Self Serving Bias

Description

any cognitive or perceptual process that is distorted by the need to maintain and enhanced self-esteem, or the tendency to perceive oneself in an overly favorable manner

Examples

- Student gets a good on a test & tells herself that she studied hard or is good at the material. She gets a bad grade on another test & says the teacher doesn't like her or the test was unfair

Tips

- Mind awarness helps, you can learn to how to self-correct
- Self-compassion is an extremely useful skill for reducing defensiveness

Evidence

Ross Et Al-1977
Participants were assigned roles:
- Game show host - asked to design own questions
- Contestant - tried to awnser the questions
- Audience member - watched after audience asked to rank the intelligence of the hosts & contestants

Results

P's consistently ranked the host as the most intelligent, even though they knew they were randomly assigned this role
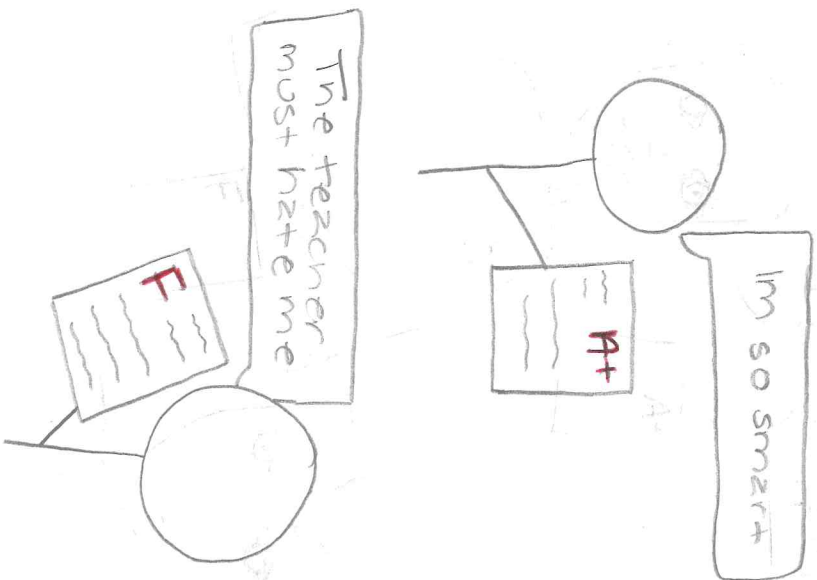
Self-Serving
Bias

The common habit of a person taking credit for positive events or outcomes but blaming others (outside factors) for negative events.

Studies:

Kashima and Triandis -
- Participants were from the US and Japan (students)
- They were shown pictures from unfamiliar countries and were asked to remember details
- US students would attribute success to dispotitional factors more

Biases in attribution can be affected by our cultural background

Greenburg et al -
- Argues that self-serving is a way to protect and boost our own self-esteem

Examples:

○ If a student gets a good grade then they credit themselves but if they get a bad grade, they quickly blame others (maybe the teacher)

○ If an athlete does horribly or misses a goal, they might blame the coach for not teaching them instead of using it for learning

Im so smart

A+

The teacher must hate me

F

illusory correlation

is when a person perceives a relationship between two variables that are not correlated

