The impact of cognitive bias in safety

Trish Kerin

Director, IChemE Safety Centre

Hazards 31

What is the IChemE Safety Centre?
Current Operating Partners

Current Industry Partners
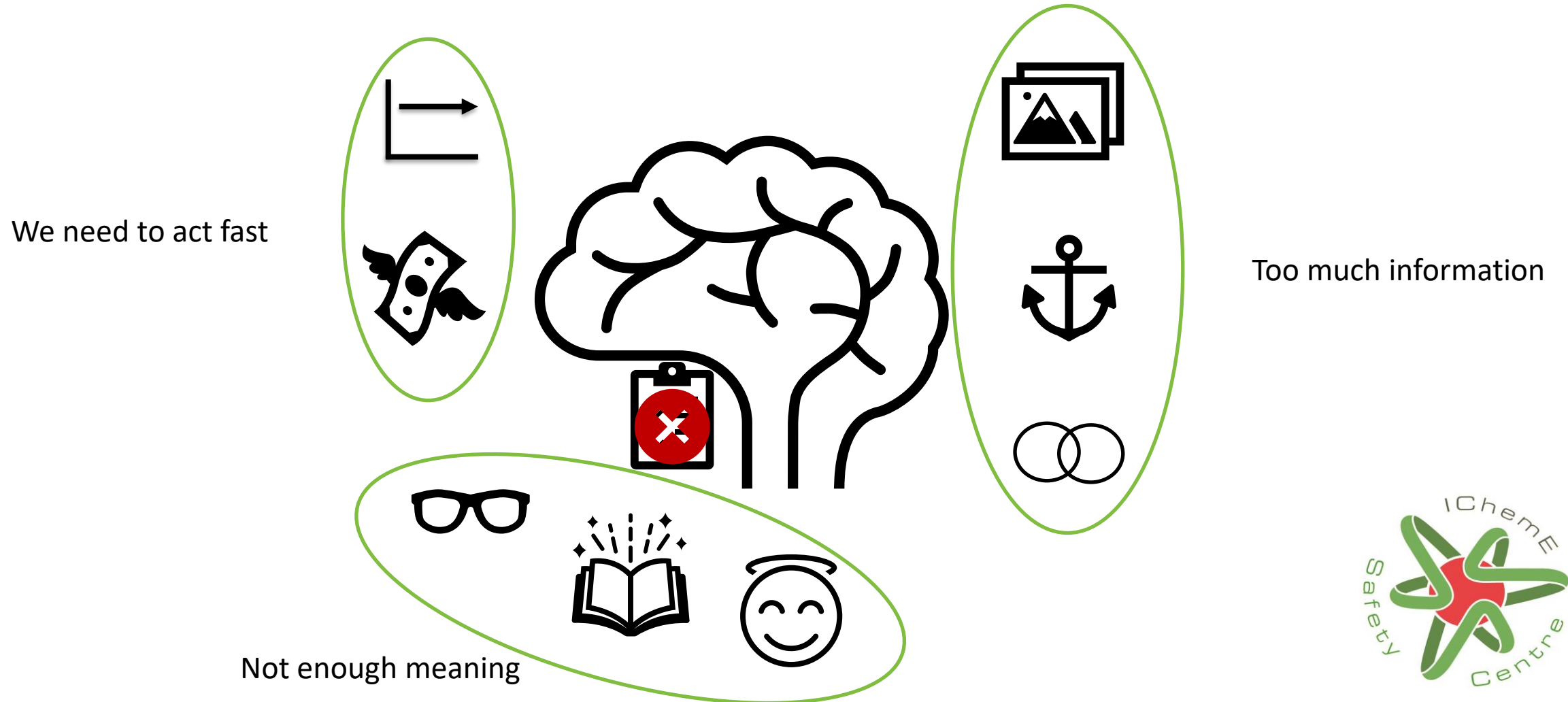
Current supporting partners and collaborators

What do we see?

