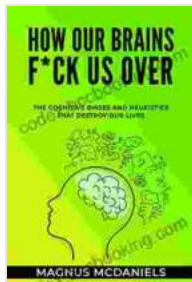


How Our Brains Trick Us Over: Uncover the Cognitive Illusions That Shape Our Reality



How Our Brains F*ck Us Over: The Cognitive Biases and Heuristics that Destroy Our Lives by Magnus McDaniels

★★★★☆ 4.7 out of 5

Language : English

File size : 1960 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 188 pages

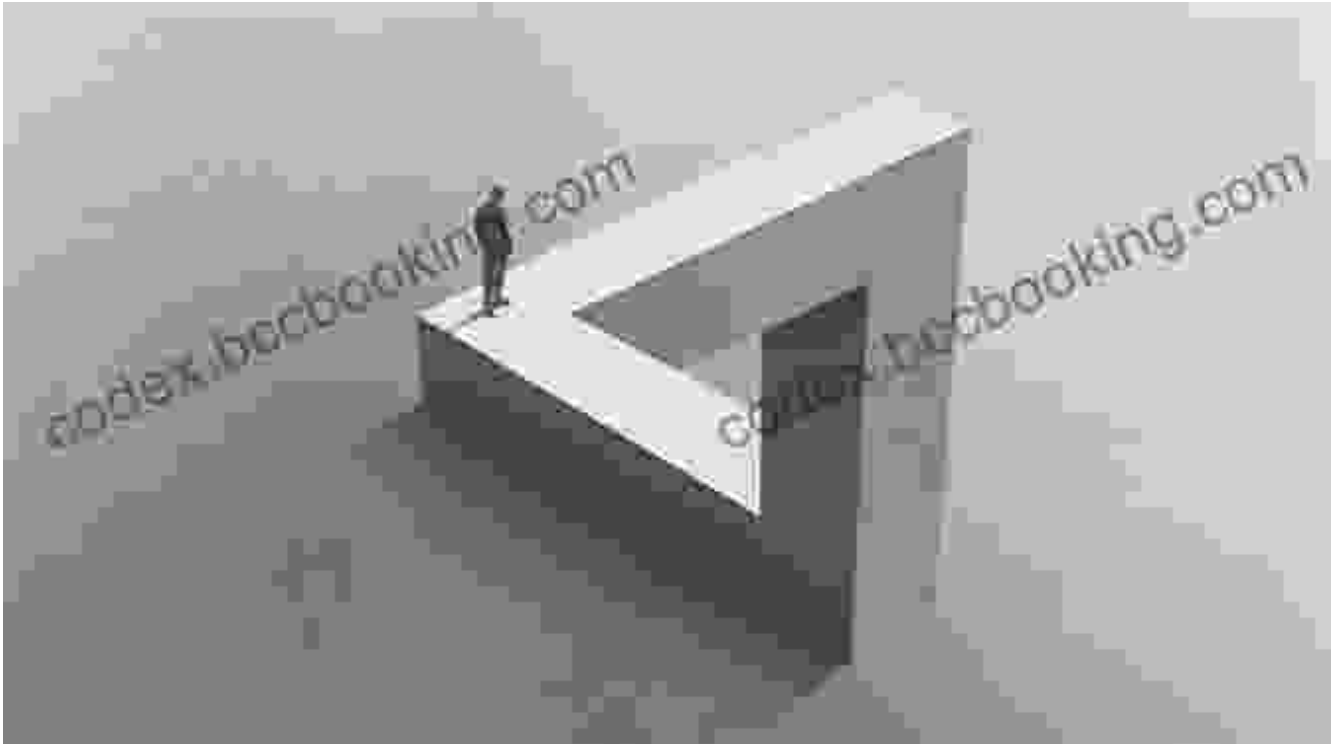
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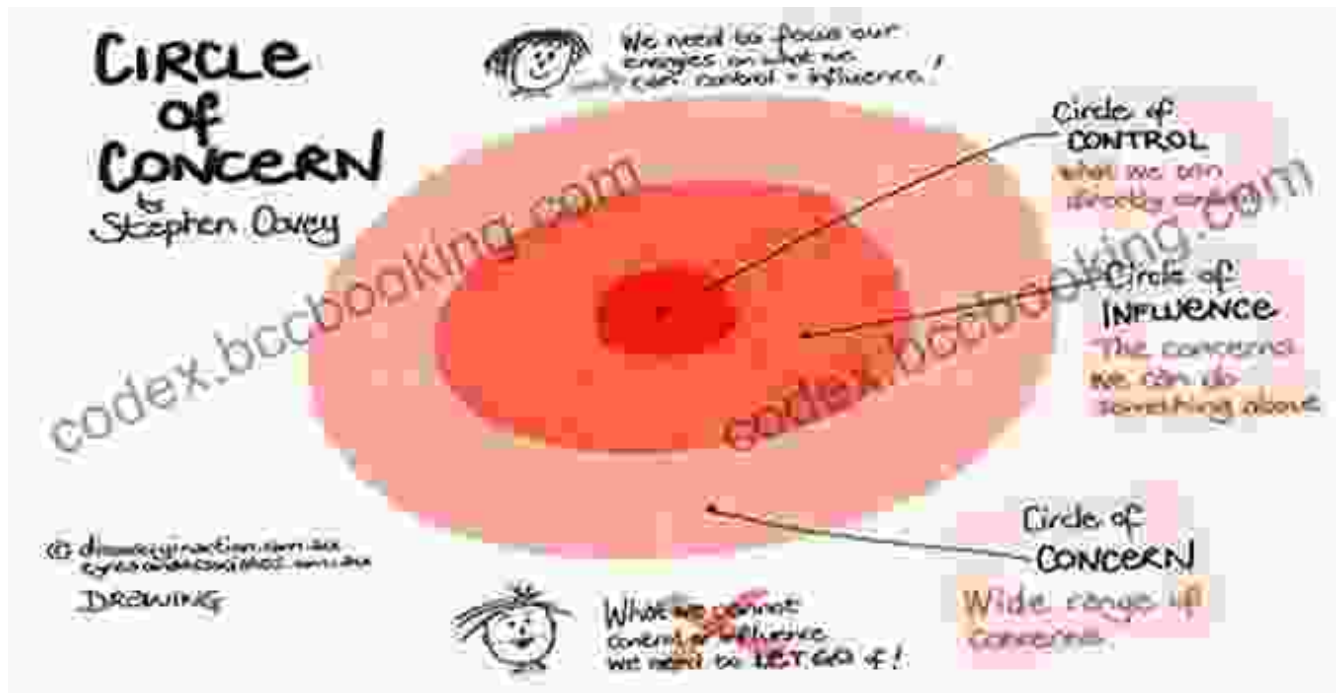
: The Enigmatic World of Cognitive Illusions



