



智覺學苑 欢迎

# 认知偏差 第八节

**135种认知偏差： 31至35**  
**135 Cognitive biases: 31 to 35**

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# 135 种认知偏差 135 cognitive biases

1. 模糊效应 Ambiguity effect
2. 锚定效应 Anchoring or focalism
3. 拟人化 Anthropomorphism
4. 注意力偏差 Attentional bias
5. 自动性偏差 Automation bias

# 135 种认知偏差 135 cognitive biases

6. 可得性捷思法 Availability heuristic
7. 可获性层叠 Availability cascade
8. 逆火效应 Backfire effect
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10. 基本比率谬论或基本比率忽视  
Base rate fallacy or Base rate neglect

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# 135 cognitive biases

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# 135 种认知偏差

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# 逻辑训练 Logic exercise

现在请您专注和澄清思维... 准备好了吗?  
Concentrate and clear your mind please... are you ready?



# 本质主义

## Essentialism

31. 本质主义：用本质作为人事物分类的标准，而忽略了多样性，共通性，特殊性等等。

Essentialism: Categorizing people and things according to their essential nature, in spite of variations.

# 本质主义

## Essentialism

本质主义认为一切事物都可以被分成离散的、清晰的类别。这可能在亚分子维度上是正确的（比如所有的顶夸克毫无疑问是相同的），但在日常生活人事物的维度上，是错的。只不过人们往往喜欢，把本质主义错误地应用在一般人事物的维度。

Essentialism says that everything can be organized into discrete, clear categories. This may be true on a submolecular level (to my knowledge, all top quarks are unambiguously identical) but it's not true on the level of people and thing, which is the level at which people like to try and apply it.

# 本质主义

## Essentialism

种族歧视和性别偏见，都是本质主义。具有本质主义认知偏差者会认为，每个具有特殊性格的人，都必然偏离了团体。

For example, racism and sexism are both essentialist in nature. The perspective that everyone who has particular qualities must therefore be deviations from an archetypal individual, the stereotype of that group, is essentialist.

# 本质主义

## Essentialism

1. 男人比女人更好斗。 Men are more aggressive than women.
2. 有位哈佛大学校长提出，在“高端的”科学和工程专业中，女性相对少见，这个很大程度上归因于女性和男性内在能力方面的差异。 The president of Harvard recently suggested that the relative scarcity of women in "high-end" science and engineering professions is attributable in large part to male-female differences in intrinsic aptitude.

# 本质主义

## Essentialism

3. 猫抓老鼠狗看门。 Cats catch mice and dogs watch the door.

4. 中国中学生学数学要比美国中学生学得好。  
Chinese middle school students learn mathematics better than American middle school students.

# 本质主义

# Essentialism

练习：请同学们举出这种认知偏差的例子



# 预计夸大

## Exaggerated Expectation

32. 预计夸大：对事情发展的结果作出比较夸大甚至极端的期望或预计，但实际上，事情最后出现的结果并没有那么极端或严重。 Exaggerated Expectation : The tendency to expect or predict more extreme outcomes than those outcomes that actually happen.



# 预计夸大

## Exaggerated Expectation

根据客观评估，事实证明，现实世界中的证据和情况并没有我们的预计那么极端（和保守主义偏差相反）。 Based on the estimates, real-world evidence turns out to be less extreme than our expectations (conditionally inverse of the conservatism bias).

# 保守倾向 Conservatism (Bayesian)

20. 保守倾向：是指在新证据出现时，对既有信念的修正幅度不足的一种倾向。

Conservatism (Bayesian): The tendency to revise one's belief insufficiently when presented with new evidence

# 预计夸大

## Exaggerated Expectation

预计夸大是确认偏差的一个更极端的版本（以先入为主的方式解释信息）。产生这种偏差的原因之一，是一种基本的焦虑，它会导致夸大信息和预计（期望）。

# 预计夸大

## Exaggerated Expectation

Exaggerated expectation is a more extreme version of confirmation bias (interpreting information in such a way that it confirms a preconception). The reality, when compared to real-world evidence, turns out to be less severe or extreme than the expectations. One of the causes of this is a basic anxiety that causes a tendency to exaggerate information and expectations.

# 确认偏差 **Confirmation bias**

16. 确认偏差：是指人们倾向于寻找、理解、关注和记住那些能够证明自己先入为主的观点的信息。

**Confirmation bias: The tendency to search for, interpret, focus on and remember information in a way that confirms one's preconceptions.**

# 预计夸大

## Exaggerated Expectation

1. 当汽车制造公司雪佛兰发布一款新电动车时，媒体马上宣传声称每个人的下一辆车都将是电动汽车。 When the Chevy Volt was showcased, The way the media made it sound is that everybody's next vehicle was going to be electric.

