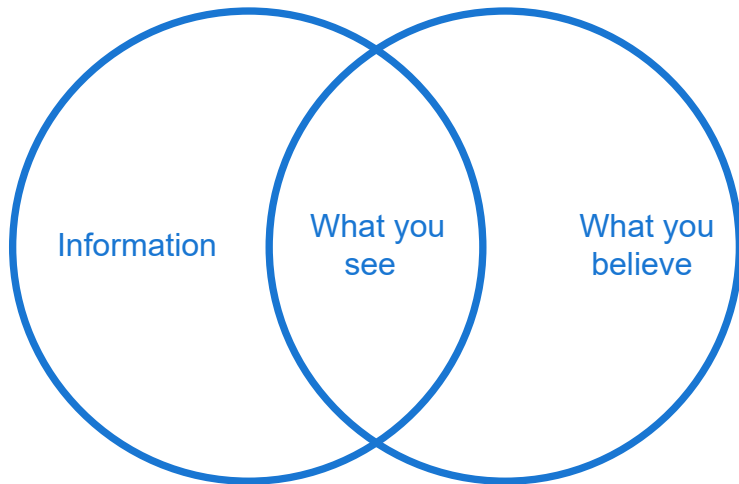




3 biases that low-accuracy personality tests rely on to trick you

By T. Vandermosten (<https://thibaultvandermosten.com/>)
Personas (<https://personas360.com>)



1 Confirmation Bias

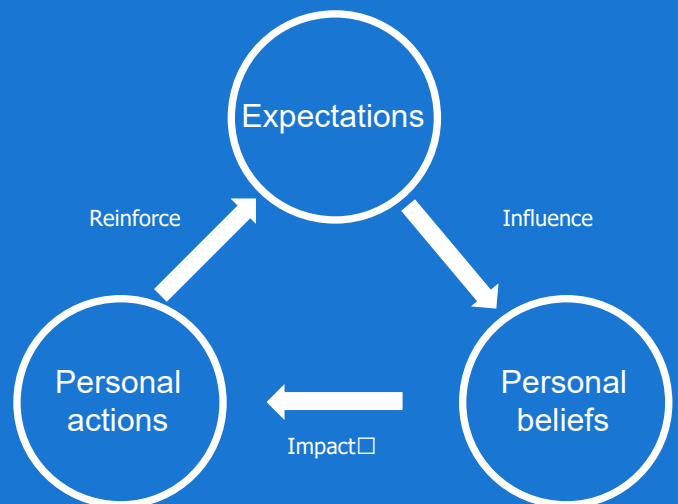
The tendency to search for, interpret, favor, and recall information in a way that confirms or supports one's prior beliefs or values

3 types:

- biased search for confirmatory information,
- biased interpretation of information, and
- biased recall of information.

2 Pygmalion Bias

"When expectations influence people performance, leading to self-fulfilling prophecies."



3 Barnum effect

"When individuals give high accuracy ratings to descriptions of their personality that supposedly are tailored specifically to them, yet which are vague and general enough to apply to a wide range of people."

