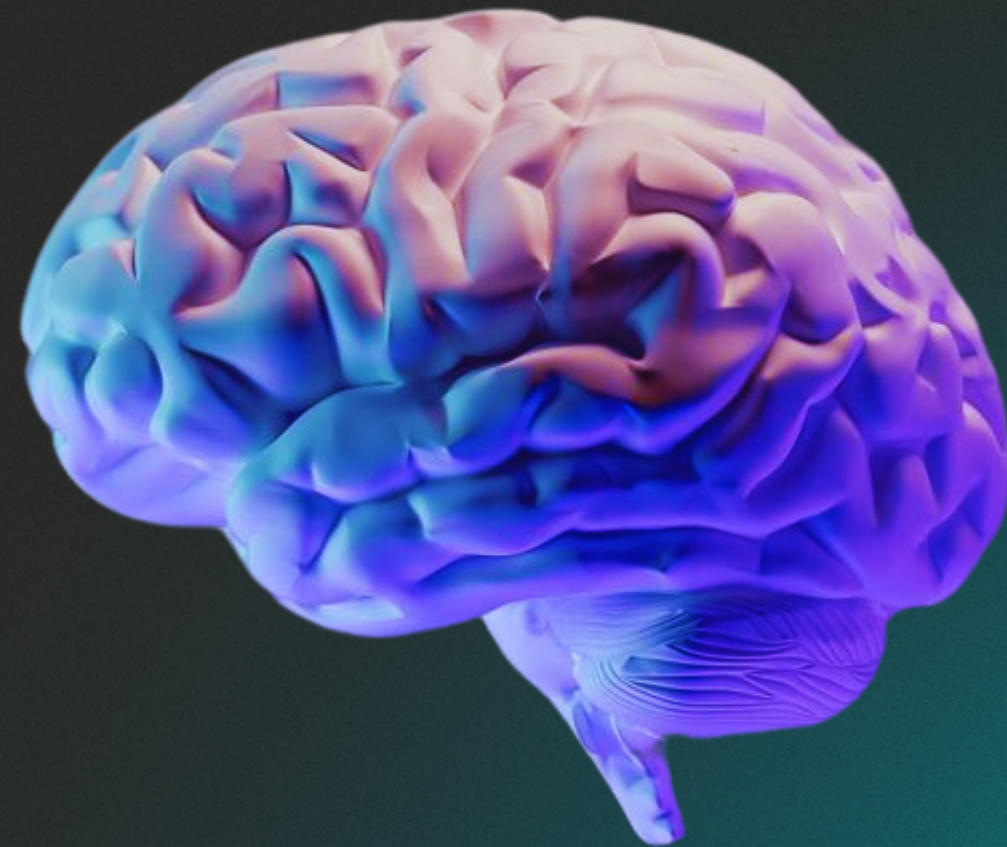


# Cognitive bias in investigations and how to avoid it



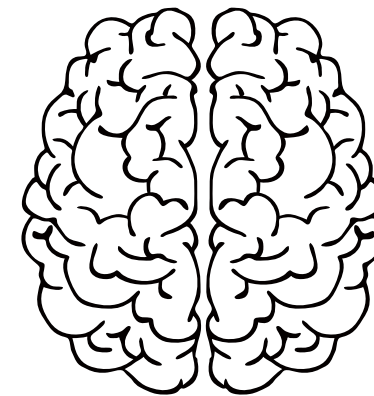
# What is cognitive bias?

A cognitive bias is a systematic error in thinking, that affects the decisions and judgments that people make.

Individuals create their own "subjective social reality".

This may lead to:

