



智覺學苑 欢迎

认知偏差 第八节

135种认知偏差： 26至30
135 Cognitive biases: 26 to 30

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**Academy of Wisdom and Enlightenment
(AWE)**

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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
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

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认知偏差的狭义定义

Cognitive Biases' restricted Definition

1. 逻辑等同数学，而认知偏差和逻辑，数学一样，每个概念的定义都是狭义的，没有广义的定义。换句话说，它们的术语定义是准确而尖锐的，不允许有半点含糊，也是不可以展开来说的。对每种认知偏差，我们可以举出很多个例子，但这些例子都必须符合狭义的定义。

认知偏差的狭义定义

Cognitive Biases' restricted Definition

1. Logic is equal to mathematics, while cognitive bias and logic, like mathematics, define each concept in a restricted (special) meaning, without a broad (general) definition. In other words, their terminological definitions are accurate and sharp. They do not allow for any ambiguity, nor can they be expanded. For each cognitive bias, we can cite many examples, but the examples must conform to the narrow definition.

认知偏差的狭义定义

Cognitive Biases' restricted Definition

2. 我们举不出认知偏差的例子是正常的，因为一方面认知偏差的定义是狭义而尖锐的，往往只说明某些特别的情况。另一方面，认知偏差是我们人类DNA与生俱来的，我们一开始就不能跳出原有的习惯的思考范畴和思维模式。其实我们明明已经看到了认知偏差的实例，但就是辨认不出来。

认知偏差的狭义定义

Cognitive Biases' restricted Definition

2. It is normal for us to cite no examples of a cognitive bias, because on the one hand, the definition of cognitive bias is restricted (special) and sharp, and often only describes some special situations. On the other hand, cognitive biases are inherent in our human DNA, and we can't jump out of the original habitual thinking category and mindset at the beginning. In fact, we have clearly seen examples of cognitive biases, but they can not be identified.

认知偏差的狭义定义

Cognitive Biases' restricted Definition

3. 我们还没有完全熟悉各种认知偏差定义所说的内容和情形，也没有足够的练习，所以提不出正确和好的例子来。 We are not fully familiar with the content and situation of various cognitive bias definitions, nor do we have enough practice, so we can not give correct and good examples.

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?



有选择偏差 Distinction bias

26. 有选择偏差：是指同时评估两个选项，比分开两选项作单独评估，会将这两选项视为不同的选项。 Distinction bias : The tendency to view two options as more dissimilar when evaluating them simultaneously than when evaluating them separately.

有选择偏差 Distinction bias

1. 有机香蕉和基因改造的香蕉在口味上并没有区别的。然而，很多喜欢原生态食物的人会说有机香蕉味道好得多。 There is no difference in taste between organic banana and synthetic banana. However, many people who like natural food will say that organic bananas taste much better.

有选择偏差 Distinction bias

2. 当问某人想要苹果吗？他/她会说是的”。他/她吃着苹果很高兴。但如果把两个苹果放在桌上会怎么样呢？一个是刚吃过好吃的那种苹果，另一个是新鲜一点的苹果。这时他/她都会选择新鲜的苹果，但如果再问他/她“你喜欢吃另一个苹果吗？”，他/她会说不！”。即使在原先无选择的情况下，他/她对那种不新鲜苹果之前是很满意的。另外，如果有五个苹果可以选的话，人们会检查每一个苹果，要选出最好的一个。当我们有多个东西选择时，有选择偏差会导致人们“过度审视和重视事物之间的差异”。

有选择偏差 Distinction bias

When asked if someone would like an apple, they may say "Yes". So, an apple is placed before them and they begin to eat it and are happy. But what if two apples were placed on the table - one was the one they would have happily eaten and the other which is slightly fresher looking. The individual will choose the fresher apple and eat it and be happy but if asked, "would you have enjoyed eating that other apple", they would likely say "No". Even though in the alternate, no-choice reality they were perfectly happy with the apple. Moreover, if presented with five apples on a table, they might examine each apple so that they would be sure they had the best one, even though the time spent making that decision would be wasted. The reason for this is that distinction bias causes individuals to "over-examine and over-value the differences between things as we scrutinize them.

