

COGNITIVE BIASES ASSISTING THE TRUMP CAMPAIGN

Anchoring or focalism	The tendency to rely too heavily, or "anchor", on one trait or piece of information when making decisions (usually the first piece of information acquired on that subject).[10][11]	"There are Muslim terrorists"
Attentional bias	The tendency of our perception to be affected by our recurring thoughts.[13]	"Crooked Hillary"
Availability cascade	A self-reinforcing process in which a collective belief gains more and more plausibility through its increasing repetition in public discourse (or "repeat something long enough and it will become true").[16]	"They're criminals, they're rapists..."
Availability heuristic	The tendency to overestimate the likelihood of events with greater "availability" in memory, which can be influenced by how recent the memories are or how unusual or emotionally charged they may be.[15]	Use of infrequent terror attacks to suggest a general pattern of danger.
Backfire effect	The reaction to disconfirming evidence by strengthening one's previous beliefs.[17] cf. Continued influence effect.	Everything all non-Trump supporters say.
Bandwagon effect	The tendency to do (or believe) things because many other people do (or believe) the same. Related to groupthink and herd behavior.[18]	Rallies, social media.
Base rate fallacy or Base rate neglect	The tendency to ignore base rate information (generic, general information) and focus on specific information (information only pertaining to a certain case).[19]	Complete avoidance of statistics in favour of Trump's own personal story.
Bizarreness effect	Bizarre material is better remembered than common material.	Donald Trump.
Change bias	After an investment of effort in producing change, remembering one's past performance as more difficult than it actually was[86][unreliable source?]	The great struggle to make more money after being given millions to start with.
Choice-supportive bias	The tendency to remember one's choices as better than they actually were.[23]	Glossing over Trump's corporate bankruptcies
Conservatism (belief revision)	The tendency to revise one's belief insufficiently when presented with new evidence.[4][26][27]	Sticking to the idea that the economy is screwed despite contrary figures
Continued influence effect	The tendency to believe previously learned misinformation even after it has been corrected. Misinformation can still influence inferences one generates after a correction has occurred.[28] cf. Backfire effect	Birther stuff.

Curse of knowledge	When better-informed people find it extremely difficult to think about problems from the perspective of lesser-informed people.[30]	Everything non-Trump supporters think about Trump supporters.
Declinism	The belief that a society or institution is tending towards decline. Particularly, it is the predisposition to view the past favourably and future negatively.	The strategic basis of Trump's campaign.
Decoy effect	Preferences for either option A or B change in favor of option B when option C is presented, which is similar to option B but in no way better.	Perversely, the impact of Sanders on Trump: a radical option becomes more acceptable.
Dunning-Kruger effect	The tendency for unskilled individuals to overestimate their own ability and the tendency for experts to underestimate their own ability.[33]	People who haven't voted before voting for Trump.
Egocentric bias	Recalling the past in a self-serving manner, e.g., remembering one's exam grades as being better than they were, or remembering a caught fish as bigger than it really was.	Donald Trump.
Egocentric bias	Occurs when people claim more responsibility for themselves for the results of a joint action than an outside observer would credit them with.	Trump: I built a Vietnam memorial.
Essentialism	Categorizing people and things according to their essential nature, in spite of variations.[dubious – discuss][35]	The generalisation of negative attitudes from some to all Muslims
Exaggerated expectation	Based on the estimates, real-world evidence turns out to be less extreme than our expectations (conditionally inverse of the conservatism bias).[unreliable source?][4][36]	Beliefs about numbers of illegal immigrants, Muslims in the US
False memory	A form of misattribution where imagination is mistaken for a memory.	Writing books that were ghost-written, saying quotes others have made up from books nobody
Functional fixedness	Limits a person to using an object only in the way it is traditionally used.	Reluctance of senior Republicans not to use their position for anything else other than to screw the
Halo effect	The tendency for a person's positive or negative traits to "spill over" from one personality area to another in others' perceptions of them (see also physical attractiveness stereotype).[79]	Expecting competence and leadership on the basis of Trump's wealth
Hot-hand fallacy	The "hot-hand fallacy" (also known as the "hot hand phenomenon" or "hot hand") is the fallacious belief that a person who has experienced success with a random event has a greater chance of further success in additional attempts.	Trump's business career as evidence for his judgment as a leader