# 预计夸大

## Exaggerated Expectation

2. 你很担心将要进行的公开演讲。你一次次反复想象，演讲可能会出现很糟糕的情况。你夸大了对这次演讲的预期。事实上，后来的演讲进行得很顺利，没有任何极端的事情发生。 An example would be worrying about an upcoming public talk you are required to give. You go over it again and again, picturing the worse case scenarios that could play out. You are exaggerating the expectations of the event - in reality the speech goes well and nothing extreme happens whatsoever.<sub>23</sub>

# 预计夸大

## Exaggerated Expectation

3. 一位参加国家田径赛初选的运动员取得了分组出线第一名，他的教练和他根据初选成绩和其他运动员的表现作出预估，认为他肯定可以在田径赛决赛中拿到奖牌。 An athlete who participated in the national track and field preliminary contest won the first place in a group. His coach and he made predictions based on the results of the preliminary contest and the performances of other athletes, believing that he could definitely win a medal in the final of the track and field contest.



# 预计夸大

## Exaggerated Expectation

练习：请同学们举出这种认知偏差的例子



# 实验者偏差

## Experimenter's bias

33. 实验者偏差：实验者相信、证明和发布与他们对实验结果期望相符的数据，以及不相信、丢弃或降低比重（份量）来处理与期望相冲突的数据。这是一种与实验研究相关的认知偏差。

Experimenter's or expectation bias: The tendency for experimenters to believe, certify, and publish data that agree with their expectations for the outcome of an experiment, and to disbelieve, discard, or downgrade the corresponding weightings for data that appear to conflict with those expectations. This is a research-related bias.

# 信念偏差

## Belief bias

11. 信念偏差：是指当人们分析某个论证或论据的逻辑推理是否有效/有力的时候，他们会因为这个结论的可信性而产生认知偏差。

Belief bias: An effect where someone's evaluation of the logical strength of an argument is biased by the believability of the conclusion.

# 例子 Examples

第二个例子，是真有其事。雷丁教授在IONS研究所做了些实验证明人类确实有特异功能。其他主流著名大学的教授，抱著极度怀疑的态度，来重复他的实验，结果数据与雷丁教授的发现差不多。但在这些学者发表的文献内，竟然会写上以下无稽的结论：“我们证明人类没有特异功能的数据本身几乎险些（危危乎地）接近于证明人类真的有特异功能”。这个例子说明了，权威专业的大学教授，如果未经过逻辑训练，也会犯信念偏差，在真理实相面前也会扭曲它。

# 例子 Examples

The second example is real. Prof. Dr. Dean Radin at IONS Research Institute had done some experiments to prove that humans do have special functions. Professors at other leading universities repeated his experiments with extreme skepticism, and the results were similar to Dr Radin's findings. But in the papers published by these scholars, the following absurd conclusion was written: "We prove that the data that human beings have no special function are almost precariously close to proving that human beings really have special function". This example shows that authoritative University professors, if not trained in logic, will also commit belief bias and distort the truth in the face of it.

# 实验者偏差

## Experimenter's bias

1. 一位基督徒实验者对祈祷的有效性进行了研究。她发现祈祷没有任何效果，所以她没有发表这项与她期望不符的研究结果。 A Christian researcher did a study on the effectiveness of prayer. She finds no effect, so she did not publish the study with the negative results.

# 实验者偏差

## Experimenter's bias

2. 在“音乐后掩盖”中，当向后倒带播放时，可以听到隐藏了的口头信息。有些人期望在倒放歌曲时听到这些隐藏的信息，因此就听到了这些信息。但对其他人来说，这些信息只不过是随机的声音。通常，当一首歌倒放时，听歌的人不会注意到“隐藏”的歌词，直到歌词被明确指出了，之后它们才变得明显。

# 实验者偏差

## Experimenter's bias

An example of the observer-expectancy effect is demonstrated in music backmasking, in which hidden verbal messages are said to be audible when a recording is played backwards. Some people expect to hear hidden messages when reversing songs, and therefore hear the messages, but to others it sounds like nothing more than random sounds. Often when a song is played backwards, a listener will fail to notice the "hidden" lyrics until they are explicitly pointed out, after which they are obvious.