EXAMPLES + USES

- in news stories
- stereotypes
- relationships (♡)
- politics

STEREOTYPE EVIDENCE + REALITY

a ≠ b BUT in person x's HEAD, a = b
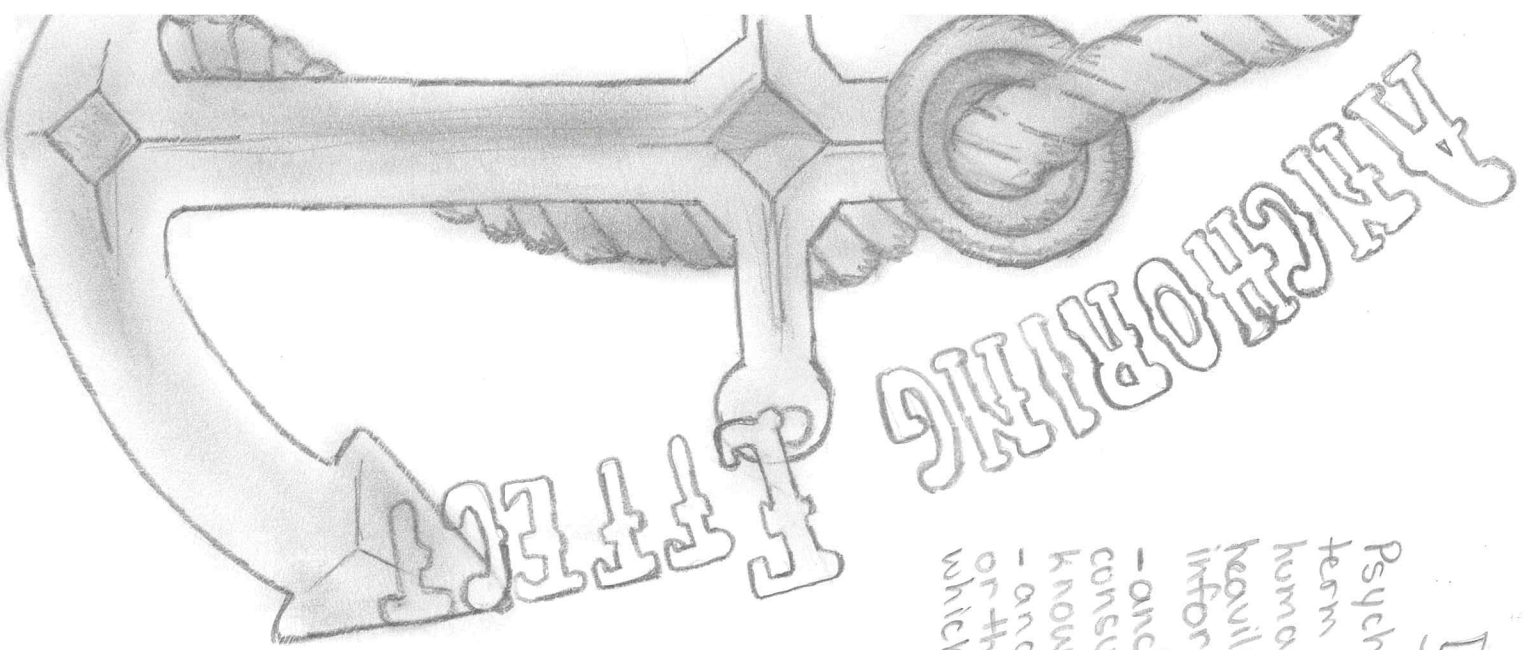
HAMILTON & ROSE (1980)

AIM - investigate the role of cognitive processes in the ways people's minds normally process information and correlate a relationship through stereo-types

METHOD - Read sets of sentences in which desireable or undesireable behaviors were attributed.

FINDINGS - The test group had a negative opinion when they were told undesireable things, but the test group who were told good things had a positive opinion.

CONCLUSION - The more undesireable factors there are directed at a person, the more likely someone is to correlate that relationship, even if there is no true relationship between the two.

ANCHORING Effect

Description

Psychological anchoring - a term used to describe the human tendency to rely too heavily on one trait or piece of information when making decisions

- anchoring is most evident when consumers lack solid evidence or knowledge
- anchoring is often the first piece or the most recent piece of information which shades the decision that follows

Examples

- gasoline price
- Black Friday
- restaurant wait time

a group is told that there wait is 15 mins; another group is told 30 min. The wait is 25 mins; the 15 min group is upset while the 25 min group is happy all due to the anchoring effect

Evidence

Kahneman and Tversky (1974)

