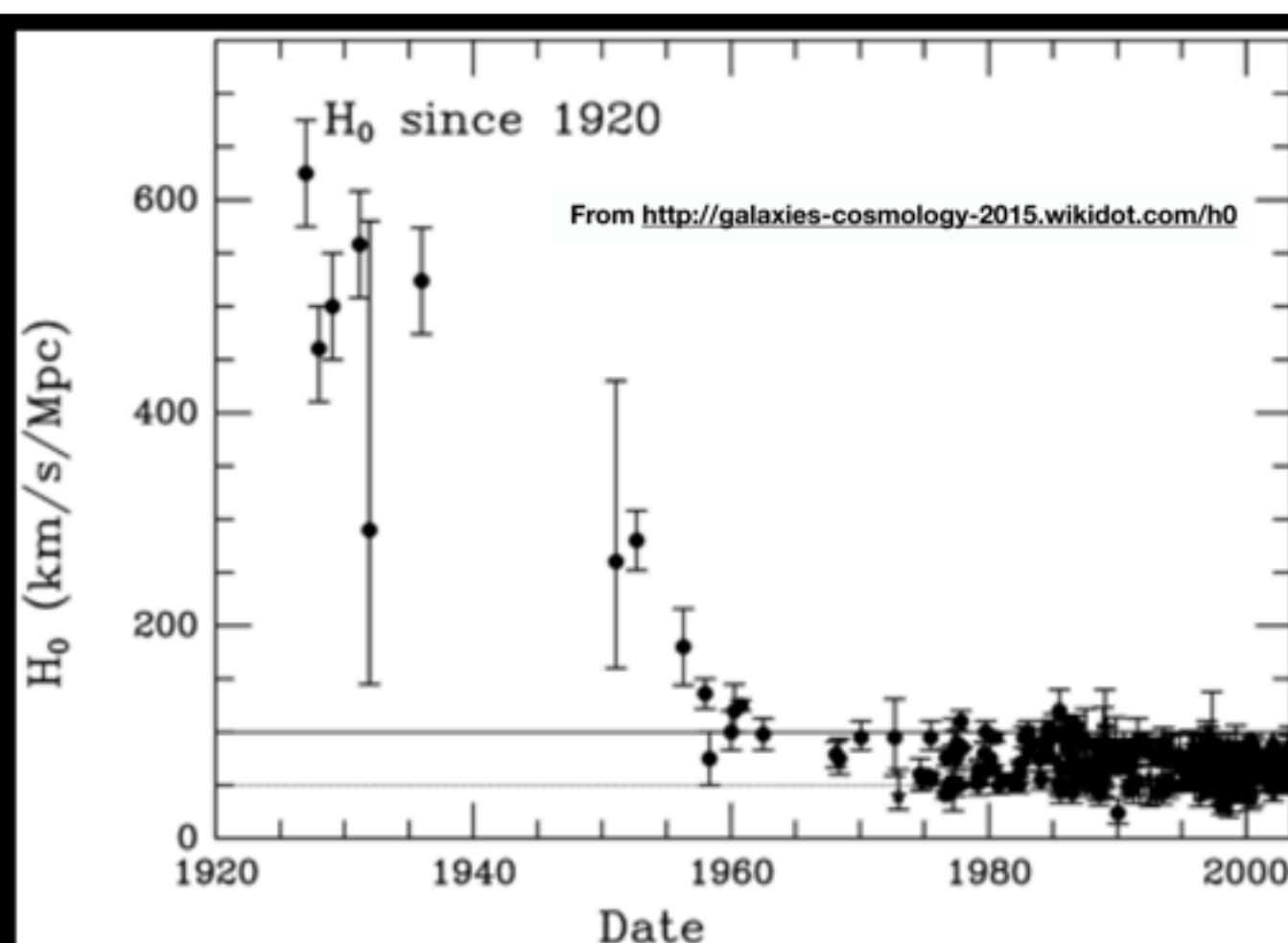


Bandwagon effect

The bandwagon effect is a **psychological phenomenon** where people adopt certain behaviors, styles, or attitudes simply because others are doing so. More specifically, it is a **cognitive bias** by which public opinion or behaviors can alter due to particular actions and **beliefs** rallying amongst the public. [Wikipedia]

