Persons as Objects of Attitudes and Evaluations
Reflected Appraisals

A person’s locations on dimensions of Self are subject to interpersonal influences, e.g.,
Some Dimensions of Self:

**Self-esteem:** a person’s overall evaluation of his or her own self-worth

**Self-efficacy:** a person’s evaluation of his or her own competence and effectiveness

**Locus of control:** a person’s evaluation of his or her circumstances as modifiable via self-action or not.

**Learned helplessness:** a passive hopelessness and resignation that is acquired when a person perceives no control over repeated bad events.

**Learned fearlessness:** an active pursuit of well-being that is acquired when a person perceives that the attainment of well-being is a realistic future state, even in the midst of repeated bad events, that depends on self-action.

**Self-Other Balance:** the relative allocation of weight to others versus self in the evaluation of attitudinal objects (persons, events, behaviors, issues, etc.)
A **cognitive bias** is a tendency to make **errors** in judgment of a particular type, either in general or in specific situations. **More formally, a cognitive bias is a tendency to for a distribution of responses to depart from a selected baseline or standard distribution of responses, either in general or under specific conditions.**
What’s the proof that an **error** has occurred?

Consider what the proof of an error entails: the validation of a proposition by application of specified rules to assumptions (premises, axioms), or the establishment or denial of a proposition by empirical evidence. As such, we must be concerned with the following questions:

(1) **Are the rules correct?** The merits of proof are conditional on the correctness of the rules employed.

(2) **Are the axioms correct?** The merits of a proof are conditional on the correctness of the axioms.

(3) **Is the evidence sound?** The merits of a proof are conditional on the merits of the evidence.

In other words, the assertion that an **error** has occurred must be very carefully assessed. The literature on cognitive biases is subject to this concern.
The fundamental attribution error: the tendency for people to over-emphasize personality-based (dispositional) explanations for behaviors observed in others while under-estimating the role and power of situational influences on the same behavior.

Proof of error?
**Self-Serving Bias:** the tendency to perceive oneself favorably.

**Self-Serving Attribution:** the tendency to attribute positive outcomes to oneself and negative outcomes to other factors.

**False Consensus Effect:** the tendency to overestimate the extent to which others share the same opinions as one’s own opinions.

**False Uniqueness Effect:** the tendency to underestimate the extent to which others share the same positive abilities and successes as oneself.

Proof of error?
Choice-supportive bias – the tendency to remember one’s choices as better than they actually were.

Proof of error?
**Confirmation bias** – the tendency to search for or interpret information in a way that confirms one’s preconceptions.

**Disconfirmation bias** – the tendency for people to extend critical scrutiny to information which contradicts their prior beliefs and uncritically accept information that is congruent with their prior beliefs

Proof of error?
**Endowment effect** – the tendency for people to value something more as soon as they own it.

Proof of error?
Illusion of control – the tendency for human beings to believe they can control or at least influence outcomes which they clearly cannot.

Proof of error?
Planning fallacy – the tendency to underestimate task-completion times.

Proof of error?
Loss aversion – the tendency for people to strongly prefer avoiding losses over acquiring gains.

Proof or error?
Zero-risk bias – preference for reducing a small risk to zero over a greater reduction in a larger risk.

Proof or error?
Mere exposure effect – the tendency for people to express undue liking for things merely because they are familiar with them.
Post-purchase rationalization – the tendency to persuade oneself through rational argument that a purchase was a good value.
**Outcome bias** – the tendency to judge a decision by its eventual outcome instead of based on the quality of the decision at the time it was made.
Status quo bias – the tendency for people to like things to stay relatively the same.

incremental budgeting
Pseudocertainty effect – the tendency to make risk-averse choices if the expected outcome is positive, but make risk-seeking choices to avoid negative outcomes.
... and there are a lot more!