# 实验者偏差

## Experimenter's bias

3. 在法医科学(司法鉴定)中,当案件源数据模糊不清,并且法医要与专业无关的、涉及情感的线索打交道时,科学检测的结果可能被扭曲。例如DNA的化验结果是模棱两可的,但法医或化验师要追查这些模棱两可的问题,特别是要解释复杂的证据样本时,比如一个DNA标本内含有两个或多个人的混合,又或者标本DNA含量不足,或者已经被破坏等,这些情况都可能带来偏差。只有当实验者偏差的影响被最小化时,法医DNA检测才能实现全部效果。

# 实验者偏差

## Experimenter's bias

**In forensic sciences:** Results of a scientific test may be distorted when the underlying data are ambiguous and the scientist is exposed to domain-irrelevant cues which engage emotion. For instance, forensic DNA results are ambiguous, and resolving these ambiguities, particularly when interpreting difficult evidence samples such as those that contain mixtures of DNA from two or more individuals, degraded or inhibited DNA, or limited quantities of DNA template may introduce bias. The full potential of forensic DNA testing can only be realized if observer effects are minimized.

# 实验者偏差

## Experimenter's bias

预防实验者偏差：双盲试验，是指在试验过程中，测验者与被测验者都不知道被测者所属的组别（实验组或对照组），分析者在分析资料时，也不知道正在分析的资料属于哪一组。它旨在消除可能出现在实验者和参与者意识当中的主观偏差和个人偏好。双盲实验设计，目的是要求达到非常高的科学严格水平。

# 实验者偏差

## Experimenter's bias

Prevention: Double-blind test means that in the course of the test, neither the examinee nor the examiner knows which group the examinee belongs to (experimental group or control group). When analysts analyze data, they do not know which group the data being analyzed belongs to. The aim is to eliminate subjective bias and personal preferences that may appear in the consciousness of experimenters and participants. The purpose of double blind experiment design is to achieve a very high level of scientific rigour.

# 实验者偏差

## Experimenter's bias

练习：请同学们举出这种认知偏差的例子



# 聚焦错觉

## Focusing effect

34. 聚焦错觉：对某个事件的某一方面过度的重视，而导致不能准确地预测未来的结果。

Focusing effect (or focusing illusion) :

The focusing effect (or focusing illusion) is a cognitive bias that occurs when people place too much importance on one aspect of an event, causing an error in accurately predicting the utility of a future outcome.

# 锚定效应 **Anchoring or focalism**

2. 锚定效应：做决策的时候过于依赖信息的一个特性或一个方面的倾向。（通常是我们在某个主题上获得的第一个片面的信息）。

**Anchoring or Focalism: The tendency to rely too heavily, or "anchor", on one trait or piece of information when making decisions (usually the first piece of information that we acquire on that subject).**

# 聚焦错觉

## Focusing effect

1. 在评估某地方是否安乐或宜居时，人们只关注不同地方之间的显著差异，而忽略不太明显的差异。例如，当人们被问到是否认为美国的加州人比中西部人幸福得多时，加州人和中西部人都说加州人一定是幸福得多，而事实上，这两个地区人们的幸福指数并没有区别。偏差的产生源于大多数人关注并过度强调，加州阳光明媚的天气和表面上看似随和的生活方式，而贬低和低估了生活其他方面和幸福的决定因素。



# 聚焦错觉

## Focusing effect

When making predictions about happiness or convenience, people focus on notable differences and tend to exclude those that are less conspicuous. For example, when people were asked how much happier they believe Californians are compared to Midwesterners, Californians and Midwesterners both said Californians must be considerably happier, when, in fact, there was no difference between the actual happiness rating of Californians and Midwesterners. The bias lies in that most people focused on and overweighed the sunny weather and ostensibly easy-going lifestyle of California and devalued and underrated other aspects of life and determinants of happiness, such as low crime rates and safety from natural disasters like earthquakes (both of which large parts of California lack)

# 聚焦错觉

## Focusing effect

2. 2002年诺贝尔经济学奖获得者丹尼尔·卡尼曼和同事的研究认为，由于聚焦错觉，人们总是高估金钱对幸福的价值贡献。事实上，收入增长对快乐和幸福的影响很小，而且有影响也是短期的。

# 聚焦错觉

## Focusing effect

由于聚焦错觉，人们只关注传统意义上幸福的衡量尺度，比如金钱上的花费，结果夸大了收入对幸福的影响。 Daniel Kahneman and colleagues have suggested that people consistently overestimate the value of money on happiness due to the focusing-effect. In fact, income increases only show small and short-term effects on happiness and well-being. Because of the focusing-effect, people tend to focus on conventional measures of happiness such as the disposal of money, and as a result, they exaggerate the effects of income on happiness.