AIM - to see if there is an anchoring effect regarding the percentage of U.N. membership and a wheel containing numbers

METHOD - wheel containing numbers 1-100; subjects were asked whether the percentage of U.N. membership accounted for by African countries was higher or lower than the number of the wheel; subjects were asked to give an estimate

FINDING - anchoring value of number on the wheel had a pronounced effect on the answers the subjects provided
ex: wheel landed on 10; an average estimate was 25%; when the wheel landed on 60, the average estimate was 45%

CONCLUSION - the random number had on "anchoring" effect, pulling subject estimates closer to the number they were shown even though there were zero correlation to the question

Confirmation Bias

Description: A tendency to search for or interpret information in a way that confirms ones preconceptions leading to errors.

Examples:
- People tend to interpret data in a way that supports their views.
- People search for positive info about people they support in politics and negative info about people they dont

Evidence: 2-4-6 Task

Aim: Demonstrate that people dont optimally test a hypothesis. Instead of trying to falsify its, people tend to try to confirm it.

Method: Subjects asked to identify a rule that applies to a series of 3 numbers. For initial numbers, 2-4-6 was used. Subjects could then construct other sets of 3 to test their assumptions. For every set, subjects were told if it followed the rule.

Findings: Most people initially thought the rule was even numbers, and would create their hypothesis, after being told several of their sets they would state their hypothesis. However, the rule was simply increasing numbers.

Conclusion: Most people only tried to confirm their hypothesis, and very few tried to disprove it. This shows people dont want to break their own...

Additional Info:
- This bias too helps us form and reconfirm stereotypes we have about people.
- We all have this bias in some way and it is difficult to combat.
- According it and trying to see other opinions/views can help see issues from another perspective.
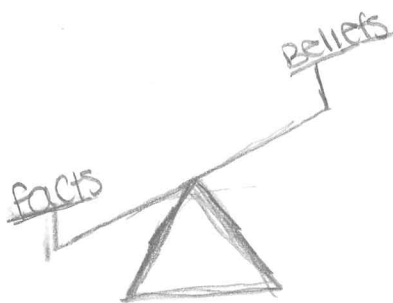
CONFIRMATION BIAS

The tendency to interpret new evidence as confirmation of one's existing beliefs

Study: wason

Aim: To demonstrate most people do not proceed optimally in testing hypothesis.

Method: participants were asked to identify a rule that applies to a series of numbers. ex: 2, 4, 6 And continue the pattern

Findings: participants formed a hypothesis & when told their series of numbers were wrong they only changed the numbers & not their hypothesis

examples

You form a view/opinion on something. We embrace information that confirms that view while ignoring information that casts a doubt on it.
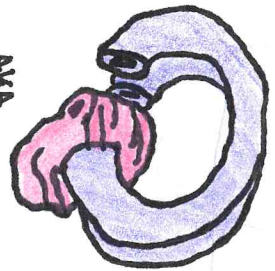
Other info

- we dont percieve circumstances objectively

- we pick out bits of data that make us feel good because they confirm our prejustices

Beliefs

facts

Caitlin Rankin

Confirmation Bias

People have a tendency to interpret new information in a way that supports their pre-existing beliefs whether these are actually and independently true or not.

The tendency to search for, favor, interpret, and recall information in a way that confirms one's beliefs or hypothesis.

People display this bias when they gather or remember information selectively, or when they interpret in a biased way.
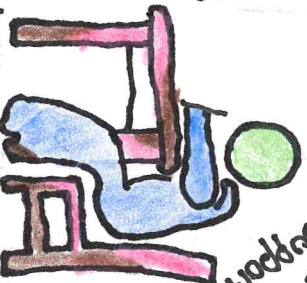
AKA Myside bias

People also tend to interpret ambiguous evidence as supporting their existing position.

Examples: Completing a process
Validation from friends and family, buying a new car
First link to a source
Our view of the world

Lead people to hold strongly or false beliefs or to give more weight to information, then its warranted by evidence

STUFF YOU AGREE WITH

Both the teachers/parents tend to notice some examples that support their POV.