有选择偏差 Distinction bias

3. 一位在穷乡村的男人很难才娶到邻村的姑娘，结婚后觉得自己的妻子美丽又可爱。后来这位男人出去省城打工了，见到许多来自不同地方的姑娘，对比之下，就觉得自己老家的妻子不好看，也不可爱了。 It is very difficult for a man in a poor village to marry a girl from a neighboring village. After getting married, he feels his wife is beautiful and lovely. Later, the man went out to work in a provincial city and met many girls from different places. By contrast, he felt his wife in his hometown was not good-looking or cute.

有选择偏差

Distinction bias

4. 商场柜台挨着摆放两台电视，它们的质量差别其实是很小的，高质量电视可能好一些。但是，消费者可能会为高质量电视付出更高的价钱。虽然在只单看其中一台时，和另外一台作比较，两台电视的质量差异是不明显的。

有选择偏差 Distinction bias

For example, when televisions are displayed next to each other on the sales floor, the difference in quality between two very similar, high-quality televisions may appear great. A consumer may pay a much higher price for the higher-quality television, even though the difference in quality is imperceptible when the televisions are viewed in isolation.

有选择偏差 Distinction bias

练习：请同学们举出这种认知偏差的例子



邓宁-克鲁格效应 *Dunning-Kruger effect*

27. 邓宁-克鲁格效应：非专业熟练的人士高估自身的能力，而专家则低估自身的能力。 *Dunning-Kruger effect : The tendency for unskilled individuals to overestimate their own ability and the tendency for experts to underestimate their own ability.*

邓宁-克鲁格效应 **Dunning-Kruger effect**

1. 新手司机认为他们的驾驶技术很好，开车是小菜一碟。不幸的是，新手司机的事
故率往往是最高的。 **Young drivers think their driving skills are good and driving is a piece of cake. Unfortunately, young drivers have the highest accident rate.**

邓宁-克鲁格效应 **Dunning-Kruger effect**

2. 一些全球气候变暖的否认者，他们只知道一点儿气候的科学知识，但这已让他们非常自信地认为，完全没有气候变化和全球变暖这么一回事。因为他们不知道所有那些全球气候变暖的科学证据。于是，当冬天很冷的时候，他们很容易用权威的口吻说“看，地球不变暖！”

邓宁-克鲁格效应 **Dunning-Kruger effect**

Climate change deniers. They only know a little of the science, which allows them to be oh so confident that they are completely right. That there is no global climate change, and certainly no global warming. Because the science needed to understand the power of the scientific proof of climate change, is extensive and esoteric. Since they don't know all that stuff, it is easy for them to speak with great authoritative voices, when winter is cold, to say "see, the Earth is not warming."

邓宁-克鲁格效应 *Dunning-Kruger effect*

3. 辩论技能：艾林格等人的研究，在大学辩论赛中对学生的技能进行了评估。发现在辩论赛中表现最差的25%的学生，他们严重高估了自己的辩论水平，并猜测自己赢得了近60%的比赛。事实上，他们只赢得了大约22%的比赛。

邓宁-克鲁格效应 **Dunning-Kruger effect**

Example One: Debate Skills

Ehrlinger et al.'s 2008 study examined students in a collegiate debate tournament.

As you might've guessed, students performing in the lowest 25% grossly overestimated their skills -- they guessed they'd won almost 60% of their matches. In fact, they'd won about 22% of them.

邓宁-克鲁格效应 Dunning-Kruger effect

练习：请同学们举出这种认知偏差的例子



温水泡青蛙 *Duration neglect*

28. 温水泡青蛙（价值评估忽略了时间长短）：在确定某一事件的价值时，忽视了该事件所用时间或过程。

Duration neglect: The neglect of the duration of an episode in determining its value.

