

The Present Self

Future Self

Predicting Happiness: Gilbert et al. 1998
People are relatively good at predicting the valence and intensity of reactions to future events. However, they are not so good at predicting **the duration** of these actual reactions (known as the **durability bias**). He asked people in couples how happy/sad they would be if they broke up with their spouse. The person they imagined tended to be the most sad compared to actual people in each scenario (couple/no couple etc.)

Focalism (Wilson et al. 2000) Asked people how they would feel seven years after the death of their child. They overestimated the the degree that negative and positive single experiences will affect their lives.

We have a **psychological immune system** that ensures we will be less sad than we imagine, and often less happy than we imagine (e.g. with more money).

Self-Preferences (Gerard et al. 1983):
Participants were shown a set of prints and asked to rate them in order of preference. They were given a choice of two to take home, both were not the most preferred painting. They were then asked to re-rate the paintings a week later. Results showed that participants rated the paintings they chose as higher the second time round. This also occurred with amnesiacs (Schacter et al. 2001).

Similar to the study by JACK BREHM

People naively believe that **their own viewpoint of the world is real, objective and rational.**
People expect that other rational people will have the same perception. Those who don't are biased.

Naive Realism
Our failures are normal; our virtues are extraordinary. An extension of the self-serving bias.

Above Average Effect For nearly any subjective and socially desirable dimension... most people see themselves as better than average (Myers, 1998)

Drivers believe they are better than average.

False Consensus: We overestimate the commonality of our opinions and negative behaviours.

False Uniqueness: We tend to underestimate the commonality of our abilities and desirable behaviours.

Gilovich & Lee Ross et al. (2005) Got articles explaining israel/palestine conflict and asked arab/muslim people and Jewish people to rate how bias the articles were. They found an interaction between the subject and the target; the subjects thought the target was bias if it was representing an opposing view to their own.

This is also known as the Hostile Media Effect.

Friedrich (1996) taught participants about naive realism and asked them to define the term. They thought that they were less likely to succumb to naive realism.