Students listening to music while doing homework. A teacher/parent might believe that they concentrate better w/out the other hand, Students believe that music allows you to block out reacting noises and focus more on homework.

Wason Rule Discovery (1960)

Methodology- Wason made up a role for the construction of the given sequences of numbers. The three numbers.

$$= 2-4-6 =$$

Satisfy this rule. To find out what the rule is, Wason said they may construct other sets of three numbers to test their assumptions about the rule the experimented has in mind.

Results- Most participants in Wason's experiment typically proceeded in the given sequence: A sequence of even numbers. The subjects give a few more tries until they felt sure about their hypothesis and stopped since they thought they have already discovered the rule. But the rule was simply increasing the numbers

Conclusion- Almost all the subjects formed this hypothesis and tried number sequences that only prove their hypothesis and a very few actually tried to make up a number sequences that might disprove their hypothesis.
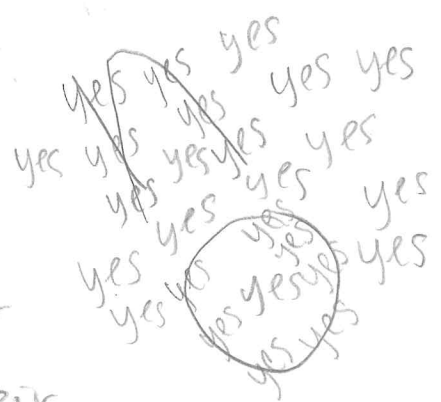
The subjects confirmed to the small information given and thought there was a greater picture with an initial assumption.

SUBJECTIVE

Michael Ramos

Ashley
Dwyer
IB Psych

Confirmation ~Bias~

→ A persons tendency to favor information that confirms their assumptions whether its true or not

yes yes yes yes yes
yes yes yes yesyes yes yes
yes yes yes yes
yes yes yes yes
yes yes yes yesyes yes
yes yes

Wason Rule Discovery Test:

Method: Subjects were asked to identify a rule that applies to a series of 3 numbers by providing an additional set of numbers.

Findings: They found that participants stopped after a couple sets that were confirmed as right

Conclusion: Instead of trying falsify hypothesis, people try to confirm it

Example: one will find good things about the canidate they like but find bad things about canidates they dont like

→ prevents one from being open minded and open to new ideas. We should aviod this bias so that we can be more accepting to new ideas.

→ To aviod this bias, look for ways to challenge what you think you see. Maybe even use the 6 thinking hats.

OVERConfidence Bias

Emily Wallace

Definition: The tendency people have to be more confident in their own abilities than is objectively reasonable. It is the most significant bias in Human history.

> " Over confidence precedes carelessness."
>
> — Toba Beta

Examples:

Over confidence was said to have played a role in...
- The sinking of the Titanic
- The nuclear accident at Chernoble
- The losses of the space shuttles, the Challenger and Columbia

ARE WE ALL LESS RISKY AND MORE SKILLFUL THAN OUR FELLOW DRIVERS (1981)

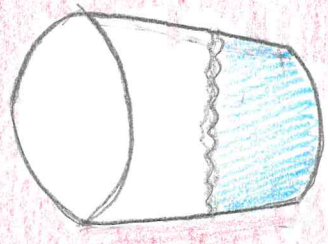**Aim:** To find out what percent of people rank themselves as above average in their driving abilities.

Method: 161 subjects were questioned from a U.S. college as well as a college in Sweden. Each participant was asked to place themselves in a percentile range in safety or skill in driving compared to the average driver having specified the characteristics of the average driver.

Findings: In the group of U.S. students, half of the subjects believed themselves to be in top 20-30% of drivers while in Sweden Sweden, it was slightly less.

Conclusion: There was a strong tendency to believe oneself to be a superior driver in skill and safety.

