**Recency Bias**:

The Recency Bias is a cognitive bias where  **give greater importance to recent events and information while discounting older data**. This bias can affect decision-making and judgment, as recent experiences may carry more weight in evaluations and assessments. This happens because we are better at recalling items that are stored in our short-term memory, which can only hold a small amount of information at a time. Short-term memory stores the most recent information we’ve encountered, allowing us to access it easily during recall.

The recency effect is increased when too much information is presented too quickly, and it is reduced when coupled with other tasks. With respect to jury memory, allowing note taking could also reduce both primacy and recency effects.[[1]](#footnote-1)

In practice, individuals influenced by the *Recency Bias* might be more influenced by the most recent data or news when making decisions, even if earlier data or trends provide a more comprehensive or accurate perspective.

**Scenario:**

In a job interview, a candidate performs exceptionally well in the final part of the interview. The interviewer, influenced by the *Recency Bias*, places disproportionate weight on this recent performance and is more likely to remember it and give it more significance in the evaluation, potentially overlooking earlier parts of the interview.

**User Story: The job interview**

In the midst of a job interview, a human resources manager faces challenges as the job applicant encounters difficulties in responding to his questions. However, as the interview progresses, the applicant gradually gains confidence and delivers strong responses, leaving a positive impression on the manager. Despite the initial setbacks, when the applicant excels in answering the final two questions, the manager succumbs to the Recency Bias. In the final stages of a job interview, the candidate has demonstrated exceptional skills and knowledge, leaving a lasting impression on the interviewer. As a result, the interviewer may unintentionally assign greater significance to the final part of the interview, potentially overshadowing or overlooking the candidate's performance in the earlier stages. This bias can impact the overall evaluation process and influence the final decision-making regarding the candidate's suitability for the job.

**Classes:**

**People:**

Description: the individual that act influenced by the cognitive bias

Properties:

**owns**: Links the individual to his knowledge.

* Domain: **People**
* Range: **Memory**

**IsEngagedIn:** Links the individual to the activity which he’s engaged in.

* Domain: **People**
* Range: **Deciding**

**Memory**: This frame is concerned with Cognizers remembering and forgetting mental Content.

Properties:

hasOutcome: The final decision the individual reaches as ending result of the decision-making process.

* Domain:**Memory**
* Range:**Prominence**

Subclasses:

RecentMemory: the last information memorized by the individual

Properties:

affects:

* Domain: **RecentKnowledge**
* Range: **Deciding**

PastMemory: the previous information memorized by the individual

Properties:

Precedes:

* Domain: PastMemory
* Range: RecentMemory

**MemoryEncoding**: The process of encoding memory.

Properties:

Produces: Define the relation between an activity and its outcome

* Domain:MemoryEncoding
* Range:Memory

**Deciding:** the decision-making process carried out by the individual

Properties:

**Produces**: Define the relation between an activity and its outcome

* Domain: **Deciding**
* Range: **Decision**

**Decision:** The decision the individual reaches as ending result of the decision-making process.

**Importance:** A Factor affects the outcome of an Undertaking, which can be a goal-oriented activity or the maintenance of a desirable state, the work in a Field, or something portrayed as affecting an Interested\_party. A Reason may be given for the importance of the Factor. The Degree of importance may also be specified. Temperature is the most critical factor in successful storage. Timing will be critical. Heathcliff is more important to me than myself . 1992 was of great importance to the business community.

## <https://w3id.org/framester/data/framestercore/Importance>

Properties:

Classifies: A relation between a Concept and an Entity

* Domain:**Importance**
* Range:**PastMemory, RecentMemory**

**hasParameterDataValue:** A Concept can have a Parameter that constrains the attributes that a classified Entity can have in a certain Situation.

* Domain:**Importance**
* Range: **"High" ^^xsd:string, "Low" ^^xsd:string**

**COMPETENCY QUESTIONS:**

**Q1. What is the final decision reached by the individual in the decision-making process?**

SELECT ?decision

WHERE {?decision a cbo:Decision}

**Q2. Which memory is classified as having high importance?**

SELECT ?memory

WHERE {?memory parameter:hasParameterDataValue "High"^^xsd:string}

**Q3. Which is the past memory?**

SELECT ?memory

WHERE { ?memory a cbo:PastMemory }

1. B.E. Turvey, J.L. Freeman, in [Encyclopedia of Human Behavior (Second Edition)](https://www.sciencedirect.com/referencework/9780080961804/encyclopedia-of-human-behavior), 2012

   [↑](#footnote-ref-1)