



智覺學苑 欢迎

认知偏差 第十节

135种认知偏差： 36至38
135 Cognitive biases: 36 to 38

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

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135 种认知偏差 135 cognitive biases

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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

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7. 可获性层叠 Availability cascade
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- 35. 预言效应 Forer effect

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36. 包装效应

Framing effect

37. 频现错觉

Frequency illusion

38. 用途固定

Functional fixedness

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?



包装效应 Framing effect

36. 包装(框架)效应：从相同的信息中，根据信息不一样的表达(呈现)方式，得出不同的结论。 Framing effect : Drawing different conclusions from the same information, depending on how that information is presented.

包装效应 Framing effect

“框架”是指把一幅名画，标放在一个美丽昂贵的镜架里，画的价值就提高了；而把画标放在一个丑陋便宜的镜架里，那么画的价值就降低了。画的本质是一样，但它的价值却被包装影响了。

Frame means that if a famous painting is placed in a beautiful and expensive frame, the value of the painting will be increased; if the painting is placed in an ugly and plain frame, the value of the painting will be reduced. The essence of painting is the same, but its value is affected by packaging.

包装效应 Framing effect

人们根据选项所表达的含义是正面的（有收益），还是负面的（有损失）来决定选项是否可取。当人们将成本看作是选项损益中构成的一部分时，容易产生这种偏差。 People decide on options based on if the options are presented with positive or negative semantics; e.g. as a loss or as a gain. This effect occurs when people see cost as a combination of gains and losses.

包装效应 Framing effect

1. 去超市买肉的顾客，更喜欢购买标签上写着“含75%瘦肉”的肉，而不是标示“含25%脂肪”的肉（其实两者意思是一样的）。

Consumers are more likely to enjoy meat labeled 75% lean meat as opposed to 25% fat.¹⁴

包装效应 Framing effect

2. 同一个酒店房间, 有两个报价: 第一个是300元一天, 提前预订可享受25元的折扣; 第二个是250元, 但要加上10%的单人附加费。 Take as example, a hotel room advertised at \$300, with a \$25 discount for early booking and compare it with the same room at \$250, with a 10% single person surcharge.

包装效应 Framing effect

这两个选项的成本是相同的，都是275元，但顾客还是选第一种预订房价。他们喜欢看上去有收益，而不是有损失的选项。因为，预订有折扣被视为一项收益，而附加费则被看作一项损失。

Customers will tend to choose the arrangement even though the cost of \$275 is the same.

Customers tend to choose gains over losses. An early booking discount is seen a gain whereas a surcharge is seen as a loss.

包装效应 Framing effect

3. 在强调过期注册会有罚款时，93%的博士生提前注册了，而在强调提前注册可享受折扣优惠时，只有67%的学生提前了注册（避开罚款损失）。 93% of PhD students registered early when a penalty fee for late registration was emphasized, with only 67% doing so when this was presented as a discount for earlier registration.

包装效应 Framing effect

4. 如果政府官员，强调一项新的经济政策会创造一定的就业率，而不是强调相关的失业率。这样提法，将使得更多人支持该项政策。 More people will support an economic policy if the employment rate is emphasised than when the associated unemployment rates is highlighted.

包装效应

Framing effect

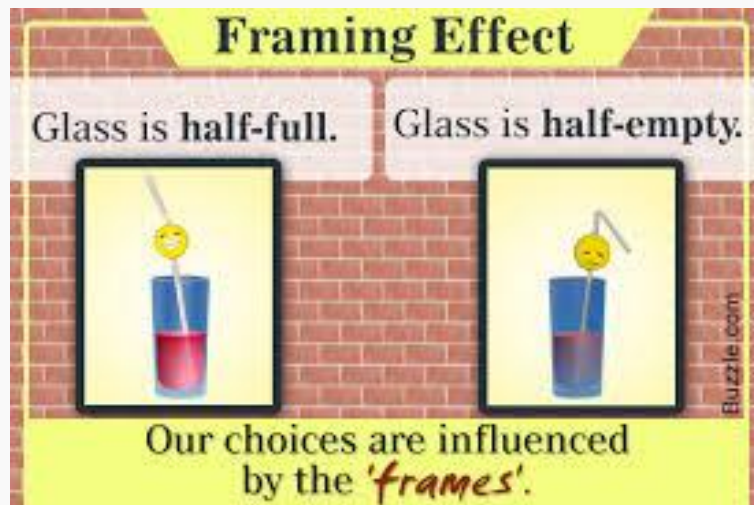


FRAMING EFFECT

Drawing different conclusions from the same information, depending on how that information is presented.



