

认知偏差 第二节

135种认知偏差之 11至15

135 Cognitive biases : 11 to 15

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# 135 种认知偏差 135 cognitive biases

1. 模糊效应 Ambiguity effect
2. 锚定效应 Anchoring or focalism
3. 拟人化 Anthropomorphism
4. 注意力偏差 Attentional bias
5. 自动性偏差 Automation bias

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# 135 种认知偏差

# 135 cognitive biases

11. 信念偏差

Belief bias

12. 偏差盲点

Bias blind spot

13. 啦啦队效应

Cheerleader effect

14. 支持选择偏差

Choice-supportive bias

15. 聚类模式偏差

Clustering illusion

# 逻辑训练 Logic exercise

现在请您专注和澄清思维... 准备好了吗? Concentrate and clear your mind please... are you ready?



# 信念偏差

## Belief bias

11. 信念偏差：是指当人们分析某一个论点的逻辑推理是否有力的时候，他们会因为是否相信这个结论而产生偏差/偏见。

Belief bias: An effect where someone's evaluation of the logical strength of an argument is biased by the believability of the conclusion.

# 例子 Examples

(1) 在研究祈祷对疾病的影响时，一个思维完全开放的研究人员会纯粹基于所收集的数据得出结论，而有宗教信仰的研究者会把有利于祈祷者的数据作为治疗的因素。 A researcher studying the affect of prayer on illness. A completely open-minded researcher will gather data and then come to a conclusion based purely on the data collected. A highly religious person may interpret the data in favor of prayer as a factor in healing.

# 例子 Examples

(2) 但无神论者则可能扣除有利于祈祷者的数据/证据。例如：几乎险些（危危乎地）接近于证明人类确实拥有灵通力量的证据。 While an atheist may discount pro-prayer data, e.g. “...the evidence against humans possessing psychic powers is precariously close to demonstrating humans do have psychic powers...”



# 例子 Examples

第二个例子，是真有其事。雷丁教授在IONS研究所做了些实验证明人类确实有特异功能。其他主流著名大学的教授，抱著极度怀疑的态度，来重复他的实验，结果数据与雷丁教授的发现差不多。但在这些学者发表的文献内，竟然会写上以下无稽的结论：“我们证明人类没有特异功能的数据本身几乎险些（危危乎地）接近于证明人类真的有特异功能”。这个例子说明了，权威专业的大学教授，如果未经过逻辑训练，也会犯信念偏差，在真理实相面前也会扭曲它。

# 例子 Examples

The second example is real. Prof. Dr. Dean Radin at IONS Research Institute had done some experiments to prove that humans do have special functions. Professors at other leading universities repeated his experiments with extreme skepticism, and the results were similar to Dr Radin's findings. But in the papers published by these scholars, the following absurd conclusion was written: "We prove that the data that human beings have no special function are almost precariously close to proving that human beings really have special function". This example shows that authoritative University professors, if not trained in logic, will also commit belief bias and distort the truth in the face of it.

# 信念偏差

# Belief bias

练习：请同学们举出这种认知偏差的例子



# 偏差盲点

## Bias Blind spot

12. 偏差盲点：倾向于认为自己比别人较少有认知偏差，或相比自己，更能识别出他人的认知偏差。

**Bias blind spot:**  
The tendency to see oneself as less biased than other people, or to be able to identify more cognitive biases in others than in oneself.

# 偏差盲点

# Bias Blind spot

能看出认知偏差对他人判断的影响，却看不到认知偏差对自己判断的影响。

Recognizing the impact of biases on the judgement of others, while failing to see the impact of biases on one's own judgement.

# 例子 Examples

一项测试结果表明我的智商较低，我认为这个结果是错的。而对于另一个表明我有很高智商的测试结果，我则认为它更为可信，即使我知道该测试是不太有效的。

I take an IQ test which shows I have a lower IQ. I believe it is wrong. I find more credible the results from another test which shows me as having a very high IQ, even though I know the test is less valid.