Optimism Bias

Is your glass half full or half empty?

Blue box:
- a cognitive bias that causes a person to believe that they are less at risk of experiencing a negative event compared to other people

Yellow box:

optimism bias in sport - fans and reporters

aim - to find if NFL fans would be overly optimistic about their favorite sport team.
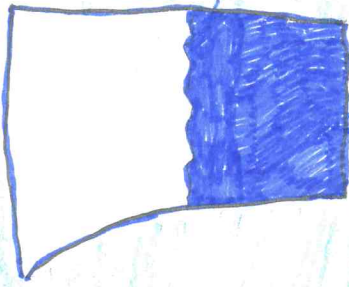
method - a 2015 study found that overly optimistic expectations of their teams success, when 1,116 fans were asked to predict how many games their team would win, the average was 9.59

findings / conclusions - As there are 16 games the average should be 8. The difference according to research is due to optimism. Getting passionate about a team makes you think they'll be more successful.

Green cloud:
"Don't cry because it's over, smile because it happened"

☆ OPTIMIM-BIAS ☆

By: Brett Beyer

☆ Glass Half Full or Empty. ☆

Can Vs Can't

Study: Optimism bias in Fans and Sports reappear (2015).

Aim: To find out if NFL fans tends to overly estimate of their teams success.

Method: 1,116 fans were asked to predict how many games their team would win.

Findings/Conclusions: Average wins was 9.5, out of 16 games. So the average should be 8. Being pessimistic about a team makes you think they will be more successful than expected results by.

"You can't have a positive life with a negative mindset."

Real life Examples:

- Not wearing a seatbelt
- Not wearing sunscreen.
- Miss adding money to emergency saving accounts.

Results:
- car accidents
- skin cancer
- In need of money.

Optimism bias:
A cognitive bias that causes a person to believe that they are at less risk of experiencing a negative effects

"Comedy is just acting out optimism"
— Robin Williams

"You can't have a positive life with a negative mind"

Optimism Bias

Def - A cognitive bias that causes a person to believe that they are at less of a risk of experiencing a negative event compared to other people

{EXAMPLES}
- students expect to receive more job offers and higher salaries upon graduation than they actually get
- people underestimate the likelihood of getting cancer
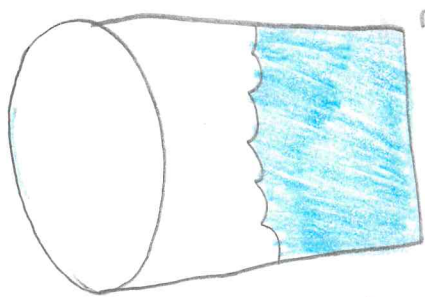- overestimate the likelihood of achieving health and success

{STUDY}

↳ optimism in fans (2015)

Aim- To see if fans are overly optimistic about their teams success

Method- 1,116 fans were asked to predict how many games their teams would win

Findings/conclusion- Average predictions was 9.5q, when the average should be. Being passionate about a team can prove that they think the team will be more successful

SCIENCE
GAIN

Abby Borg

Optimism Bias

A cognitive bias that causes a person to believe that they are less at risk of experiencing a negative event compared to other people

✱ Examples:
- students expect to receive more job offers and higher salaries than they actually get
- People underestimate the likelihood of getting cancer
- Overestimate of acquiring wealth and success

STUDY: Optimism Bias in Fans (2015)

Aim: To find out if NFL fans would be overly optimistic of their team's success

Method: 1,116 fans were asked to predict how many games their team would win

Findings/Conclusions: Average predicted wins were 9.59, the expected average is 8. Being passionate about a team makes you think they will be more successful than reasonably expected. This reinforces optimism bias

"An optimist sees the opportunity in every difficulty"

$ $ $ $

Teens who smoke don't show as much optimism bias...

Half Empty? or Half Full?

Hunter P.