- Perceptual distortion
- Inaccurate judgment
- Illogical interpretation



These factors can all work to distort our perception of information



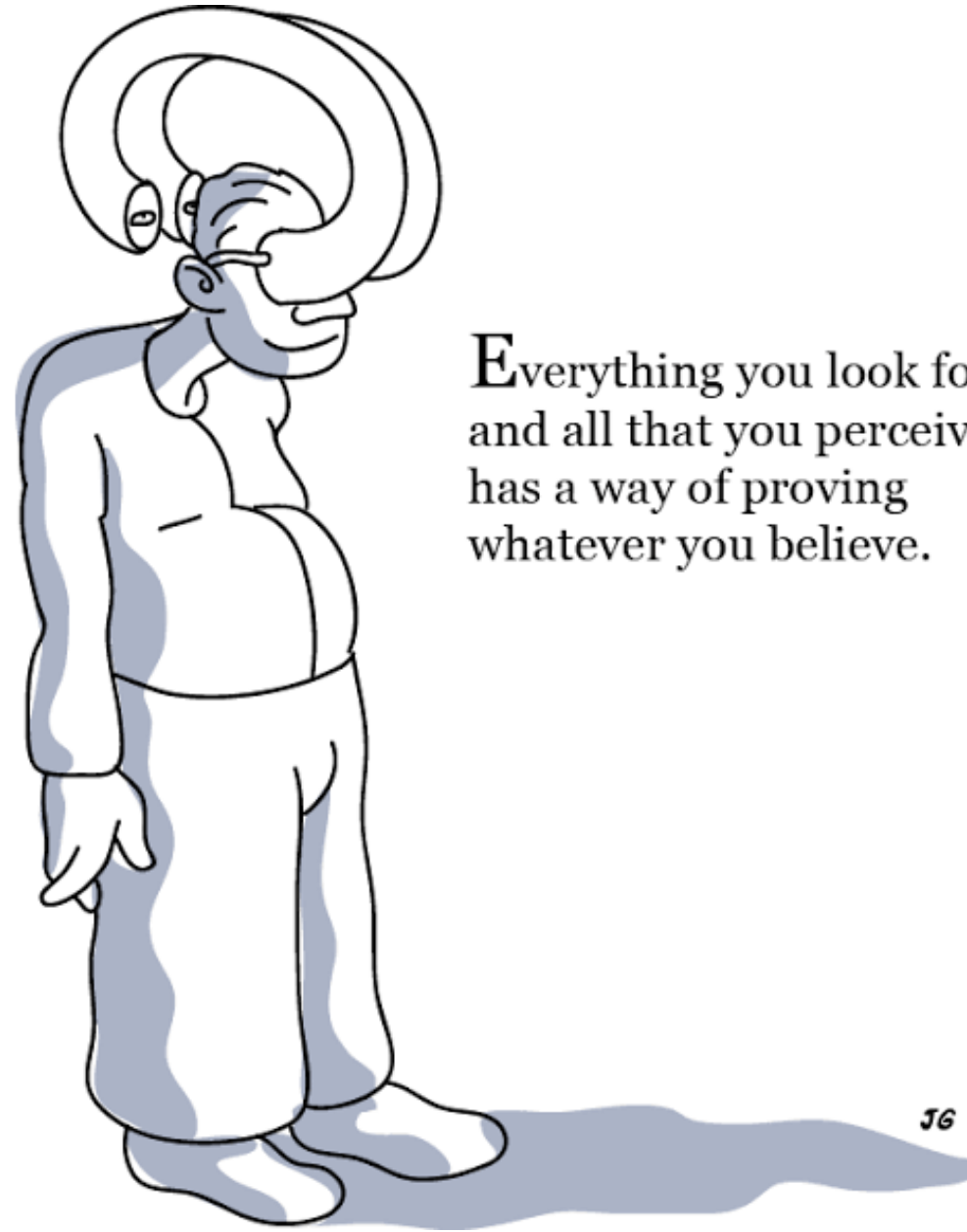
As they are generally applied unconsciously, it's impossible to entirely eliminate them from our thinking.

# Why is it important?

Investigations are one of the most important situations where people need to be completely logical, so it's crucial that investigators do everything they can to eliminate cognitive bias.

The good news is that simply being aware of cognitive bias is a very effective way of eliminating it from your thinking.





Everything you look for  
and all that you perceive  
has a way of proving  
whatever you believe.

