know, the less confident you’re likely to be. This is called the dunning–kruger effect. We tend to overestimate our knowledge and underestimate our ignorance. This can cause us to be overly confident in our ideas, and to believe even more strongly.

You expect others to do the same thing that you do. This is called groupthink. We tend to automatically defend our ideas without ever really questioning them.

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