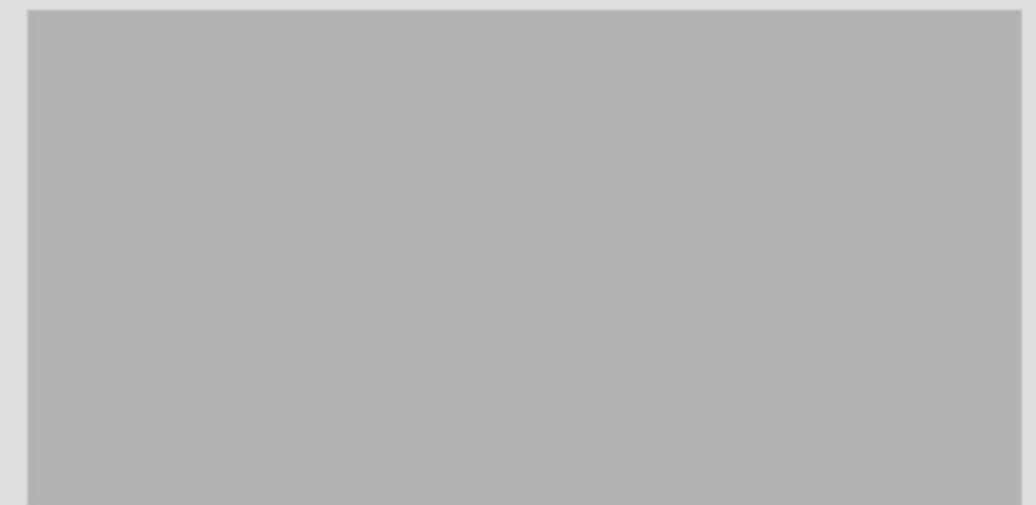




# CONTRAST EFFECT

ENHANCEMENT OR DIMINISHMENT OF PERCEPTION, COGNITION,  
OR PERFORMANCE DUE TO REPEATED INTERACTION



# **SELF IMPOSED**

**THESE ARE BIASES THAT ARE IMPACTED BY ONE'S SELF**

- **Attribution Bias**
- **Confirmation Bias**
- **Optimism/Pessimism Bias**
- **Negativity Bias**
- **Decline Bias**
- **Sunk Cost Fallacy**
- **Hindsight Bias**