# Why do cognitive biases arise?

Factors that can contribute to our inbuilt cognitive biases being expressed:

1. Information-processing shortcuts
2. Mental noise
3. Emotional and moral motivations
4. Social influence



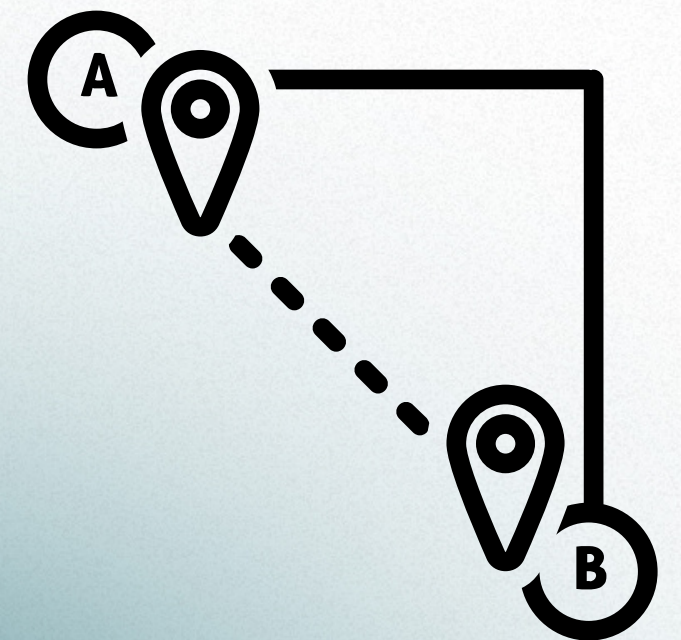
Factors that can contribute to our inbuilt cognitive biases being expressed:

## Information processing shortcuts

At times, the knowledge needed to make a difficult decision exceeds the physical limitation of the human mind.

To ease the task of deciding, humans use “shortcuts”.

They focus on one aspect of a complex problem, while ignoring others.



Factors that can contribute to our inbuilt cognitive biases being expressed:

## Mental noise

Everyone has mental noise: a constant chatter of the mind.

It is the inner conversation that goes on in our thoughts.

We are usually not aware of it, but it may bother our concentration.



Factors that can contribute to our inbuilt cognitive biases being expressed:

## Emotional and moral motivations

People have emotional, moral and material motivations that drive them to act certain ways.

The goals we set for ourselves might affect how we perceive the information found.

Consciously or not, our motivations might alter the way we treat an intelligence item.





Factors that can contribute to our inbuilt cognitive biases being expressed:

## Social influences

Societal norms exert huge pressure on people to act in certain ways.

Additionally, the societal influences on an individual are unique, with elements of one's background such as religion, nationality, family, culture, and more all having an impact.



# Common types of cognitive bias



# Anchoring

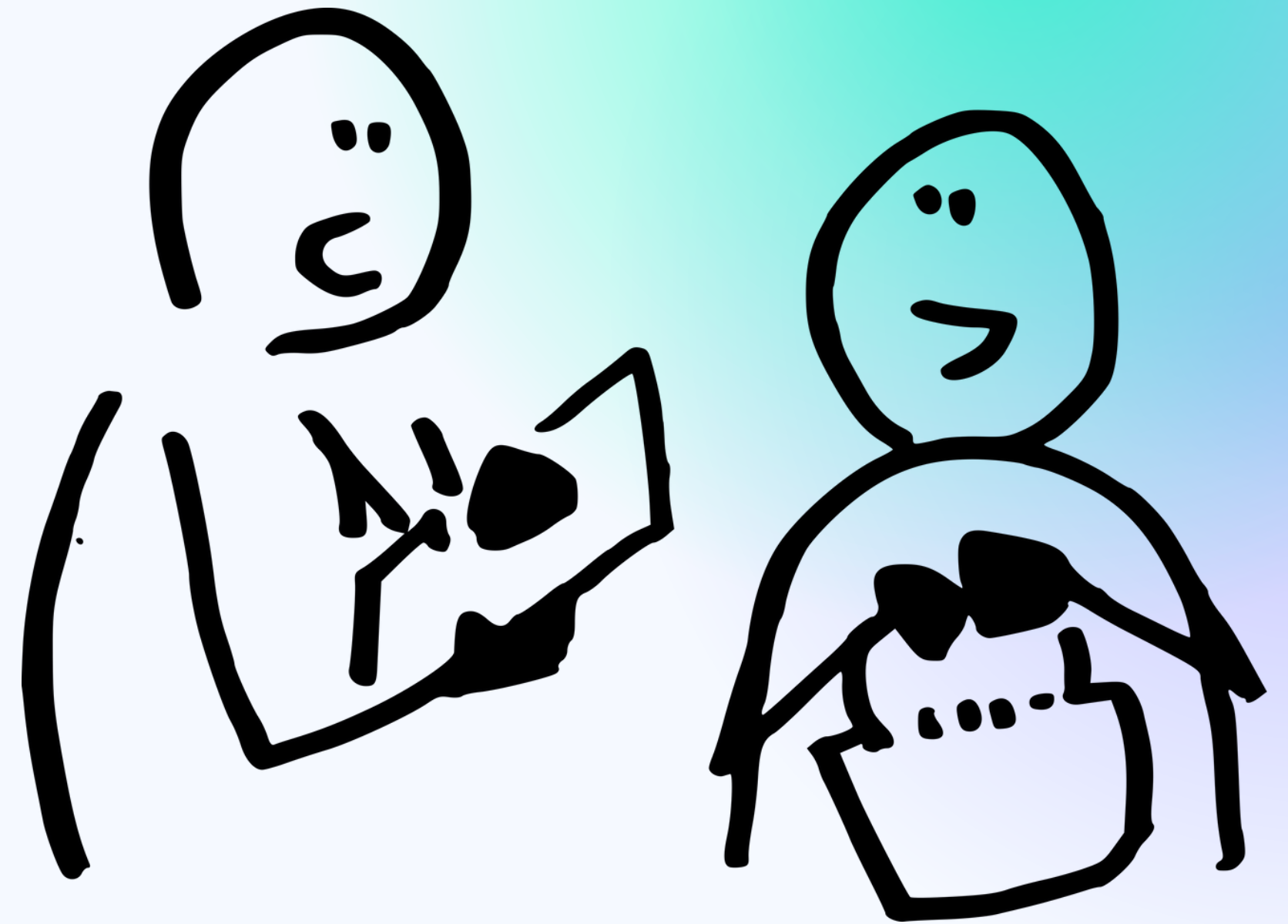
The tendency to rely too heavily on the first piece of information found when making decisions.

