CAREER COMPASS
Steer Your Career. Accelerate Our Mission.

GATHERING INFORMATION TO MAKE DECISIONS

RECOGNIZING BIAS IN THE AVAILABLE DATA

Salient Data

Data that grabs instant attention because it's awe-inspiring and startling

Leads to *Salient Bias*: Results in getting more attention, which may result in discarding old and relevant data

Example: Revenue of travel & tourism industry in 2020 is $396.4 billion, a fall of 42% compared to 2019. Does it mean that it is going to be wiped out? Or are we just not counting the effect of pandemic on the travel and tourism industry?

Contextual Data

Data that has a framework which may lead to a wrong perception

Leads to *Contextual Bias*: Results in usage of information as received and not understanding its actual context

Example: Gluten free sounds healthy. It merely means there is no wheat and could still contain unhealthy ingredients like fat and sugar.

Patterned Data

Data which seems to have a repeated pattern

Leads to *Patterned Bias*: Results in usage of arbitrary occurrences as information to make decisions

Example: Getting a succession of heads or tails while flipping a coin does not establish a guaranteed pattern for the next set of coin flips.

Source: How to Make Rational Decisions in the Face of Uncertainty, HBR