A

B
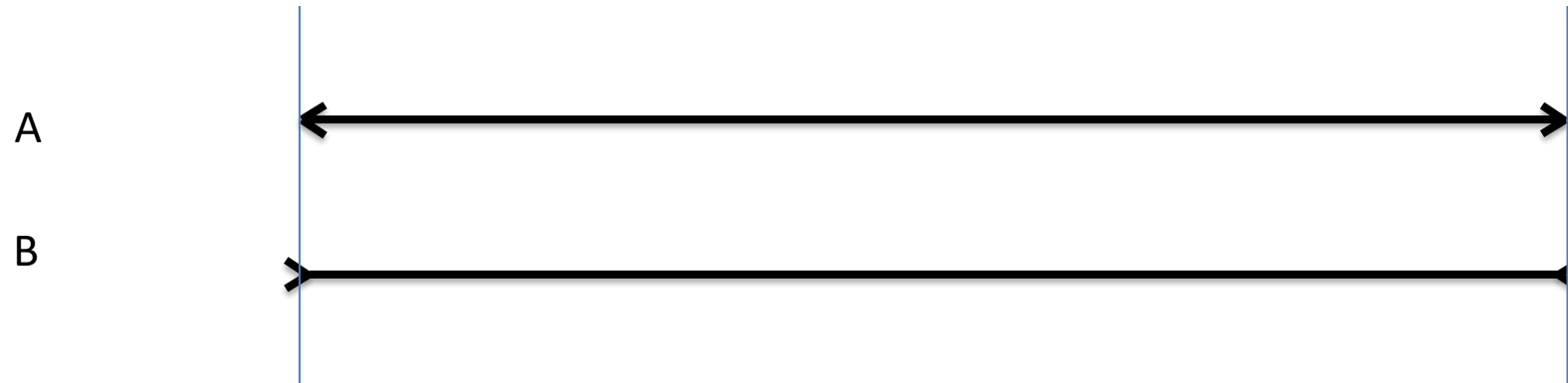
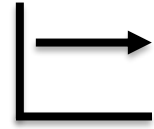# How we think…

Our brains operate in both the conscious and sub conscious

We need to act fast

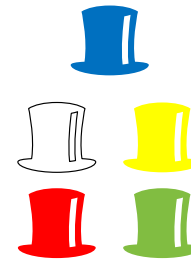Too much information
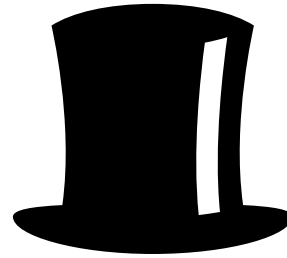
Not enough meaning

Status quo
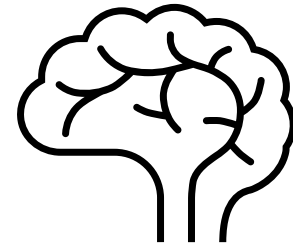
Description
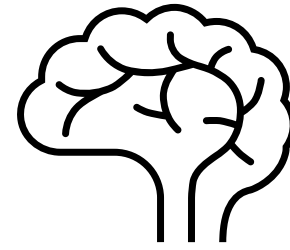An avoidance of change, even when the alternatives may be better
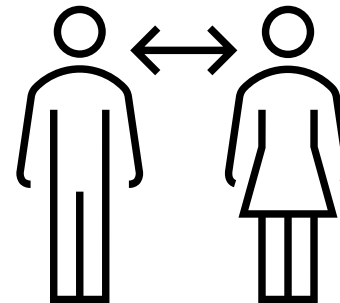
Example

Ideas

Sunk cost fallacy

Description
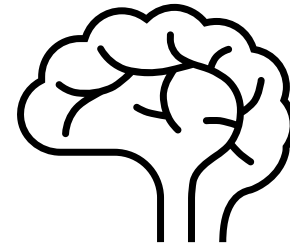Continue a course of action in an attempt to recoup losses

Example

Ideas

Framing (or priming)