Our brains, the intricate control centers of our beings, possess an astonishing capacity to construct our perceptions of reality. However, this remarkable ability sometimes comes with a twist: cognitive illusions. These seemingly paradoxical phenomena arise when our brains process information in unexpected or erroneous ways, leading us to make decisions and judgments that deviate from objective logic.

In this captivating book, renowned cognitive scientist Dr. Sarah Jones unveils the fascinating world of cognitive illusions, providing an in-depth exploration of how they impact our daily lives. With meticulous research and engaging prose, she unravels the intricate workings of our brains, revealing the hidden mechanisms that shape our perceptions, beliefs, and behaviors.

Chapter 1: The Illusion of Control: When We Believe We Have More Influence Than We Do



The illusion of control is a pervasive cognitive bias that leads us to overestimate our ability to influence outcomes. This illusion manifests itself in various forms, from gambling to investment decisions. Dr. Jones delves into the psychological mechanisms behind this illusion, explaining how our brains create a sense of agency even in situations where external factors play a significant role.

Chapter 2: The Confirmation Bias: Seeking Evidence That Supports Our Existing Beliefs

CONFIRMATION BIAS

SEEKING EVIDENCE THAT CONFIRMS OUR BELIEFS

THEY'RE AT IT
AGAIN. I KNEW IT.

WHAT RUBBISH ARE
THEY SAYING NOW?

NEWS

... AND IGNORING INFORMATION THAT CONTRADICTS

sketchplanations

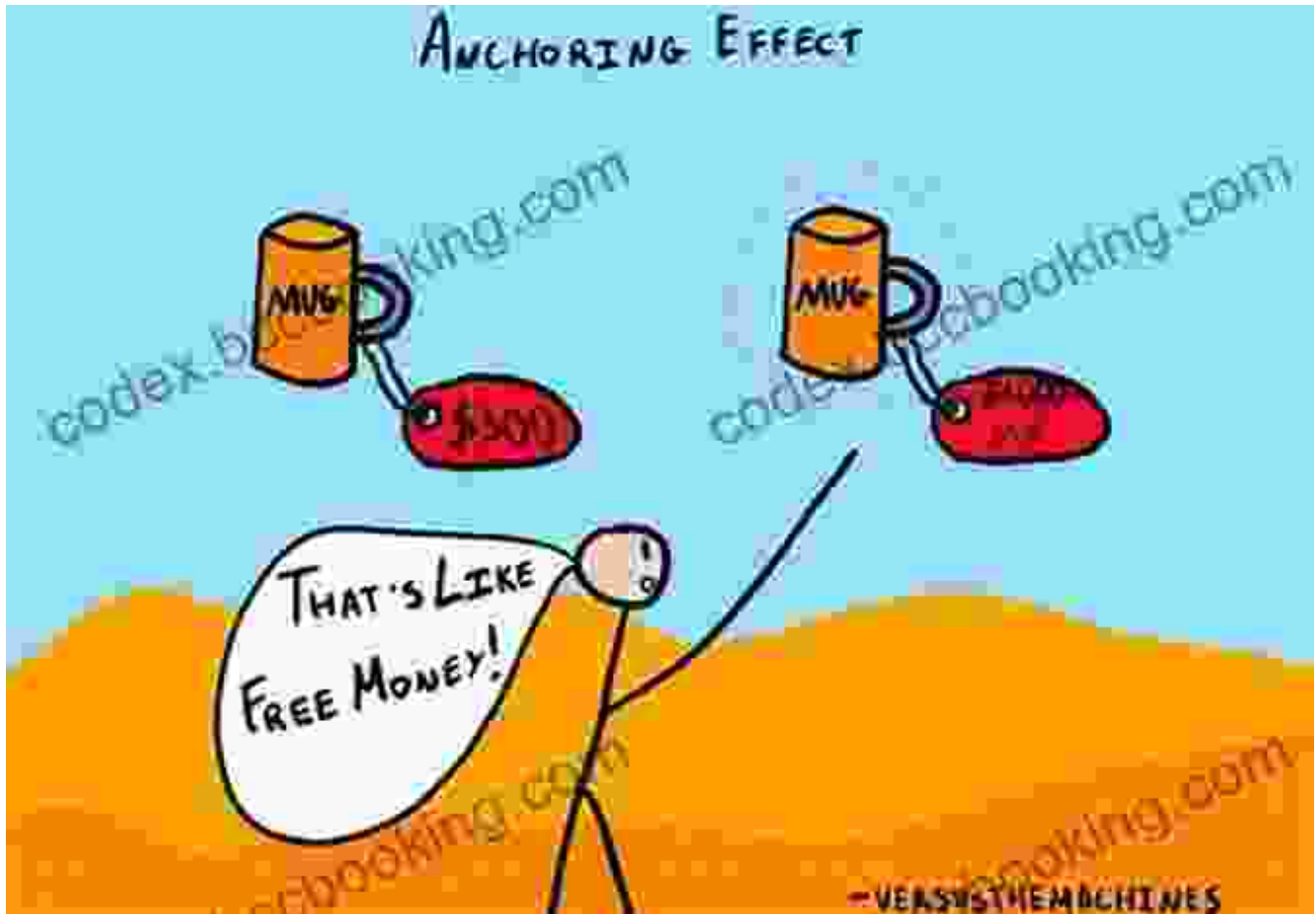
The confirmation bias is a common cognitive illusion that causes us to seek out information that supports our existing beliefs while disregarding evidence that contradicts them. This bias can have profound effects on our decision-making and our ability to evaluate arguments objectively. Dr. Jones explores the psychological roots of this phenomenon, providing strategies for overcoming confirmation bias and fostering intellectual curiosity.