Hyperbolic discounting	Discounting is the tendency for people to have a stronger preference for more immediate payoffs relative to later payoffs. Hyperbolic discounting leads to choices that are inconsistent over time – people make choices today that their future selves would prefer not to have made, despite using the same reasoning.[45] Also known as current moment bias, present-bias, and related to Dynamic inconsistency.	Voting Trump as a protest to hit the establishment, without regard to how he will govern.
Ingroup bias	The tendency for people to give preferential treatment to others they perceive to be members of their own groups.	Angry white guys.
Irrational escalation	The phenomenon where people justify increased investment in a decision, based on the cumulative prior investment, despite new evidence suggesting that the decision was probably wrong. Also known as the sunk cost fallacy.	Career republicans sticking with Trump
Mere exposure effect	The tendency to express undue liking for things merely because of familiarity with them.[54]	Backing Trump as a fan of The Apprentice
Naïve realism	The belief that we see reality as it really is – objectively and without bias; that the facts are plain for all to see; that rational people will agree with us; and that those who don't are either uninformed, lazy, irrational, or biased.	Trump tells it like it is, no PC bullshit.
Negativity bias or Negativity effect	Psychological phenomenon by which humans have a greater recall of unpleasant memories compared with positive memories.[56]	Trump campaign going on about Benghazi
Normalcy bias	The refusal to plan for, or react to, a disaster which has never happened before.	Reluctance of senior Republicans to recognise Trump working through the Really Obvious Guide
Outgroup homogeneity bias	Individuals see members of their own group as being relatively more varied than members of other groups.[82]	This is not a white supremacy thing.
Overconfidence effect	Excessive confidence in one's own answers to questions. For example, for certain types of questions, answers that people rate as "99% certain" turn out to be wrong 40% of the time.[4][61][62][63]	Trump about everything
Planning fallacy	The tendency to underestimate task-completion times.[51]	We're going to build a wall.
Projection bias	The tendency to overestimate how much our future selves share one's current preferences, thoughts and values, thus leading to sub-optimal choices.[64]	People from minorities voting for Trump

Pseudocertainty effect	The tendency to make risk-averse choices if the expected outcome is positive, but make risk-seeking choices to avoid negative outcomes.[65]	Trump voters who think things will get worse, making them worse by voting Trump
Reactance	The urge to do the opposite of what someone wants you to do out of a need to resist a perceived attempt to constrain your freedom of choice (see also Reverse psychology).	Hillary will take away my guns.
Rosy retrospection	The remembering of the past as having been better than it really was.	America was great in 1913 etc.
Self-serving bias	The tendency to claim more responsibility for successes than failures. It may also manifest itself as a tendency for people to evaluate ambiguous information in a way beneficial to their interests (see also group-serving bias).[83]	Trump's representation of his business career (and the representations of his ghost writers)
Shared information bias	Known as the tendency for group members to spend more time and energy discussing information that all members are already familiar with (i.e., shared information), and less time and energy discussing information that only some members are aware of (i.e., unshared information).[84]	I'm gonna build a wall. The Mexicans are gonna pay for it. My numbers are terrific...everything, really.
Social desirability bias	The tendency to over-report socially desirable characteristics or behaviours in oneself and under-report socially undesirable characteristics or behaviours.[69]	"Trust me, there's no problem there."/"I love women"
Stereotyping	Expecting a member of a group to have certain characteristics without having actual information about that individual.	"She probably wasn't allowed to say anything."
Survivorship bias	Concentrating on the people or things that "survived" some process and inadvertently overlooking those that didn't because of their lack of visibility.	Looking at Trump's surviving enterprises as evidence of his competence, ignoring the trail of bankruptcies.
Third-person effect	Belief that that mass communicated media messages have a greater effect on others than on themselves.	Cynicism about the "mainstream media" in comparison to agreeing with Trump because he
Zero-sum heuristic	Intuitively judging a situation to be zero-sum (i.e., that gains and losses are correlated). Derives from the zero-sum game in game theory, where wins and losses sum to zero.[75][76] The frequency with which this bias occurs may be related to the social dominance orientation personality factor.	Simplistic view of immigration and trade as taking our jobs/replacing our companies.

Compiled using wikipedia and my own cognitive biases, Jason Buckley www.thephilosophyman.com