Once the “anchor” is set, other judgements are adjusted to it.

Example:

A politician states in an interview that he will not participate in the next elections. A week later, he is seen with his campaign manager.

- Why did they meet?
- They are friends...
- Or... He is, after all, planning to run in the elections.



# Confirmation bias

The tendency to search for or interpret information in a way that confirms one's preconceptions.

Example:

Information about a cartel member buying dolls for little girls in a toy store. The cartel member has no kids.

- Why would he do that?
- He will try to lure little girls for ransom.
- Or actually... he is planning to donate them to an orphanage during the holidays.



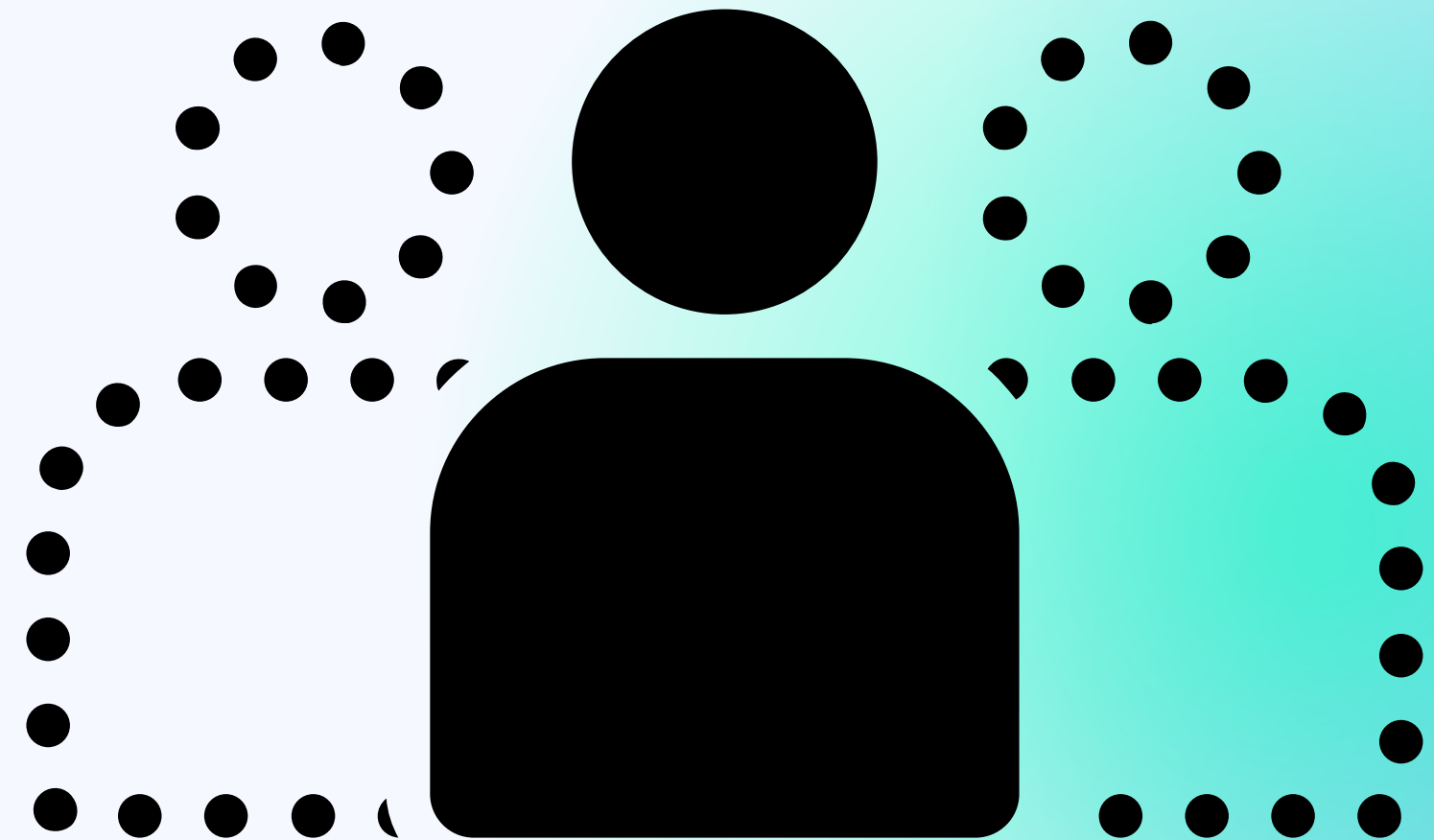
# Hindsight bias

Sometimes called the "I-knew-it-all-along" effect – the inclination to see past events as being predictable.

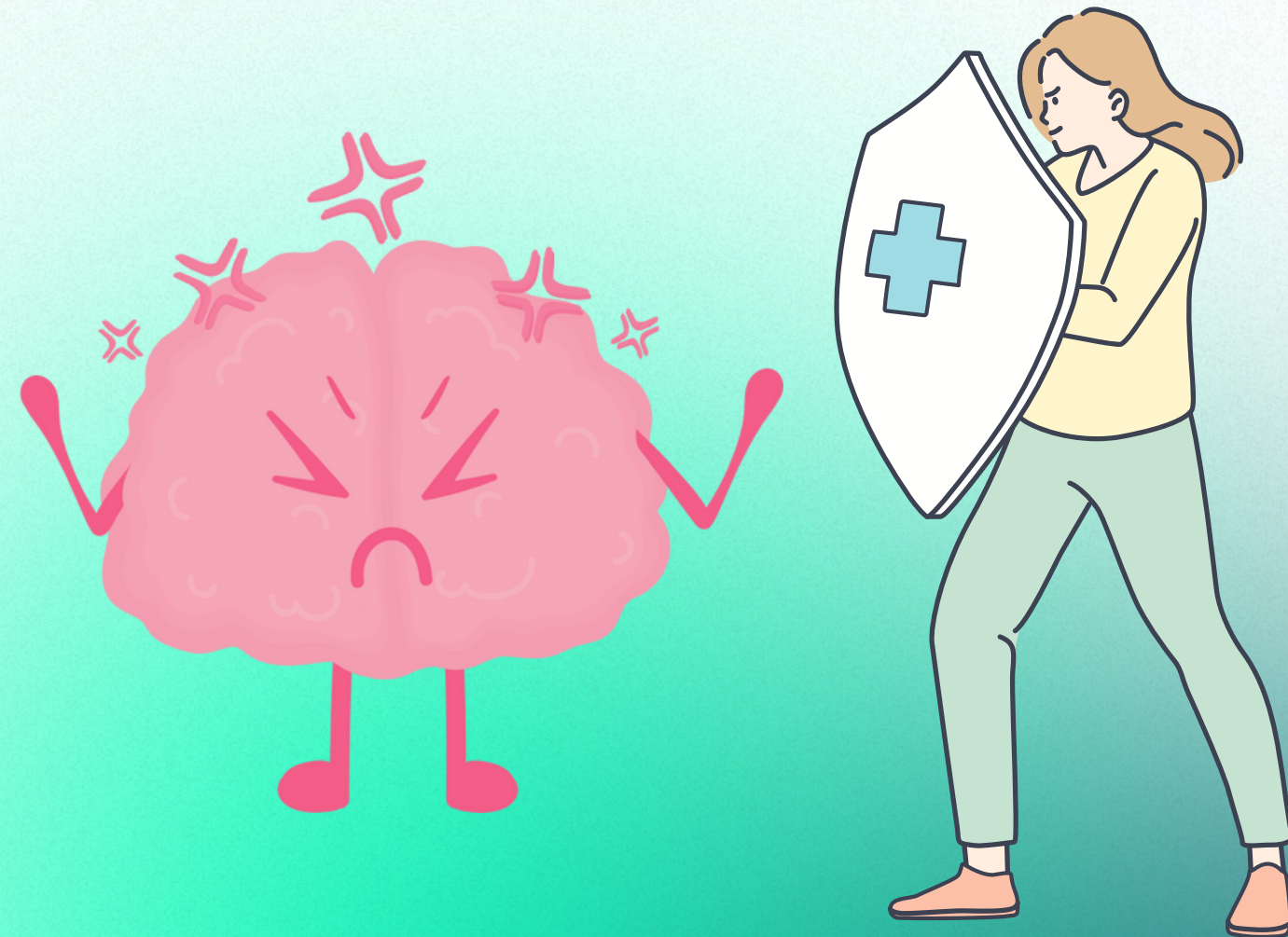
Example:

