

Survival **bias**, also known as survivorship bias, is a type of **cognitive bias** that occurs when we focus on the individuals or things that “survived” a particular event or process and overlook those that did not. This bias can lead to an incomplete or distorted view of reality, particularly in historical or statistical analysis.

For example, in the context of World War II, we may focus on the stories of the soldiers who survived the war and overlook the experiences of those who did not. This may lead us to believe that war is survivable and underestimate the true risks and consequences of military conflict.

Survival bias can also occur in business, where we may focus on the success stories of companies that have survived and thrived, while overlooking the countless failures and bankruptcies that are part of the normal process of starting and running a business.

To avoid survival bias, it is important to consider all the data, including those individuals or things that did not survive or succeed, and to take a broader and more comprehensive view of the situation. This can help us avoid overgeneralizations and make more informed decisions.

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