Optimism Bias

TED Talks

Why do we want to believe we are at a lesser risk of experiencing negative events?

"It's our tendency to overestimate our likelihood of experiencing good events in our lives and underestimate our likelihood of experiencing bad events" (Sharot, Tali).

Description

Def: - A cognitive bias that causes a person to believe that they are at a lesser risk of experiencing a negative event compared to others

- As peoples optimism grows, to some extent others feel immune to negative events

- It can lead to poor decision-making, which can sometimes have disastrous results
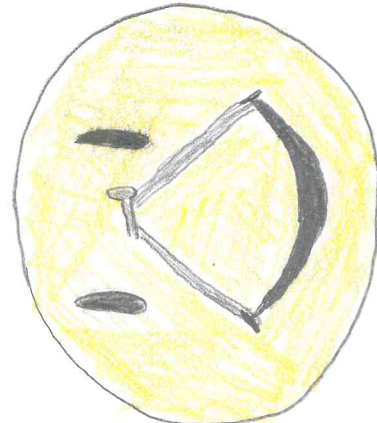
2015 Study of NFL Fans

Aim: - To see how prevalent optimism bias is within the NFL environment.

Method: - 1,116 fans were asked to predict + how may games their team would win

Findings: - The average prognostication was 9.59%, the average should be 8

- The difference is due to optimism bias

- following a team can lead to bias

Conclusions: - Getting passionate about a team makes you think they'll be more successful than can be reasonably expected.

Examples

- Skipping their yearly physical
- Not wearing a seatbelt
- Miss adding money to their emergency savings
- Not using sunscreen
- People often engage in risky behaviors & decision making

Hannah Sorrell

Optimism Bias

Examples

1.3 million people die in car crashes each year, yet majority of drivers will say it is unlikely for them to ever get into an accident.
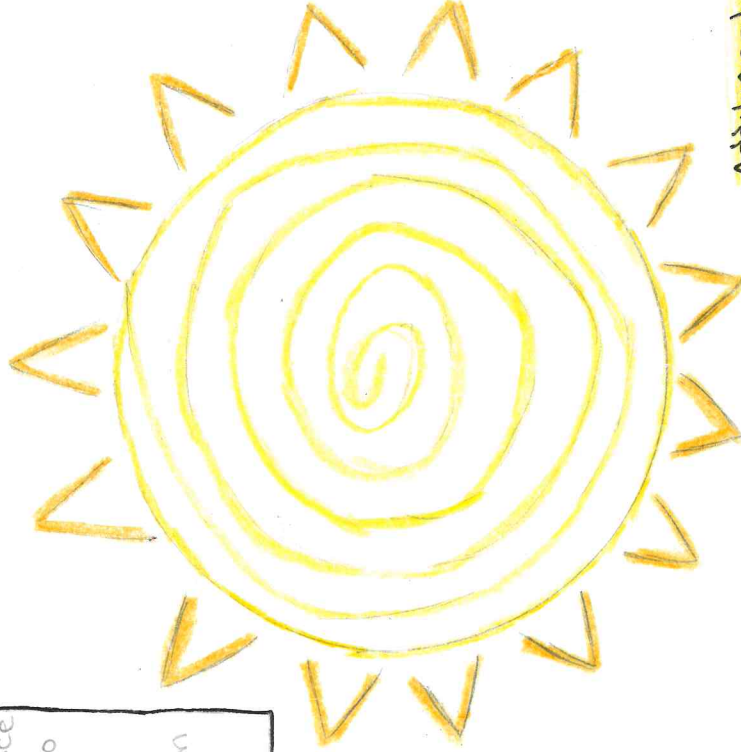
Description

A cognitive bias that causes a person to believe they're at a lesser risk of experience a negative event compared to others.

A perception that one's own risks are lower than others.

Additional Information

Theres a tendency to overestimate probability of positive events + underestimate probability of negative events.

