

Understanding HS Bias

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1 Introduction

“HS Bias” (n.d.) - **What is HS Bias?** refers to the tendency to evaluate an event as more favorable when it involves attractive, trendy, or novel items. - This bias can influence decisions and perceived value in various contexts.

[Short Definition](#)

2 Characteristics of HS Bias

- **Attributes:**
 - Individuals exhibit a preference for new and exciting items, often overvaluing them due to their novelty.

- This bias can manifest in consumer behavior, social perceptions, and investment decisions.

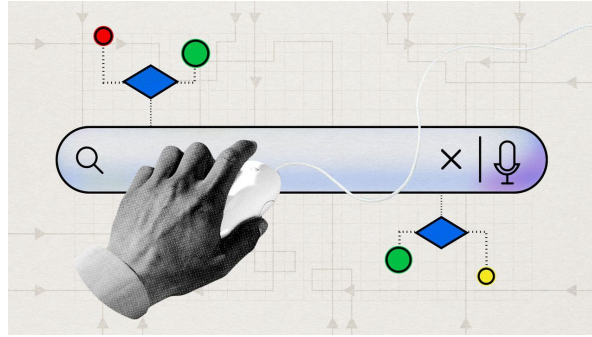


Figure 1: .

3 Examples of HS Bias

- **Everyday Examples:**
 - Preferential purchasing of newly released gadgets or fashion items due to hype.
 - Elevated interest in trendy restaurants or lifestyle brands, sometimes at the expense of quality.
 - Decisions influenced by social media trends and influencer endorsements.

4 Implications of HS Bias

- **Consequences:**
 - Leads to suboptimal decision-making based on surface-level attractiveness rather than merit or functionality.
 - Can impact financial investments, where individuals choose ‘hot’ stocks without proper evaluation.
 - Influences market dynamics, creating bubbles for trendy products.

5 Mitigating HS Bias

- **Strategies for Awareness:**
 - Encourage critical thinking when evaluating new trends or products.
 - Consider long-term benefits and usability over novelty.
 - Engage in thorough research before making notable purchases or decisions.
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6 Conclusion

- **Final Thoughts:**
 - Recognizing HS Bias is crucial in navigating today's consumer-driven and trend-oriented society.
 - By understanding this bias, individuals can improve their decision-making processes and prioritize value over novelty.
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7 Questions

- **Open Floor for Questions:**
 - Invite the audience to discuss or ask questions regarding HS bias and its impact on their decisions.

“HS Bias.” n.d. In *Catalog of Bias*. <https://catalogofbias.org/biases/hot-stuff-bias>.