

# HOW IS INFORMATION CONSTRUCTED?



## CONFIRMATION BIAS

The number one mental shortcut and the reflexes we need to get around it!

**RECOGNIZE THAT  
WE ALL HAVE A  
CONFIRMATION  
BIAS.**

**DOUBT, DOUBT,  
DOUBT... EVEN WHEN  
THE INFORMATION  
SEEMS TO AGREE  
WITH OUR  
BELIEFS.**

**GET OUT OF OUR  
INFORMATION  
COMFORT ZONE  
BY CONSULTING  
MEDIA WE DON'T  
USUALLY  
REFER TO.**

**FORCE OURSELVES  
TO GIVE WEIGHT  
TO SERIOUS NEWS  
WE DON'T LIKE  
TO HEAR.**