杯子是半满的 vs 杯子是半空的



美食家厨房 vs 厨师专业厨房

亲爱的，我喜欢这个套间，但另外那间套间有个厨师专业厨房…

包装效应 Framing effect

练习：请同学们举出这种认知偏差的例子



频现错觉 **Frequency illusion**

37. 频现错觉：一个词、一个名字或其他事物，最近引起了个人的注意。在不久后，人会产生这个东西突然到处出现的错觉（不要与新词错觉或选择性注意混淆）。这种错觉也称为巴德尔

• 迈因霍夫现象。 **Frequency illusion: The illusion in which a word, a name, or other thing that has recently come to one's attention suddenly seems to appear with improbable frequency shortly afterwards (not to be confused with the recency illusion or selection bias). Colloquially, this illusion is known as the Baader-Meinhof Phenomenon.**

频现错觉 **Frequency illusion**

频现错觉描述了一种典型症状，就是你刚刚学过，发现或注意到的一個概念或事物，好像突然出现在周围任何的地方。

Frequency illusion describes the syndrome in which a concept or thing you just learned, noticed or found out about suddenly seems to crop up everywhere.

频现错觉 *Frequency illusion*

1, 当你买了一辆新车时，频现错觉就出现了。突然之间，你会看到通街跑着同样牌子和款式的汽车。

The frequency illusion

occurs when you buy a new car, and suddenly you see the same car everywhere.



频现错觉 **Frequency illusion**

2. 当一位男士的太太怀孕了，他注意到，外面街上突然有好多孕妇。这是一种被动的体验，因为，我们的大脑会自动寻找与我们有关的信息。但我们会错误以为，某种现象(东西)出现的频率确实在增加。 **When a man's wife became pregnant, he noticed that there were suddenly many pregnant women in the street outside. It's a passive experience, where our brains seek out information that's related to us, but we believe there's been an actual increase in the frequency of those occurrences.**

频现错觉

Frequency illusion

3. 一个人刚看了一部关于鲨鱼的电影，他可能会开始到处看到“鲨鱼”这个词。这不是因为，这个人真的遇到了更多“鲨鱼”这个词；相反，在看电影之前，他通常只是简单地把见到的“鲨鱼”这个词，一眼看过去，然后很快就忘记了。而看电影之后，这个词才开始留在他们的记忆中。

A person who just saw a movie about sharks might start seeing the word "shark" everywhere. This is not necessarily because the person really has come across more instances of the word "shark"; rather, before seeing the movie, they usually simply passed the word over and quickly forgot it, while later, after having seen the movie, the word started sticking in their memory.

频现错觉 **Frequency illusion**

4, 一位妈妈带女儿去欣赏了一场精彩的钢琴表演，第二天在街上和商场里，她留意到好几家琴行和很多的钢琴班招生广告，于是想帮女儿报名学钢琴。 **A mother took her daughter to enjoy a wonderful piano performance. The next day in the street and in the shopping mall, she noticed several piano companies and many advertisements for Piano classes. She wanted to help her daughter sign up for Piano lessons.**

频现错觉 Frequency illusion

练习：请同学们举出这种认知偏差的例子



用途固定

Functional fixedness

38. 用途固定（功能固着）：
限制一个人只能以传统旧方式来使用一个物件（东西）。

Functional fixedness:
Limits a person to using an object only in the way it is traditionally used.

用途固定

Functional fixedness

人们一般把某种功能赋予一个物件后，就认定物件只有这种功能，而不会再去考虑物件在其他方面的用途。对物件的通常用途越熟悉，就越难发现它在其他方面的新功能。用途固定的产生原因包括心理因素和行为习惯两个方面。用途固定对于我们创造性地解决问题有消极的影响。

用途固定

Functional fixedness

People usually assign a certain function to an object, and then they assume that the object has only this function, instead of considering other uses of the object. The more familiar an object is with its common uses, the more difficult it is to discover its new functions in other areas. The causes of Functional fixedness includes psychological factors and behavioral habits. Functional fixedness has a negative impact on our creative problem solving.

用途固定

Functional fixedness

1. 小明看到桌子上带壳的核桃，很想吃，但找不到小锤子来砸开核桃。他的姐姐提醒他，可以用门来夹开核桃。 Xiao Ming saw that the walnuts on the table wanted to eat, but he couldn't find a hammer to break them open. His sister reminded him that walnuts could be opened by the door.

用途固定

Functional fixedness

2. 回形针一般用作文具夹住纸张。它还有其他的用途吗？
Paper clips are usually used as stationery to hold paper. Does it have other uses?



用途固定

Functional fixedness

可以用回形针做手工艺品；用回形针撬开一把锁。 Handicrafts can be made with paper clips. Using a paper clip to pick open a lock.

回形针的100种用途 100 Uses of Paper clip: <https://wenku.baidu.com/view/6753cd9f195f312b3169a59d.html>



用途固定

Functional fixedness

3. 一个人口渴想喝茶，但找不到茶杯，旁边只有一个精美的高脚红酒杯，他说：“我不喝茶算了”。

A man is thirsty for tea, but he can't find a cup. There is only a beautiful tall red wine cup beside him. He said, "I don't drink tea."

用途固定

Functional fixedness

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結束
THE END

感谢！

Thank You !

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