**Have you ever found yourself dwelling on an insult or fixating on your mistakes? Criticisms often have a greater impact than compliments, and bad news frequently draws more attention than good.**

**The reason for this is that negative events have a greater impact on our brains than positive ones.**

**Psychologists refer to this as the negative bias (also called the negativity bias), and it can have a powerful effect on your behavior, your decisions, and even your relationships.**

**The negative bias is our tendency not only to register negative stimuli more readily but also to dwell on these events. Also known as positive-negative asymmetry, this negativity bias means that we feel the sting of a rebuke more powerfully than we feel the joy of praise.**

**This psychological phenomenon explains why bad first impressions can be so difficult to overcome and why past traumas can have such long lingering effects. In almost any interaction, we are more likely to notice negative things and later remember them more vividly.1�**

**As humans, we tend to:**

**Remember traumatic experiences better than positive ones.**

**Recall insults better than praise.**

**React more strongly to negative stimuli.**

**Think about negative things more frequently than positive ones.**

**Respond more strongly to negative events than to equally positive ones.**

**For example, you might be having a great day at work when a coworker makes an offhand**

**comment that you find irritating.**

**You then find yourself stewing over his words for the rest of the workday.**