Description
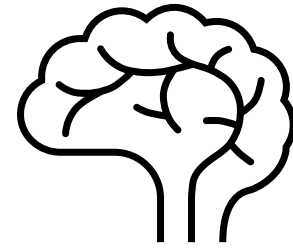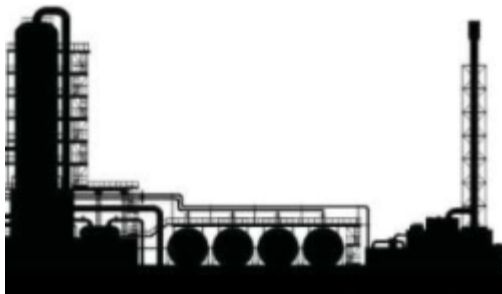Presentation of information in a specific way to lead the decision

Example

Ideas

Anchoring

Description
Placing more emphasis on the first information received, even if subsequent information shows it to be false.
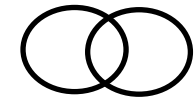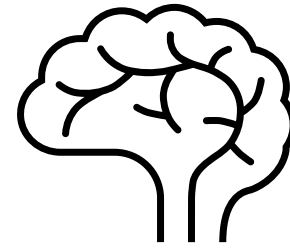
Example

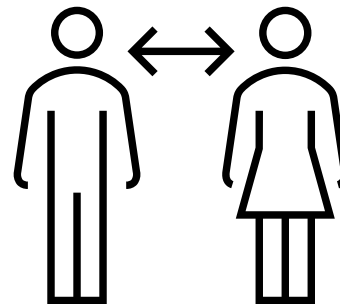## Ideas

Confirmation bias

Description
Placing more emphasis on data that supports your conclusion – only looking for confirming information
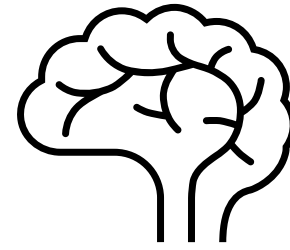
Example
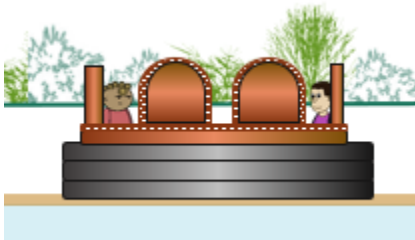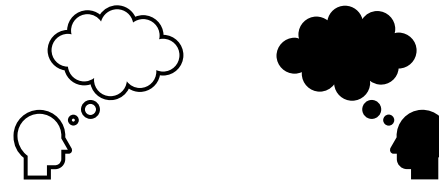
Ideas

Halo effect

Description
Tendency to like everything about a person even if you have not witnessed that aspect
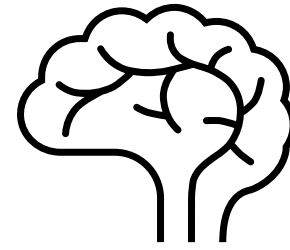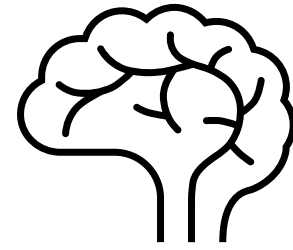
Example

Ideas

Hindsight bias

Description
Judging why something occurred with full knowledge of the outcome

Ideas

Curse of knowledge

Description
Not realising that someone else does not have your level of knowledge on a particular topic

Example

Ideas

Questions

Trish Kerin, CEng, FIChemE, FIEAust, GAICD
Professional Process Safety Engineer,
Director IChemE Safety Centre
Email safetycentre@icheme.org
Phone +61 408 925 536

www.ichemesafetycentre.org

@SafetyIChemE	IChemE Safety Centre	@safetyicheme	fb.me/SafetyIChemE	IChemE Safety Centre
@TkerinTrish	Trish Kerin	@leadlikekerin		