Chapter 3: The Framing Effect: How the Presentation of Choices Influences Our Decisions



The framing effect is a cognitive illusion that occurs when the way choices are presented influences our decisions. Dr. Jones provides vivid examples of how seemingly minor changes in wording or context can dramatically alter our preferences and choices. This chapter offers valuable insights into the power of framing and its implications for communication, marketing, and policy-making.

Chapter 4: The Anchoring Effect: How Initial Information Biases Our Subsequent Judgments



The anchoring effect is a cognitive bias that occurs when an initial piece of information serves as a reference point and influences our subsequent judgments. This effect can have a significant impact on our negotiations, financial decisions, and even our perception of events. Dr. Jones explores the psychological mechanisms underlying the anchoring effect and provides practical advice for mitigating its influence.

Chapter 5: The Illusion of Knowledge: Overestimating Our Understanding

Illusion of knowledge

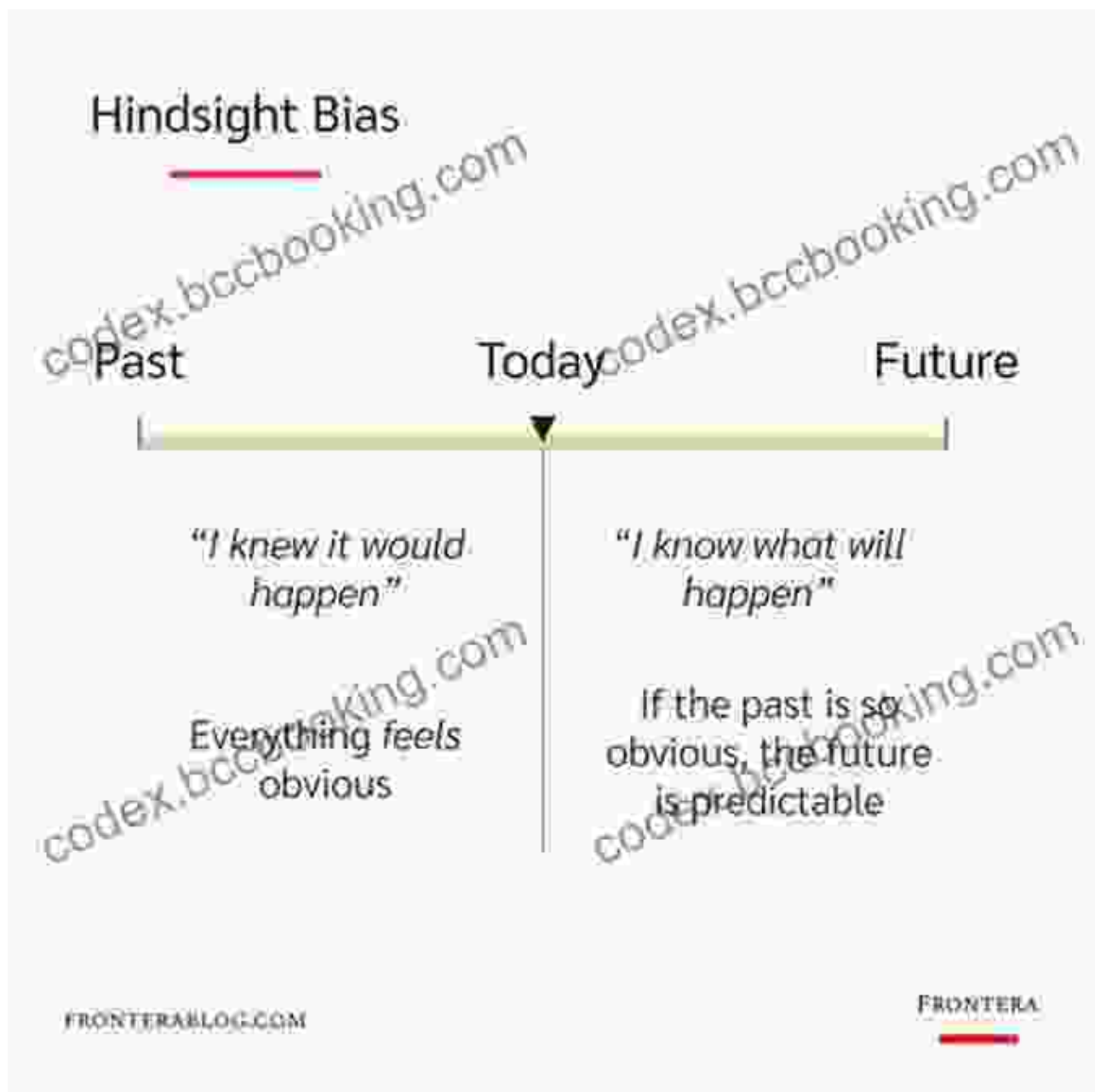
I am under the impression that I know and understand more than what I really know and understand.