温水泡青蛙 *Duration neglect*

1. 手术患者疼痛例子：有两个病人A和B要做手术。他们在手术过程中的经历时间并不同，其中A病人持续了8分钟，B病人持续了24分钟。 *You can see the experience of two representative patients. As you can see, the experience of each patient varied considerably during the procedure, which lasted 8 minutes for patient A and 24 minutes for patient B.*

温水泡青蛙 *Duration neglect*

问题是：研究人员，用同一个测试工具去量度两组病人的疼痛程度，你猜结果是怎么呢？大多数人会认为，患者B的痛苦明显高于A。 *An interesting question emerges from this: Assuming that both patients used the scale of pain similarly, who actually experienced more pain? Most of us would assume that Patient B suffered significantly more than Patient A.*

温水泡青蛙 Duration neglect

手术后，患者要对手术中经历的“总疼痛量”进行评分。令人惊讶的是，患者A对手术的回忆要比B差得多，而他对“总疼痛量”的评分竟然是B的两倍。这说明疼痛持续时间与感知强度无关。

After the procedure, patients were asked to rate the “total amount of pain” they had experienced during the procedure. Surprisingly, Patient A retained a much worse memory of the experience than Patient B. In fact it was twice as bad. That is, duration of pain doesn't correlate with perceived intensity.

温水泡青蛙 *Duration neglect*

2. 卡尼曼做了一项研究，实验中让参与者把手放进盆里的冰水泡一段时间。在试验中配备了设备来评估受试者的经验，之后又要求受试者对其经验进行自我评估。第一次试验是在冰水中泡4分钟，然后第二次试验是在冰水中泡4分钟，但随后又再泡3至4分钟，而且在受试者不知情的情况下，往水盆里加了点温水，让受试者感觉舒服些，但仍然是冷水。最后，受试者被要求进行第三次试验，这次是由他们选择是重复试验1，还是试验2。结果是，绝大多数人选择进行试验2（共8分钟），即使任何理性的观察者都会选择试验1（只有4分钟）。

温水泡青蛙

Duration neglect

To test this Daniel Kahneman made a study where they subjected the participants hands to a very cold ice bath. As the surgery-studies, the subjects were equipped with devices to rate their experience during the trial and then afterwards asked to rate their experience. The first trial was 4 minutes in ice-cold water, then the next trial was the same 4 minutes in ice-cold water but then another 3-4 minutes where a little warmer water was released into the bowl without the subject knowing, so the temperature rose just slightly making the end less uncomfortable. Then finally they were asked for the third trial to choose whether to repeat trial 1 or 2 – and as you have probably figured, the vast majority chose to go with trial number 2 even though any rational observer would have chosen number 1.

温水泡青蛙 *Duration neglect*

3. 夏天在家里开着空调，人在室内感觉凉快舒服。外面有太阳和炎热，如果你从屋里走到街上，走一会儿你就感觉热得受不了。但如果你要去工地上干活，持续做半个小时或以上，再问你热不热，你可能回答说：“是有一点热，但没问题的！可以继续干活。”

People feel cool and comfortable indoors with air-conditioning on in summer. It's sunny and hot outside. If you walk from the house to the street, you'll feel overwhelmed by the heat after a while. But if you're going to work on a construction site for half an hour or more and ask if you're hot, you might say, "It's a little hot, but no problem! You can continue to work."

温水泡青蛙 Duration neglect

练习：请同学们举出这种认知偏差的例子



同情差距 Empathy gap

29. 同情差距：低估自己或他人的感情或感受的影响力。 Empathy gap: The tendency to underestimate the influence or strength of feelings, in either oneself or others.

同情差距 Empathy gap

1. 当雇主需要评估员工丧假申请时容易发生这个偏差，例如一位员工因与他很有感情的亲叔叔刚去世，向主管申请丧假三天，主管回应说：“又不是你爸去世，你只需请一天假”。主管低估了员工哀伤心情的同情心。

同情差距 Empathy gap

When an employer needs to assess the need for an employee's bereavement leave. For example, an employee who has just died with his affectionate uncle applied to his supervisor for three days of funeral leave. The supervisor responded, "It's not your father who died, you only need one day off." The supervisor underestimated the staff's sympathy for grief.

