

Shared Information

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Shared information bias is the tendency that groups have of basing decisions on information that most or all group members are familiar with, rather than taking into account information that is familiar to only a few group members. This is considered a result of lesser-known information not being shared with the majority, and is considered one way that group decision making can be harmed. Most of us know what it is like to sit in a meeting where you possess less knowledge of the topic than others and how frustrating it can be to have to keep answering questions, thus resulting in leaving that information out of the discussion.

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