

BRAIN PATTERNS



About this preview

Dear reader,

Thanks for downloading this preview.

As you probably already know, the goal of this book is to discover and learn mental models and cognitive biases. Mental models and cognitive biases are some sort of algorithms to understand situations in a better way and therefore take better decisions.

You will find in this preview 5 mental models. Each of them will be accompanied by an illustration and a description. Having these illustrations will not only make it easier to understand the different mental models but also it will help you memorize them. All the descriptions are also very short to make it fast to read and re-read

Note that to fully take advantage of mental models you should try to spot them in your life. This will make the learning process a lot faster.

Finally, as I am currently writing the full book, I would be very happy to get your feedback to make it perfect for you. You can do so through the contact widget on <https://brainpatterns.learn.uno> or by email to brainpatterns@learn.uno

Enjoy your reading

Sandoche



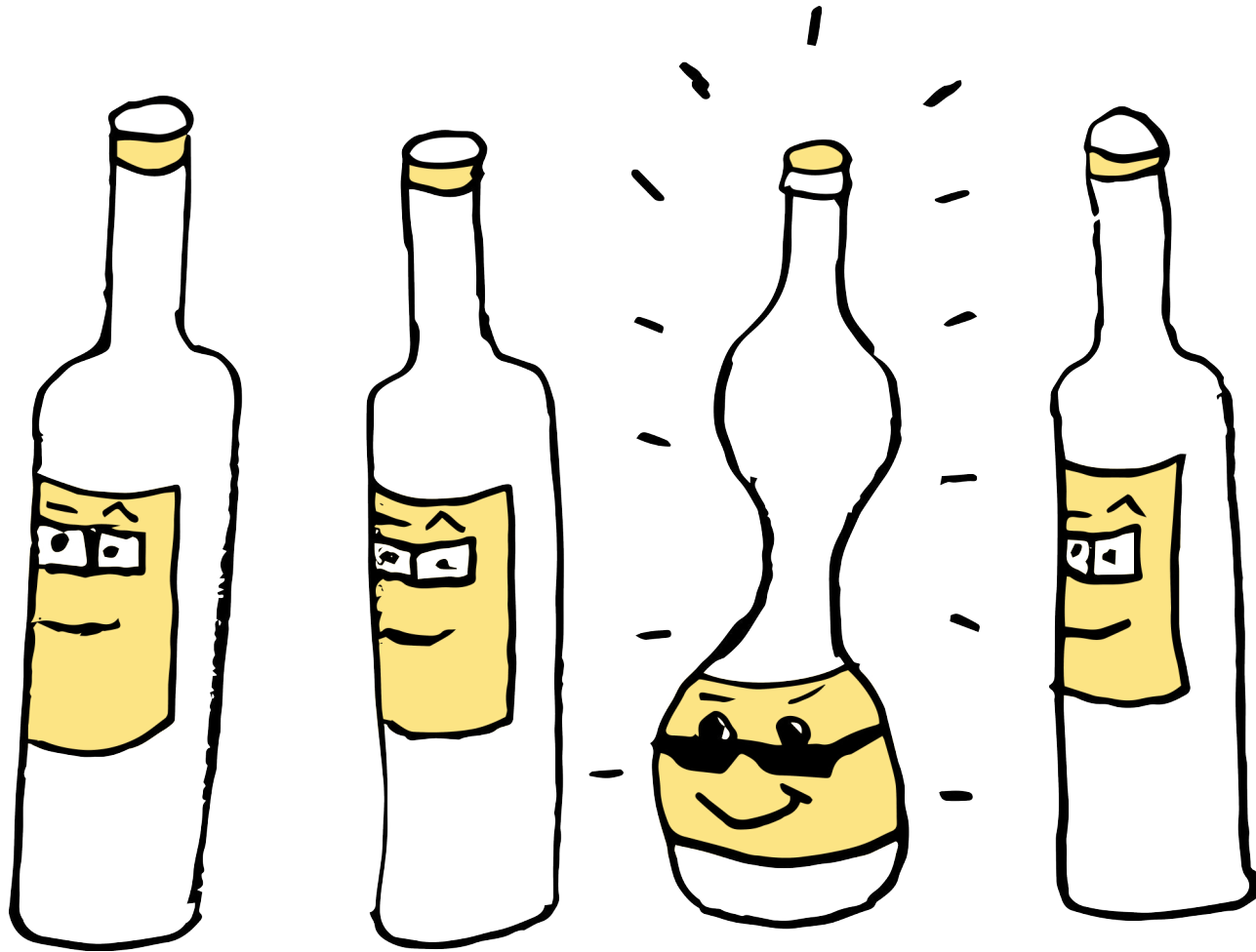
Framing Effect

Drawing different conclusions from the same information, depending on how that information is presented.