同情差距

Empathy gap

2. 当某人生气时，很难理解一个人的平静是什么样子；当某人盲目地爱上一个人时，很难理解一个人的不盲目地爱是什么样子（或想象未来不盲目地爱上一个人的可能性）。 For example, when one is angry, it is difficult to understand what it is like for one to be calm, and vice versa. When one is blindly in love with someone, it is difficult to understand what it is like for one not to be, (or to imagine the possibility of not being blindly in love in the future).

同情差距 Empathy gap

3. 两位研究员做实验评估疼痛对受试者记忆测验的影响。在评估中，参与者被问到疼痛和其他因素如何影响他们的测验表现。实验结果显示，那些处于无疼痛干扰状态下的参与者，低估了疼痛对记忆表现的影响，而经历疼痛干扰的参与者，则准确地估量了疼痛对表现的影响。

同情差距 Empathy gap

The experiment: Nordgren, van der Pligt and van Harreveld (2006) assessed the impact of pain on the subjects performance on a memory test. In the assessment process, participants were questioned how pain and other factors affected their performance. The result of experiment revealed that those participants in the pain free or cold state undervalued the impact of pain on their performance. Whereas, participants undergoing pain, accurately measured the effect of pain on performance.

同情差距 Empathy gap

练习：请同学们举出这种认知偏差的例子



敝帚自珍 Endowment effect

30. 敝帚自珍（拥有者/想拥有者之间价值差距）：个人对自己拥有的东西/物品的估价，远高于不属于他们拥有的东西的估价。 Endowment effect (divestiture aversion.): A circumstance in which an individual values something that they already own more than something that they do not yet own.

敝帚自珍 Endowment effect

亚里士多德：许多物件的价值，在已经拥有了它的人心里，相对想得到它的人的心里，价值观并不一样。属于我们的东西，和我们要送给别人的东西，对我们来说总是非常珍贵的。 For most things are differently valued by those who have them and by those who wish to get them: what belongs to us, and what we give away, always seems very precious to us.— Aristotle

敝帚自珍 Endowment effect

1. 当我想把我的车卖给你，我可能认为它值10万元(人民币)，而你可能认为它只值7万元。 If I'm trying to sell you my car, I might think it's worth \$10,000, while you might think it's only worth \$7,000.



敝帚自珍 Endowment effect

2. 投资者往往因为熟悉和舒适而一直持有某些资产，即使它们不合适或变得无利可图。 Investors, therefore, tend to stick with certain assets because of familiarity and comfort, even if they are inappropriate or become unprofitable. The endowment effect is an example of an emotional bias.

敝帚自珍 Endowment effect

3. 来自于卡尼曼, 泰勒等人的研究, 研究员给参与者一个杯子, 然后让他们有机会出售它, 或用它交换同等价值的替代品 (笔)。他们发现, 一旦确定了杯子的拥有权, 参与者要求补偿杯子的金额 (愿意接受), 大约是他们愿意支付购买杯子的金额 (愿意支付) 的两倍。

敝帚自珍 Endowment effect

One of the most famous examples of the endowment effect in the literature is from a study by Daniel Kahneman, Jack Knetsch & Richard Thaler,^[5] in which participants were given a mug and then offered the chance to sell it or trade it for an equally valued alternative (pens). They found that the amount participants required as compensation for the mug once their ownership of the mug had been established ("willingness to accept") was approximately twice as high as the amount they were willing to pay to acquire the mug ("willingness to pay").

敝帚自珍 Endowment effect

4. 两位学者的研究发现，对实验参与者来说，对某项非常热门体育比赛总决赛的四张门票，他们愿意出让的售票价，要比他们愿意的买票价高出**14倍**。 Other examples of the endowment effect include work by Ziv Carmon and Dan Ariely, who found that participants' hypothetical selling price (willingness to accept or WTA) for NCAA final four tournament tickets were 14 times higher than their hypothetical buying price (willingness to pay or WTP).

敝帚自珍 Endowment effect

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結束
THE END

感谢！

Thank You !

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