

Mental Models Checklist	http://www.mymentalmodels.info/checklistpdf	v0.95
- WYSIATI (What You See Is All There Is)	- Power Laws: 80/20	
- Associative Machine	- Expected Value	
- Always Trying to Find the Why	- Regression to Mean: Height, Performance (punishment/praise no impact)	
- Incentives/Rewards: System Gaming, Intrinsic/Extrinsic, FedEx	- Long Tail: Amazon, Specialization	
- Doubt-Avoidance: Fast Decisions, Avoid Too Many Options	- Law of Small Numbers: Worst and Best Schools are the Smallest	
- Consistency: Verbalized, Ben Franklin Borrowing Book from 'Enemy'	- Meehl Pattern: Experts and Low/High Validity Environments	
- Fairness: Individual vs Group		
- Clanning: Convergence/Divergence (Granfalloon)	- Sunk Cost	
- Diffusion of Responsibility/Bystander Apathy	- Time Value of Money	
- Envy	- Advantages of Scale vs Specialization	
- Reciprocity: Concessions	- Creative Destruction: Wave-riding, Stick-to-Ribs	
- Mere-Association: Pavlov, Good & Bad, Stereotypes, Messenger	- Comparative Advantage: Tiger Woods & Lawn	
- Overconfidence: Choose Lottery Number vs Generated, Endowment ('Mine')	- Opportunity Cost: Options Not Chosen	
- Overoptimism: Newlyweds, Base Rate Neglect	- Agency Costs	
- Loss-Aversion: Deprivation, 2.5x, Almost-Possessed: Bar-Bar-Lemon	- Tragedy of the Commons/Prisoner's Dilemma/Red Queen Effect	
- Contrast: Order of Homes Shown by Realtor	- Moral Hazard	
- Availability: Easy, Recent, Vivid - Cascades, Frequency vs *Fluency*	- Gresham's Law: Bad Drives Out Good (Money/Behavior)	
- Authority: Milgram Experiments, Nurse/Doctor (Credibility)	- Mathew Effect: Small Initial Advantage Snowballs	
- Reason-Respecting: Why/Because	- Diminishing Returns: Fatigued Worker	
- Scarcity: Limited Time, Going Fast		
- Status-Quo: Default Option, Effort Minimization	- Critical Mass: Non-linearity, Tipping Points, M-Stan vs E-Stan	
- Priming/Anchoring: Scary Movies, SS#, Smiling, Think Elderly: Walk Slower	- Redundancy: Fail-Safes, Backups	
- Confirmation: Prove Existing Beliefs, Ignore Opposing Evidence	- Constraints: Bottlenecks/Weak Links	
- Hindsight: Monday Morning QB, Sense-making, Story, Outcome Bias	- Evolution: Selfish Gene, Caveman Syndrome	
- Mental States: Willpower, Glucose, Mood (Good:Creative/Bad:Rational)	- Tight Coupling: Dependent Components	
- Survivorship/Absence Blindness (don't see mutual funds that failed)	- Break Points	
- Framing: Loss vs Gain	- Feedback Loops: Positive & Negative	
- Cognitive Switching Penalty vs Flow (no such thing as multitasking)	- Autocatalysis: Disney Movie Catalog -> VHS	
- Affect: Emotion, Fear of Flying	- Equilibrium: Static vs Dynamic	
- Dunning-Kruger: Competence Levels (don't know what you don't know)	- Complex Adaptive Systems: Participants Change the System	
- Man-with-Hammer	- Collective Intelligence: Crowdsourcing, Diversity	
- Social Proof: Line Lengths Example, Peers Have Most Pull	- Emergence: Whole is Greater than Sum of Parts	
- Base Rates: Conjunction Bias, Bayes: Base Rate >= New Data		
- Curse of Knowledge	- Meta-cognition: System 1/2, Growth Mindset, Optimism, Mindfulness	
- Pain-Avoiding Denial	- Checklists: do-confirm, read-do	
- Operant Conditioning: By Consequences, Reward/Punish	- Invert: How Not To	
- Attribution Error: Me: circumstances, Them: innate traits	- Disconfirming Evidence: Disprove	
- Pygmalion Effect: Expectations Influence Performance	- Outside View: What Usually Happens	
- Mere-Exposure: Familiarity -> Liking	- Broad Framing: Risk Policies, Decisions in Aggregate	
- Halo Effect: Order When Grading Essays, Online Reviews	- 2nd/3rd Order Consequences: Peltzman/Seat Belts	
- Four Fold Pattern: Risk & Loss vs Gain - Possibility Effect, Certainty Effect	- Perfect vs Good: Sometimes Better to Just Do than Wait and Perfect	
- Remembering Self: Peak-End Rule, Focusing Illusion (misjudge impact)	- Lollapaloozas	
- Negativity Dominance: Loss -> Fight Harder	- Pre-mortem: Assume Failure, Explain Why	