# 偏差盲点

# Bias Blind spot

练习：请同学们举出这种认知偏差的例子



# 啦啦队效应 **Cheerleader effect**

13. 啦啦队效应：是指人们在群体中比独自一人时显得更有吸引力的倾向/效应。也称为群体吸引力效应。 **Cheerleader**

**effect: The tendency for people to appear more attractive in a group than in isolation. Also known as the group attractiveness effect.**



# 例子 Examples

酒吧里的一群女人，她们聚在一起时，看起来都很漂亮。但离群之后，每个人单独看起来，则有点差劲了。

A group of women in a bar as collectively attractive but individually "sled dogs".

# 啦啦队效应 **Cheerleader effect**

练习：请同学们举出这种认知偏差的例子



# 支持选择偏差 **Choice-supportive bias**

14. 支持选择偏差：人们的记忆中，会倾向支持，自己以前作出的选择是对的。记忆中往往比实际的要好。

**Choice-supportive bias: The tendency to remember one's choices as better than they actually were.**

# 例子 Examples

(1) 购物者宁愿去离家很远地方买牛奶，那里的价钱相对于离家较近的超市要便宜一点，但其实，在买牛奶上省下来的钱往往不够抵消时间和路费上的支出。 Buying milk (little cheaper) from Shoppers on senior's day that is located further away from home vs buying from Nofrill that is very close to home. Time and gas spent going to Shoppers do not compensate for the little amount of money saved from buying milk there.

# 例子 Examples

(2) 人们时常对已做出的决定感到后悔。常见例子是买家的懊悔（对奢侈的购物感到愧疚，或者意识到自己被推销员过分影响）。

Everyone has made a decision and then regretted it. One common example is buyer's remorse (suffering guilt over an extravagant purchase or realising you've been overly influenced by a salesman).

# 例子 Examples

如果你发现自己正在为了努力避免这种遗憾，而通过对自己糟糕的选择寻找积极因素的话，那么，选择性支持的认知偏差就在起作用了。 If you find yourself actively avoiding that regret by finding positives about your poor choice, then Choice Supportive Bias is at play.

# 支持选择偏差 **Choice-supportive bias**

练习：请同学们举出这种认知偏差的例子



# 聚类模式偏差 **Clustering illusion**

15. 聚类模式偏差 (集群错觉): 是指倾向于在随机数据的大样本中, 高估小样本特例、一小段或小群体的重要性的倾向 (即看到或归纳出错觉模式: 不存在的模式)。

**Clustering illusion** : The tendency to overestimate the importance of small runs, streaks, or clusters in large samples of random data (that is, seeing phantom patterns)



# 聚类模式偏差

# Clustering illusion

聚类模式偏差实际上是仅仅从数字或事件的一个随机序列中归纳出一个模式的认知偏差。 Clustering illusion is the cognitive bias of seeing a pattern in what is actually a random sequence of numbers or events.

# 聚类模式偏差

# Clustering illusion

这是一种与赌徒谬论有关的“脱酚症”。脱酚症是指错误地感知不相关事物之间的联系和意义的倾向。 It is a type of apophenia related to the gambler's fallacy. Apophenia is the tendency to mistakenly perceive connections and meaning between unrelated things.

# 聚类模式偏差 Clustering illusion

有时也称为“热手谬论”，源自于篮球教练和球员都认为最好使用那些连续得分的球员（即：那些“热手”的人）。 It is sometimes called the "hot hand fallacy" due to the belief common among basketball coaches and players that it was best to use players on a hot streak (i.e., those who had a "hot hand").

# 例子 Examples

这在某些场景中表现得很常见，比如赌徒们拼命想从扑克牌类和其他游戏的机会事件中总结出规律来尝试击败系统。

This is particularly true of gamblers who desperately try to 'beat the system' by seeing patterns of events in cards and other games of chance.

# 聚类模式偏差 Clustering illusion

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THE END

感谢！

Thank You !

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