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- *Availability Heuristic* – When instances of one type of event (e.g., death, suicide) come more easily to mind than those of another type (e.g., death, abdominal cancer), they are

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- *Anchoring*: The mind doesn't search for information in a vacuum. Rather – it starts by using available information as a “starting” point and then adjusting.

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- Come from psychologically and socially meaningful human groups of all sorts: Age, gender, religion, class, sexuality, disability, physical attractiveness, profession, and personality, e.g.

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- Ultimately mindbug is at the heart of *stereotyping*, which can be harmful to both the target AND the perpetrator
- Mindbugs erode the coastline of rational (i.e, logical, based on reasoned and even full information) thought, and ultimately impair the progression towards a just society.