Decoy effect

The decoy effect is the phenomenon whereby consumers will tend to have a specific change in preference between two options when also presented with a third option that is asymmetrically dominated.



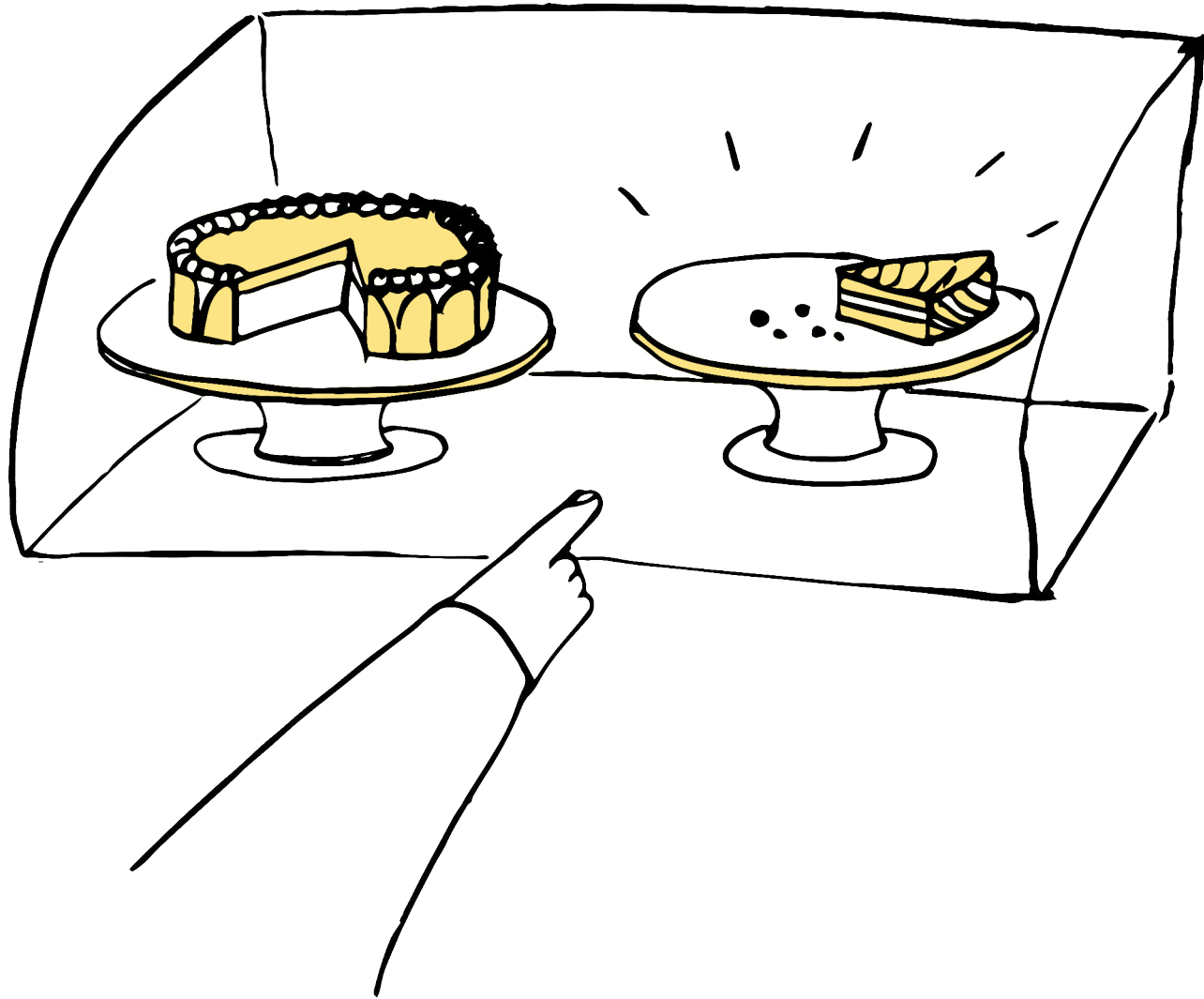
Von Restorff Effect

People remember more items that stand out.



Ikea Effect

The tendency for people to place a disproportionately high value on objects that they partially assembled themselves, such as furniture from IKEA, regardless of the quality of the end product.



Scarcity Bias

People value things more when they're in limited supply.