

# Cognitive bias in IT

10 traps for IT managers to avoid

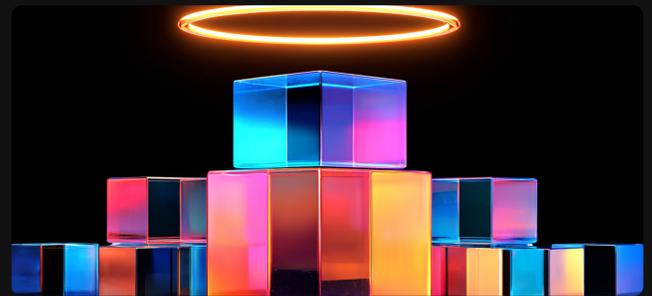
IT leaders today face a unique challenge. Not only do they need to buy and build the right software and workflows, they have to understand how that tech is going to drive value for users and advance key business goals.

Left unchecked, cognitive biases can lead to misalignment between the software experiences you build and what users want and the business needs. Do you know how cognitive bias may be affecting how you work or make IT decisions?



## 1. Sunk-cost fallacy

Following through on a project, workflow, or feature that may not be right—or may even be doomed to fail—simply because one has already put so much work into it.



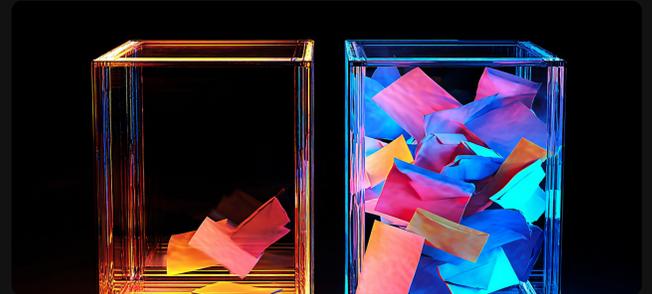
## 2. Halo effect

Building a positive holistic picture of a path, product, or person based on one or a few traits that don't justify doing so.



## 3. Authority bias

Privileging the opinions or judgements of someone in a position of authority and giving them unmerited weight.



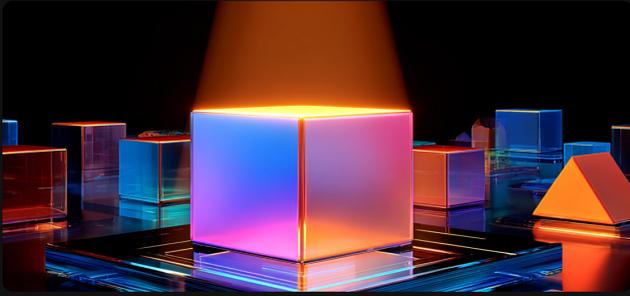
## 4. Bandwagon effect

Prioritizing a point of view or direction based on the number of people voicing support for it.



Interested in learning more?  
Check out the 4 ways to break free from cognitive bias here





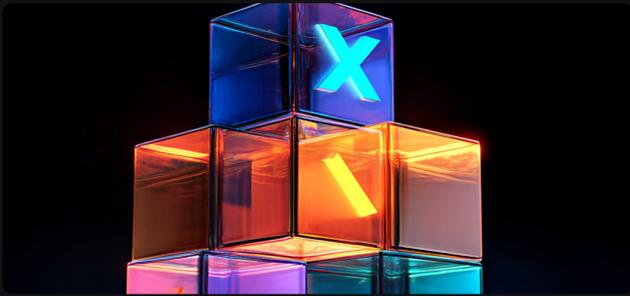
## 5. Confirmation bias

Seeking out sources, points of view, and supporting materials that confirm one's prior view or stance on an issue.



## 6. Hindsight bias

The tendency to believe that the outcome of a decision was more predictable than it actually was at the time it was made.



## 7. Availability heuristic

Giving too much weight to information that's top of mind or easily accessible when making IT decisions.



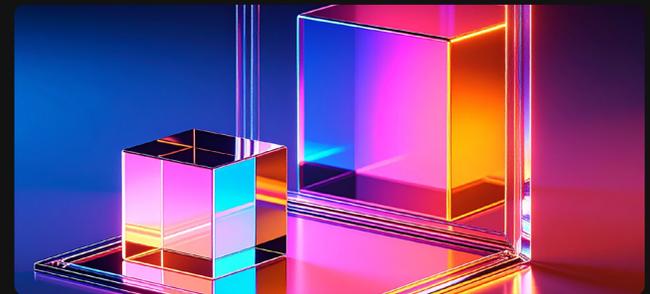
## 8. Ostrich effect

Choosing to ignore information that threatens our preferred way of doing things.



## 9. Clustering illusion

Spotting a pattern in the data or signal in the noise where there is none.



## 10. Dunning-Kruger effect

The tendency for individuals with limited knowledge or skills to overestimate their abilities in a given area.