Author: Frédéric Deschênes



The illusion of knowledge is a cognitive bias that leads us to overestimate our understanding and knowledge. This illusion can lead to overconfidence, ineffective decision-making, and difficulties in learning and problem-solving. Dr. Jones examines the psychological underpinnings of this illusion and suggests strategies for cultivating genuine knowledge and intellectual humility.

Chapter 6: The Hindsight Bias: Seeing Events as More Predictable in Retrospect



The hindsight bias is a cognitive illusion that occurs when we retrospectively view events as more predictable than they actually were. This bias can lead to overconfidence in our ability to predict future events and can hinder our ability to learn from past mistakes. Dr. Jones explores the psychological mechanisms contributing to the hindsight bias and provides strategies for countering its effects.

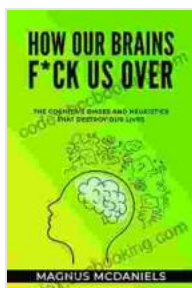
: Embracing Cognitive Illusions for a Better Understanding of Ourselves



In the concluding chapter, Dr. Jones emphasizes that cognitive illusions are an inherent part of human cognition and that they can provide valuable insights into the workings of our minds. By understanding these illusions and their potential impact, we can become more aware of our biases and make more informed decisions. She argues that embracing cognitive

illusions empowers us to think critically, challenge our assumptions, and ultimately gain a deeper understanding of ourselves and the world around us.

"How Our Brains Trick Us Over" is an indispensable guide for anyone seeking to understand the intricate workings of cognitive illusions and their profound impact on our lives. With a wealth of research, engaging examples, and thought-provoking insights, Dr. Sarah Jones invites readers to embark on a captivating journey into the recesses of the human mind, unraveling the mysteries that shape our perceptions, decisions, and experiences.

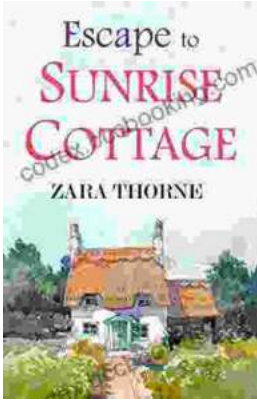


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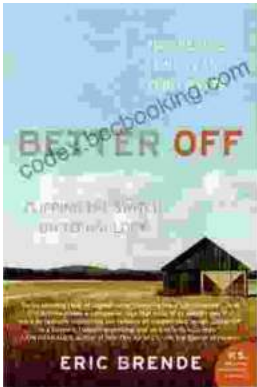
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