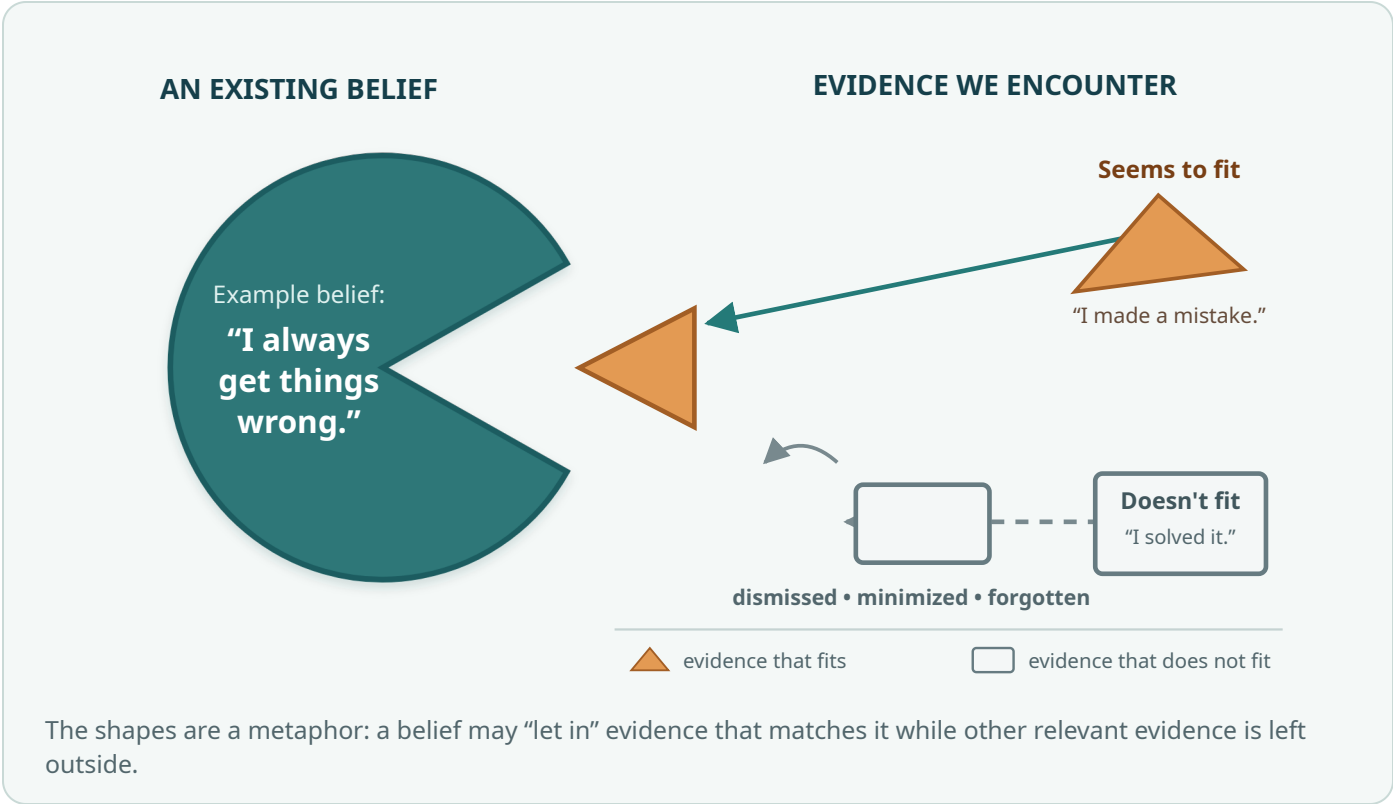


# Confirmation bias

How an existing belief can shape which evidence we notice, accept, and remember.



**The key idea:** A belief can feel more certain not because all the evidence supports it, but because the evidence has been given uneven attention or weight.

## How confirmation bias works

It is a common, usually automatic thinking habit - not deliberate dishonesty.

- We may search for examples that support what we already believe.
- We may interpret an ambiguous event as confirmation.
- We may remember confirming examples more easily.
- We may explain away evidence that points in another direction.

**Balanced thinking is not forced positive thinking.** It means giving all relevant evidence a fair hearing.

**Try it with one belief**

**The belief I want to examine:**

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**Evidence that seems to fit:**

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**Evidence that does not fit, or that I may be overlooking:**

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**A more balanced statement that includes both sides:**

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