Often referred to as "the illusion of invulnerability."

Evidence

Popova et al (2017)

Objective- Optimism bias can help explain why adolescents smoke cigarettes despite knowing the risks.

Methods- 6 measurements over 3 years with 395 participants. Asked to rate chances of occurence of 19 short + long term health risks, social, addictions and benefits related to self vs others.

Results- optimism bias was consistently found for addiction

Conclusion- Anti-smoking interventions targeting adolescents should emphasize the risk of addiction.

Martha Beckman

Optimism Bias

Definition: A cognitive bias that causes a person to believe that they are at a lesser risk of experiencing a negative event compared to others.

Half Full OR
Half Empty

Examples:

- Not wear seat belt → Car accident

- Miss adding money to emergency savings account → In need of extra money

- Fail to apply sunscreen because they believe they are less likely to get burnt → Skin cancer

Study:

- Aim: Optimism Bias finds its way into Sports
- Method: → 1116 fans asked to predict how many team wins they would have
- Finding: → Average prognostication was 9.54
  → As there are 16 games total, average should be 8 wins
  → Due to optimism bias, getting passionate about a team makes you think they'll be more successful than can reasonably expected.
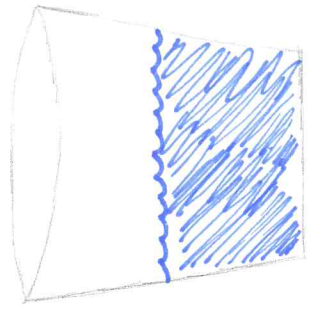
"If you were asked to estimate how likely you are to experience divorce, illness, job loss or an accident, you are likely to underestimate the probability that such events will ever impact your life" (Kendra cherry)

Optimism Bias

the mistaken belief that we're above average & that negative things are less likely to happen to ourself, despite statistics of reality.

Avalanche Risk:
PEOPLE HAVE DIED
WARNING
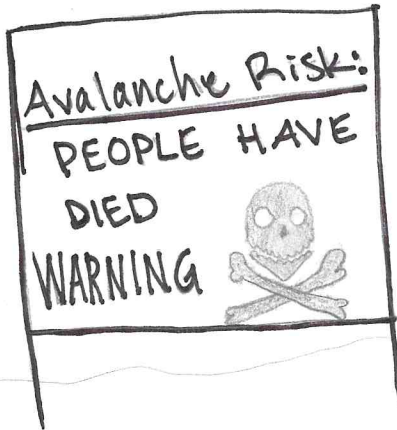
...Not me. I'll be fine.
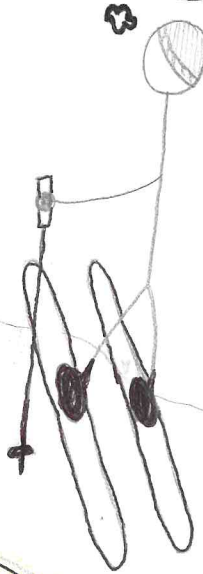
Tali Sharot: Optimism Bias (2015)

Aim: would give into optimism bias after just learning about it?

Method: -presentation about optimism bias
- mangement puts fake note about vending machine "sometimes" eating the money
- let listeners out to grab a snack from vending machine; see if they give in

Findings: They all thought they would be one that didn't have their money eaten. All of the money was eaten. Some put more in if the machine ate it the first time.

Conclusion: Almost everyone put money in; & those who did, ignored what they had just learned about optimism bias.

Examples:
• texting & driving — "I won't get in a car accident"

Our brains seem to have an automatic optimistic view of the world, despite knowledge of the chances of bad things happening to us.

By: Erin Shadel

"Of all the causes which conspire to blind Man's erring judgement, and misguide the mind, What the weak head with strongest bias rules, Is PRIDE, the never-failing vice of fools"
~ Alexander Pope

BASICALLY: If you're being so prideful you think you can't ever lose, you're being foolish