

Overcome Biases

Intentionally to overcome biases

#1 Getting over getting used to stuff

Hedonic Adaptation

Rethink Awesome Stuff → Invest in Experiences

— Don't invest in stuff in the first place

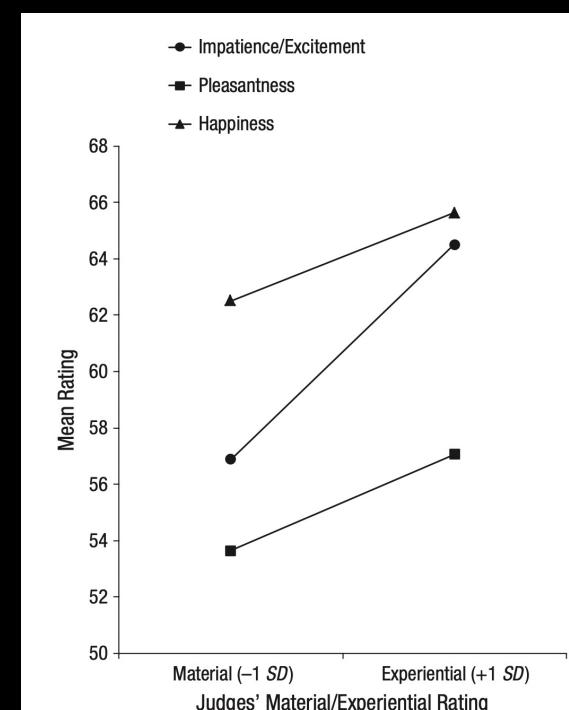
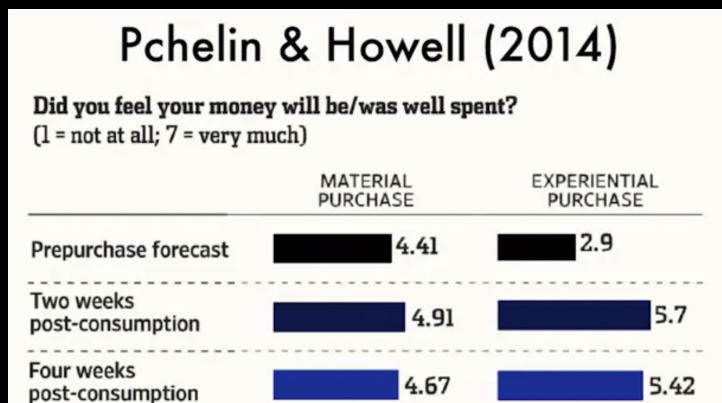
why → 1. doesn't make us happy as we think
2. it sticks around → bored.

— Does investing in **Experiences** makes us happier?
YES

— Think about experiential / material purchase you plan to make soon.
How does the **anticipation** of this purchase makes you feel
excitement
pleasantness
experience > material

— We don't adapt to experiences

Experiences can make us **happier** than stuff



— Experience are better than stuff for other reasons too

VAN BOVEN ET AL. (2010)

	EXPERIENCE	MATERIAL
OVERALL IMPRESSION	5.49	4.50
PSYCHOLOGICALLY WELL-ADJUSTED	5.80	4.72

VAN BOVEN ET AL. (2010)

Materialistic people		Experiential people	
Trait	Percentage	Trait	Percentage
Trendy	43.33	Humorous	33.33
Enjoys buying things	33.33	Friendly	33.33
Self-centered or selfish	33.33	Open-minded	30.00
Insecure	23.33	Intelligent	30.00
Enjoys luxuries	23.33	Caring	30.00
Generous	20.00	Outgoing	26.67
Friendly	20.00	Open to experience	26.67
Judgmental	16.67	Adventurous	23.33
Materialistic	16.67	Optimistic	23.33
Humorous	16.67	Easy going	20.00
Concerned with appearance	16.67	Talkative	16.67
		Inquisitive	16.67

Experiences are less susceptible to social comparison.

HOWELL & HILL (2009)		
Evaluation	Condition	
	Experiential	Material
Happy with the purchase I made	6.14	5.96
Feel this money was well-spent	5.99	5.35
The purchase has made me happier	5.87	5.32
The purchase made others happier	5.24	3.71
Social comparison	2.42	3.21
Envy	3.76	3.82

#2 Thwart Hedantic Adaptation

- { ① Savoring
- ② Negative Visualization
- ③ Make this day your last
- ④ Gratitude

① Savoring = The act of stepping outside of an experience to review & appreciate it.

Activities that enhance savoring:

- share
- show physical expression of energy
- laughed & giggled
- told myself how proud I was
- be present

Activities that hurt savoring:

- focus on the future.
- reminded myself it would be over soon,
- nothing last forever
- I thought how it would never be this good again
- told myself that I didn't deserve.

happy memories — 8 min/day * 3 days
increased positive emotions 4 weeks later!

