Twitter Thread by Anne-Laure Le Cunff



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Think you have a good memory? Think again ■

I give you 10 types of memory bias:

1) Rosy retrospection bias = we tend to remember the past as better than it was
2) Consistency bias = we incorrectly remember our past self as similar to our present self (self-image bias)

3) Mood-congruent memory bias = we better recall memories consistent with our current mood
4) Hindsight bias = we consider past events as being predictable (the knew-it-all-along bias)
5) Egocentric bias = we recall the past in a self-serving way (this happened to ME)

6) Availability bias = we think that memories that come readily to mind are more representative
7) Recency effect = we best remember the most recent information
8) Choice-supportive bias = we remember the options we chose as better than rejected options

9) Fading affect bias = our emotions associated with unpleasant memories fade quicker than emotions linked to pleasant memories
10) Confirmation bias = we tend to interpret memories in a way that confirms our prior hypotheses

So next time you say "I'm sure I remember!" ... :)