# 聚焦错觉

## Focusing effect

3. 王太太提出要买一个，花园又大又漂亮的房子，但她没有考虑到房子其他方面的要求。她只想要一个大花园，因为她现在的家缺少了一个花园，她没有考虑到将来要花在医院打理和维护上的时间和金钱。 Mrs. Wong placed an offer to buy a property with a very large and beautiful garden but did not consider the rest of the other features of the house. She just wanted a big garden because her present home lacks a garden- not thinking of the time and money spent on gardening and maintenance work that comes along with it.

# 聚焦错觉

## Focusing effect

4. 聚焦错觉的常见例子中，大多数都强调了个人的假想：如果我富有（或瘦，漂亮…），我会变得很幸福快乐的。 Most of the common examples of the focusing illusion emphasize the personal: if I were rich (or thin, or beautiful, ...), I'd be happy.

# 聚焦错觉

## Focusing effect

5. 如果你在与管理层发生争执的那一天被解雇，你可能认为争执正是你被解雇的原因。当然，如果争执激烈到发生粗鲁或伤害的行为，这是可能的。但这个更有可能是，导致你被解雇的一系列行为中的最后一个。大多数经理不会因为意见不合而解雇员工的。他们只会鉴于长期行为表现方面有问题而解雇员工。

# 聚焦错觉

## Focusing effect

For example; if you were to be fired from your job on the day that you had an argument with a manager – you could assume that arguing a point with your manager was the reason you were fired. This might be true if the argument was ferocious enough to deteriorate into rudeness or abuse but in many cases; it's more likely that this was the final action in a long series of actions that led to your being fired. Most managers don't fire people for disagreeing with them. They fire them for long-term behavioural or performance issues when they become so severe that they no longer believe that they can work effectively with someone.

# 聚焦错觉

Focusing effect

练习：请同学们举出这种认知偏差的例子





# 预言效应

## Forer effect

35. 预言效应（福尔，巴纳姆效应）：是一种常见的心理现象，是指个人对某种有关自己个性描述的准确度给予很高的评价，觉得这种描述，好像真的是为他们量身定做的一般，但其实这种描述所用的措辞是模糊和笼统的，而且足以适用于广泛的人群。这种效应可以部分解释一些超自然信仰和活动被广泛的接受，如占星和算命术、笔迹学和某些人格测试。

# 预言效应

## Forer effect

The Barnum effect, also called the Forer effect, is a common psychological phenomenon whereby individuals give high accuracy ratings to descriptions of their personality that supposedly are tailored specifically to them, that are in fact vague and general enough to apply to a wide range of people. This effect can provide a partial explanation for the widespread acceptance of some paranormal beliefs and practices, such as astrology, fortune telling, aura reading, and some types of personality tests.

# 预言效应

## Forer effect

这种描述手法常被江湖术士用来欺骗人们，使受骗者相信他们具有超自然能力。由于关于个性的评价描述比较含糊，于是人们用自己的意思去解释评价，因此评价对他们来说就变成很“个人的”。此外，如果这个人觉得评估者是非常专业的，那么他/她更有可能接受对自己的负面评价。

# 预言效应

# Forer effect

These characterizations are often used by practitioners as a con-technique to convince victims that they are endowed with a paranormal gift. Because the assessment statements are so vague, people interpret their own meaning, thus the statement becomes "personal" to them. Also, individuals are more likely to accept negative assessments of themselves if they perceive the person presenting the assessment as a high-status professional.

# 预言效应

## Forer effect

1. 占星预言的表述是模糊而一般性的，但相信占星术很灵的人，会认为那是准确地反映了他们个人的情况。比如中国的老人家坚信，在龙年出生的孩子，比起其他生肖年份出生的孩子，将来在财富和事业方面会更好。

# 预言效应

# Forer effect

Subjects who, for example, believe in the accuracy of horoscopes have a greater tendency to believe that the vague generalities of the response apply specifically to them.

Especially the Chinese old timers strongly believe a child born in the year of dragon will do better in life in terms of fortune and careers than those children born under other astrological signs.

# 预言效应

Forer effect

2. 1947年，心理学家罗斯·斯塔格纳对一些人事经理进行一项人格测试。在参加测试后，斯塔格纳没有根据测试者的实际回答作出反馈，而是向每个测试者提供了与个人回答无关，而是来自星座图和笔迹分析的一般性评价。然后，每个经理都被问到，对其所做的评价有多准确。超过一半的人认为评价是准确的，几乎没有人认为这份评价是错误的。

# 预言效应

# Forer effect

In 1947, a psychologist named Ross Stagner asked a number of personnel managers to take a personality test. After they had taken the test, Stagner, instead of responding with feedback based on their actual individual answers, presented each of them with generalized feedback that had no relation to their test answers but that was, instead, based on horoscopes, graphological analyses, and the like. Each of the managers was then asked how accurate the assessment of him or her was. More than half described the assessment as accurate, and almost none described it as wrong.