Credit slide: Samuel Brieden



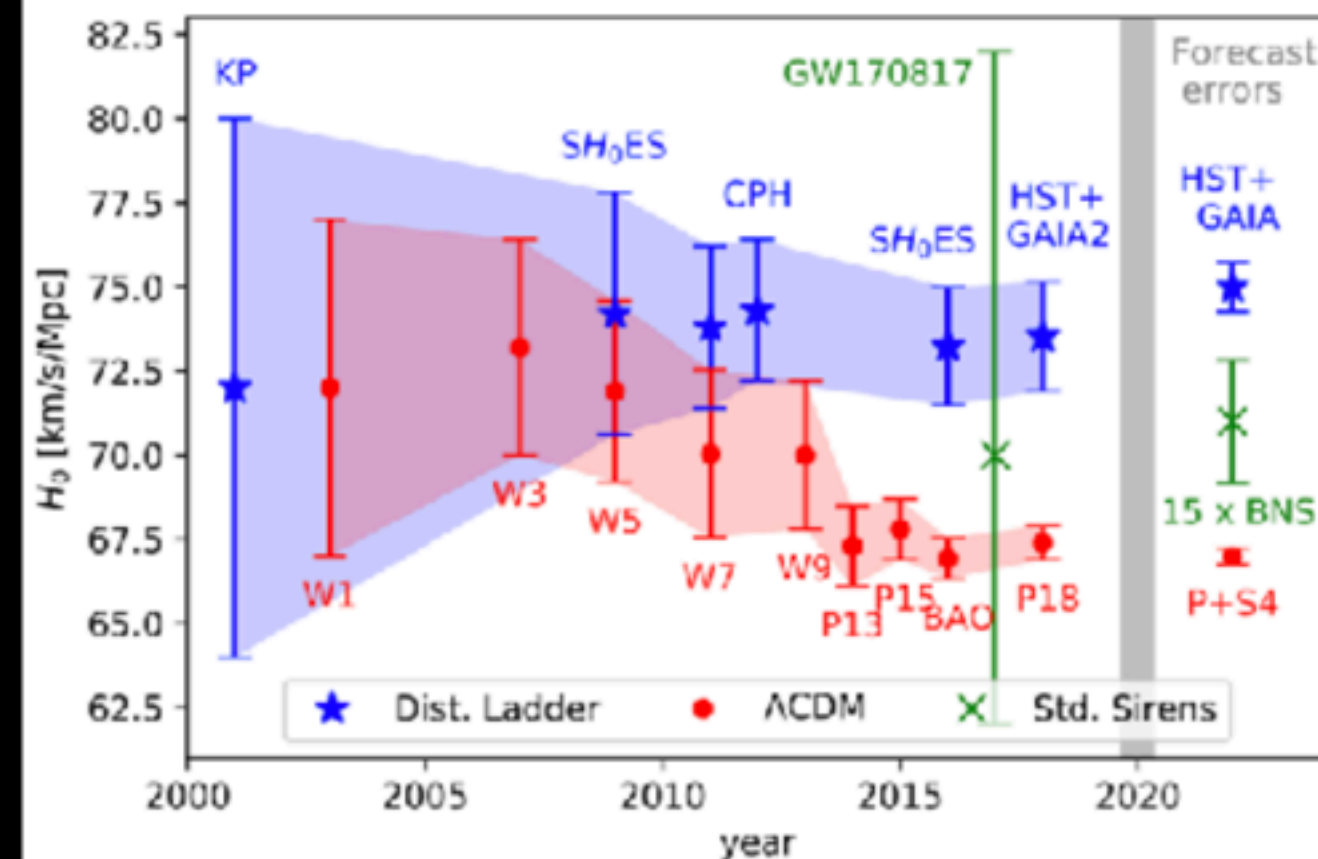
“Although each experiment was honestly made, they were, except for the first, conducted in light of previous results.”

—Allan Franklin, *The Neglect of Experiment*

“The question of when to stop the search for sources of error is then very important. One psychologically plausible end point is when the result ‘seems’ right”

—Allan Franklin, *The Neglect of Experiment*

Ezquiaga & Zumalacarregui 2018



Bandwagon effect

The bandwagon effect is a **psychological phenomenon** where people adopt certain behaviors, styles, or attitudes simply because others are doing so. More specifically, it is a **cognitive bias** by which public opinion or behaviors can alter due to particular actions and **beliefs** rallying amongst the public. [Wikipedia]

- When do you trust your analysis? When do you say your analysis is validated?
- Can we NOT be unintentionally influenced by what we already know?

