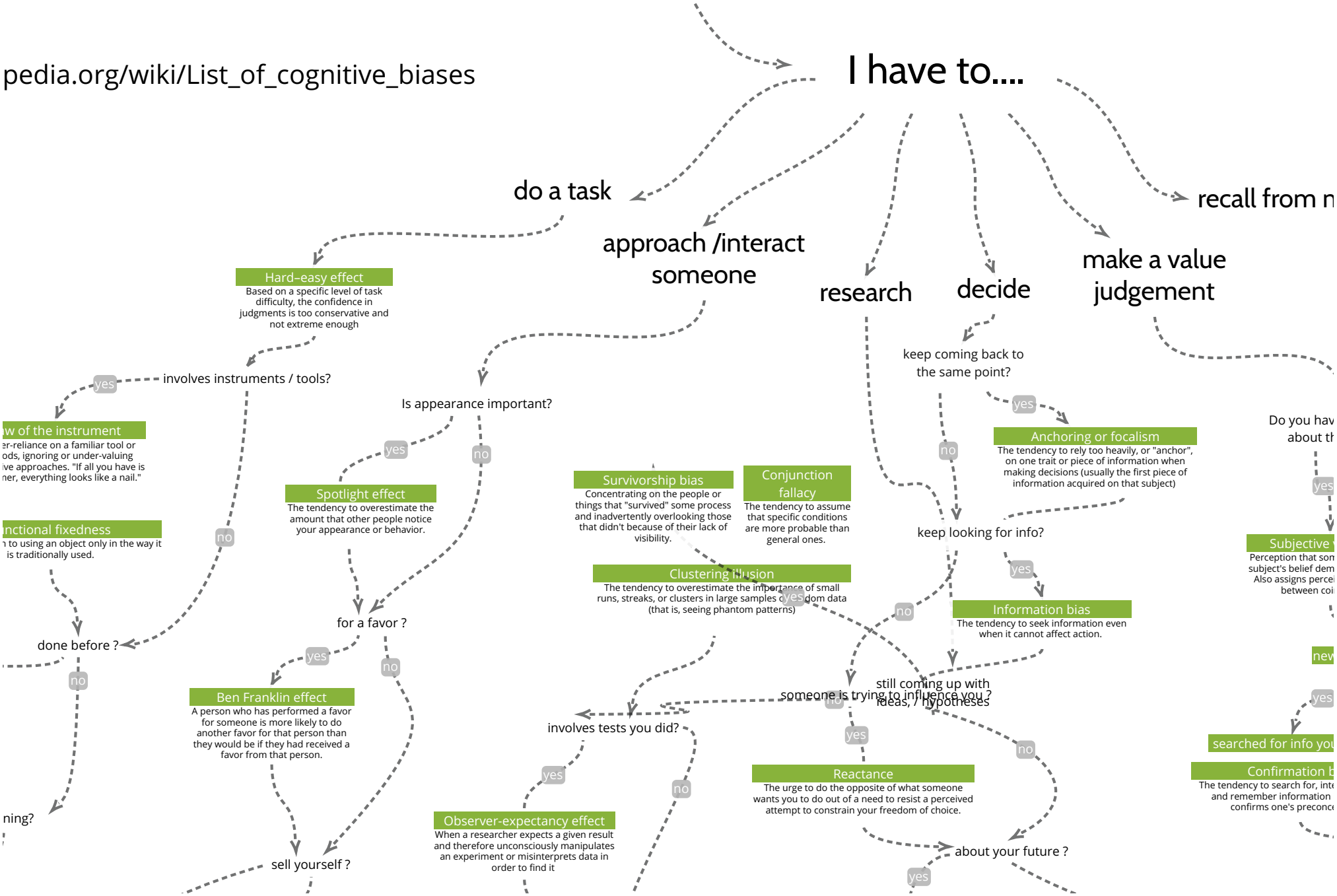pedia.org/wiki/List_of_cognitive_biases