# 预言效应

## Forer effect

3. 1948年，在一项“经典”的实验中，心理学家福尔对39名学生进行了一项心理测试：“态度及兴趣测试”，测试后学生们被告知，每个学生都会收到一份由测试结果总结出来的，有关各人个性的简短提纲或评价。福尔在一周后，给每个学生发了一份名为个性化的评价，并要求他们对评价的准确度进行打分。实际上，每个学生都收到了相同的评价表，包括以下项目：

# 预言效应

## Forer effect

In 1948, in what has been described as a "classic experiment," psychologist Bertram R. Forer gave a psychology test – his so-called "Diagnostic Interest Blank" – to 39 of his psychology students who were told that they would each receive a brief personality vignette or sketch based on their test results. One week later Forer gave each student a purportedly individualized sketch and asked each of them to rate it on how well it applied. In reality, each student received the same sketch, consisting of the following item:

# 预言效应

## Forer effect

- 你非常需要别人喜欢和钦佩你。 You have a great need for other people to like and admire you.
- 你有自我批评的倾向。 You have a tendency to be critical of yourself.
- 你有很多未用的能力，但你没有利用它们。  
。 You have a great deal of unused capacity which you have not turned to your advantage.
- 虽然你有一些个性弱点，但你通常能够弥补它们。 While you have some personality weaknesses, you are generally able to compensate for them. … (省略了其他的陈述)

# 预言效应

## Forer effect

平均来说，学生把评价的准确度评为4.30分，从0分（非常差）到5分（优秀）。在评定表上交之后，大家才发现自己之前收到的是同一份由福尔从占星书中抄来的评价。评价的描述是模糊和一般性的，而且它们足以适用于大多数人。

On average, the students rated its accuracy as 4.30 on a scale of 0 (very poor) to 5 (excellent). Only after the ratings were turned in was it revealed that each student had received an identical sketch assembled by Forer from a newsstand astrology book. The sketch contains statements that are vague and general enough to apply to most people.

# 预言效应

Forer effect

## 4. 预言效应范文示例：

“你是一个容易自我反省的人，  
而且有自我批评的倾向。” "You're  
a person who is prone to bouts of self-examination and  
have a tendency to be critical of yourself.“

这一说法也适用于大多数人。

Which is a statement that would also apply to most  
people.

# 预言效应

Forer effect

练习：请同学们举出这种认知偏差的例子



# 135 种认知偏差 135 cognitive biases

1. 模糊效应 Ambiguity effect
2. 锚定效应 Anchoring or focalism
3. 拟人化 Anthropomorphism
4. 注意力偏差 Attentional bias
5. 自动性偏差 Automation bias

# 135 种认知偏差 135 cognitive biases

6. 可得性捷思法 Availability heuristic
7. 可获性层叠 Availability cascade
8. 逆火效应 Backfire effect
9. 从众效应 Bandwagon effect
10. 基本比率谬论或基本比率忽视  
Base rate fallacy or Base rate neglect



# 135 种认知偏差

# 135 cognitive biases

11. 信念偏差

Belief bias

12. 偏差盲点

Bias blind spot

13. 啦啦队效应

Cheerleader effect

14. 支持选择偏差

Choice-supportive bias

15. 聚类模式偏差

Clustering illusion<sup>65</sup>

# 135 种认知偏差 135 cognitive biases

- 16. 确认偏差 Confirmation bias
- 17. 一致性偏差 Congruence bias
- 18. 结合谬论 Conjunction fallacy
- 19. 回归性偏差 Regressive bias
- 20. 保守倾向 Conservatism/Bayesian

# 135 种认知偏差 135 Cognitive biases

21. 对比效应 Contrast effect

22. 资深者偏差 Curse of knowledge

23. 诱导效应 Decoy effect

24. 面额效应 Denomination effect

25. 资产处置效应 Disposition effect

# 135 种认知偏差 135 Cognitive biases

26. 有选择偏差 Distinction bias

27. 邓宁-克鲁格效应

Dunning-Kruger effect

28. 温水泡青蛙 Duration neglect

29. 同情差距 Empathy gap

30. 敝帚自珍 Endowment effect

# 135 种认知偏差

# 135 Cognitive biases

- 31. 本质主义      Essentialism
- 32. 预计夸大      Exaggerated Expectation
- 33. 实验者偏差      Experimenter's bias
- 34. 聚焦错觉      Focusing effect
- 35. 预言效应      Forer effect



結束  
THE END

感谢！

Thank You !

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