A wide presence of gang members is seen in a wealthy area.

- What do you think they are planning?
- Abduction of a wealthy person – I knew it all along!
- No! You only guessed it. It could have been any other scenario.



# Ways to prevent cognitive bias in investigations



To reduce the impact of cognitive biases on an investigation, there are a few best practices that anyone can follow:



- Stick to a methodological process to reduce the chance of erroneous thinking.
- Try to examine each case from various perspectives.



- Ask for other people's opinions where possible.
- Question every thought and conclusion you have during an investigation.



- Learn about different cognitive biases and what causes them.
- Try to understand your personal susceptibility to certain biases.



- Make all judgments in a measured and analytical way.

# A new approach to objective investigations



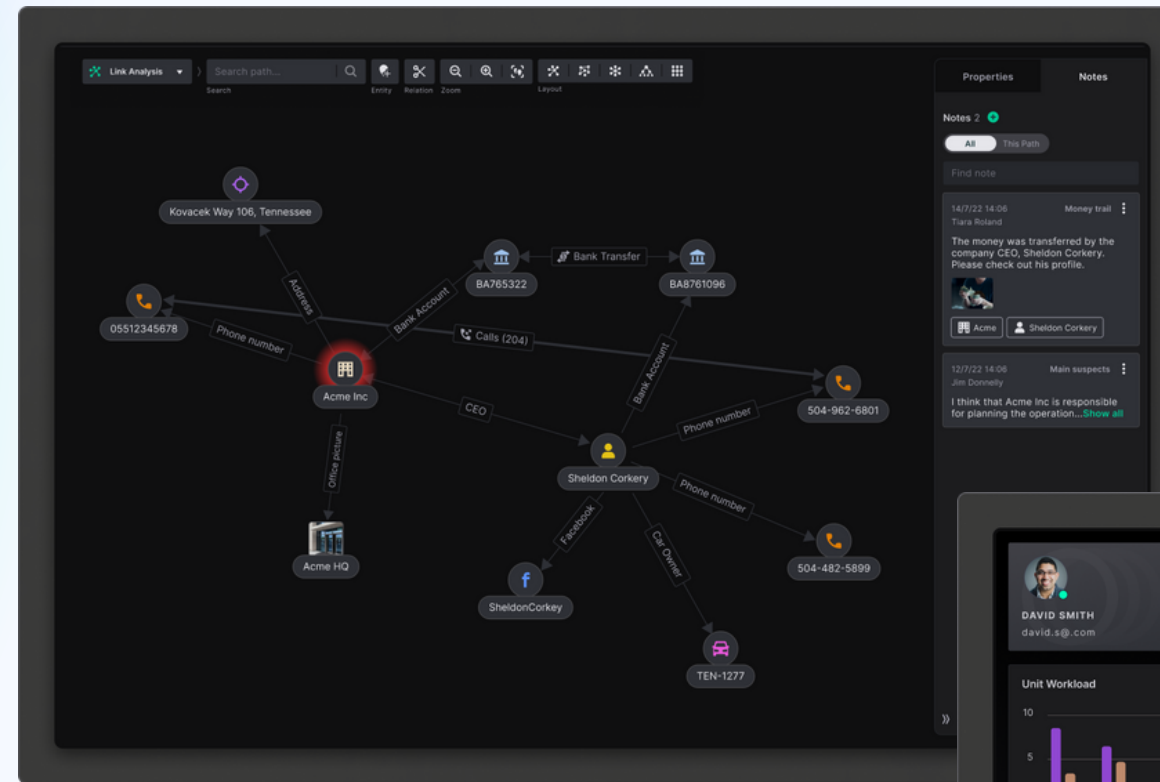


Eliminating bias from investigations means approaching every case objectively – something that's easier said than done.

Falkor makes objectivity simple.

Our platform for analysts makes storing, categorizing, and visualizing information easy and intuitive.

A comprehensive audit of the work done in a case and the changes made to data will ensure your conclusions are accurate.



Dashboard overview showing metrics and charts:

- My colleagues: DAVID SMITH (david.s@com)
- OPEN TASKS: 23
- OVERDUE TASKS: 4
- OPEN CASES: 13
- URGENT CASES: 2
- Unit Workload: Bar chart showing workload for users: Joan, Evelyn, Lindsey, Bridget, Claudia, Darlana, Tiara. Legend: Incomplete Tasks (blue), Active Cases (orange).
- Open Tasks Over Time: Line chart showing task volume from Oct 03 to Oct 10. Filter by: Last week.
- Locations: Heatmap showing activity density on a map of the Eastern US.