② Negative Visualization

Couples wrote for 15 min about how they might never had met their partner

KOO ET AL. (2008)	
<u>HAPPINESS RATING</u>	
WROTE ABOUT HOW IT MIGHT NOT HAVE BEEN	5.67
WROTE ABOUT HOW IT HAPPENED	4.77

③ Make this day your last

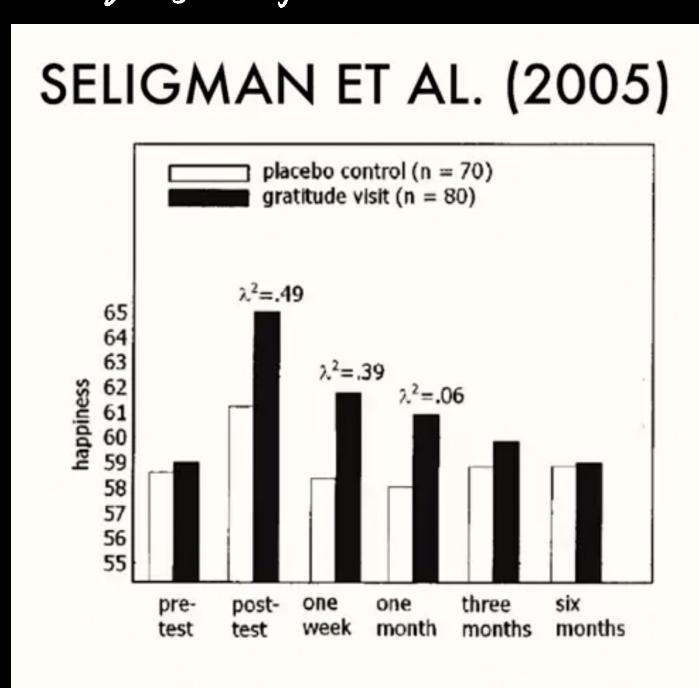
④ **Gratitude** = the quality of being thankful and a tendency to show appreciation for what one has.

- Gratitude Condition
- hassle condition
- control conditions

EMMONS & MCCULLOUGH (2010)			
	<u>GRATITUDE</u>	<u>HASSLES</u>	<u>EVENTS</u>
LIFE AS A WHOLE	5.05	4.67	4.66
UPCOMING WEEK	5.48	5.11	5.10
PHYSICAL SYMPTOMS	3.03	3.54	3.75
HOURS OF EXERCISE	4.35	3.01	3.74

- Write 5 things down that I am grateful for.
- sharing it.

L Gratitude Visit



JOIN THE DARK SIDE \rightarrow 3 month later still happier

#3 Reset your reference points

Reference Point = salient (but often irrelevant) standard against which subsequent information is compared.

reference points affect our happiness judgement all the time (even if we don't realize it)

- * concretely re-experience
- * concretely observe
- * avoid social comparisons
- * Interrupt your consumption
- * Increase your variety

① concretely re-experience

↳ new job → go back

② concretely observe

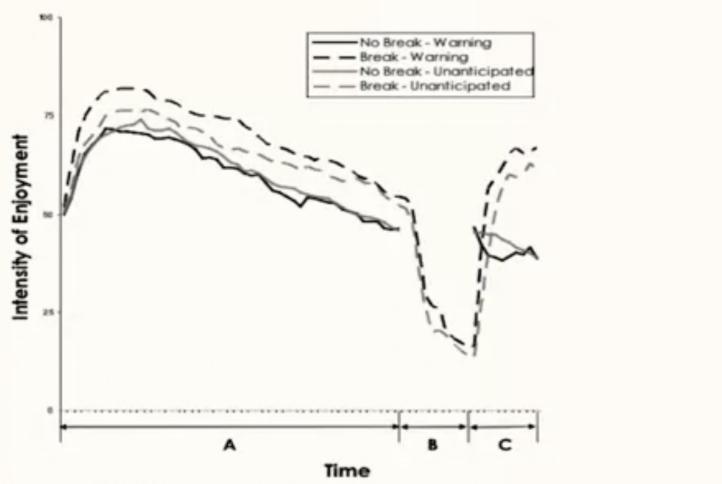
③ avoid social comparison

- The stop technique : catching yourself doing the comparison
- gratitude
- change social app feed ?

④

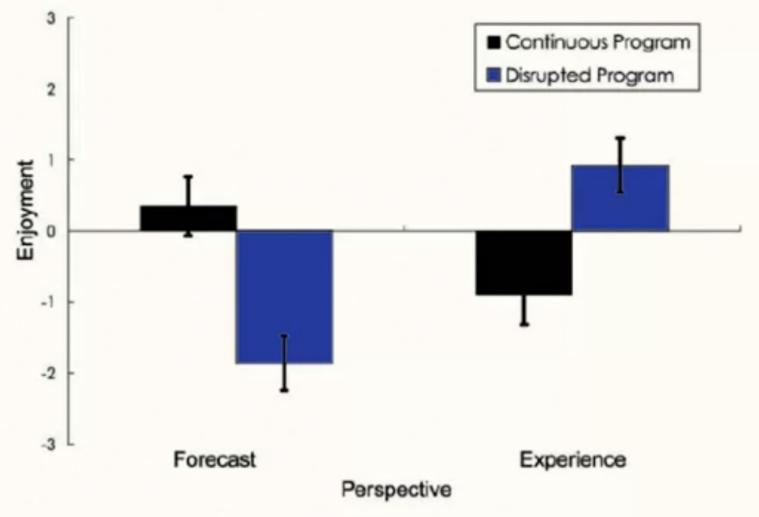
Interrupting your consumption

NELSON & MEYVIS (2008)



← w/ breaks
← w/o breaks

NELSON ET AL. (2009)



← even works
with TV commercial
interruptions!

⑤ Increase your Variety

↳ breaks up hedonic adaptation

Overcome Biases Summary

- * Why does miswanting occur?
- * How can we overcome these annoying features?
- * Strategies that you can INTENTIONALLY to overcome your biases
 - ① Thwarting your adaptation
 - ② Reset your reference point

Annoying Feature #1 Our Minds' Strongest Intuitions
are often Totally Wrong

Are there things that we should be wanting
that we don't realize?