- Notifications 6: System message: "New user, Bridget Jones, has been added to the system by Admin." (34 minutes ago). Space portals: "Alpha team added 50 entities to path 'Investigating Mars Lunar'" (3 hours ago). Illegal mining in Bechtelarfort: "Claudia has assigned you to a new case." (1 day ago).
- Marked entities 23: Troy Huelis (Target), 969-586-5399 (Witness), 882 - BXR (Target), ACME Inc. (Target).
- Open Cases 13: Table with columns Name and Status.

Name	Status
Space portals	Active
Illegal mining in Bechtelarfort	Active
Green Garden control	Closed

Detailed profile view for Sheldon Corkery:

- Overview: Linked entities (1057), Associated cases (2), Locations (41), Files (7)
- Basic Info: Person, Nationality: Martian, Date Of Birth: Feb 13, 1985, Current address: Crater no 1840, Dark side, 09100 Mars, Work: CEO, Work Address: Kovacek Way 106, Tennessee, Marital status: Single, Family members: Father: Tyrone Corkery, Mother: Everett Corkery, Sister: Joy Corkery
- Linked entities 1057: 563 Persons, 358 Facebook, 5 Vehicles, 4 CDR, 1 Bank Account
- Cases 2: Fraud of the century (Fraud, Bribery, Suspect), Space portals (Assault, Target)
- Locations 41: Map showing 28 and 13 entities
- Files 7: Jozef Me..., Menozzi..., Phone\_..., Jozef Me..., List of S..., Oslit da..., Sheldon...
- Notes 4: 14/7/22 14:08: Tiara Roland: "The money was transferred by the company CEO, Sheldon Corkery. Please check out his profile." (14/7/22 14:08), 12/7/22 14:08: Main suspects: Jim Donnelly: "I think that Acme Inc is responsible for planning the operation..." (12/7/22 14:08)
- Tasks 2: Investigate Acme Inc bank transactions (Can I have it by the EOD? Thanks. Important), Due date: 14/7/22, Case: Space portals, Assigned to: David Smith, Requested by: Tiara Smith, Attached entities: BA-986221, Sheldon Corkery

Used by analysts and investigators worldwide, Falkor is transforming  
the way investigations are run.

See Falkor in action.

Visit [falkor.ai](https://falkor.ai)

