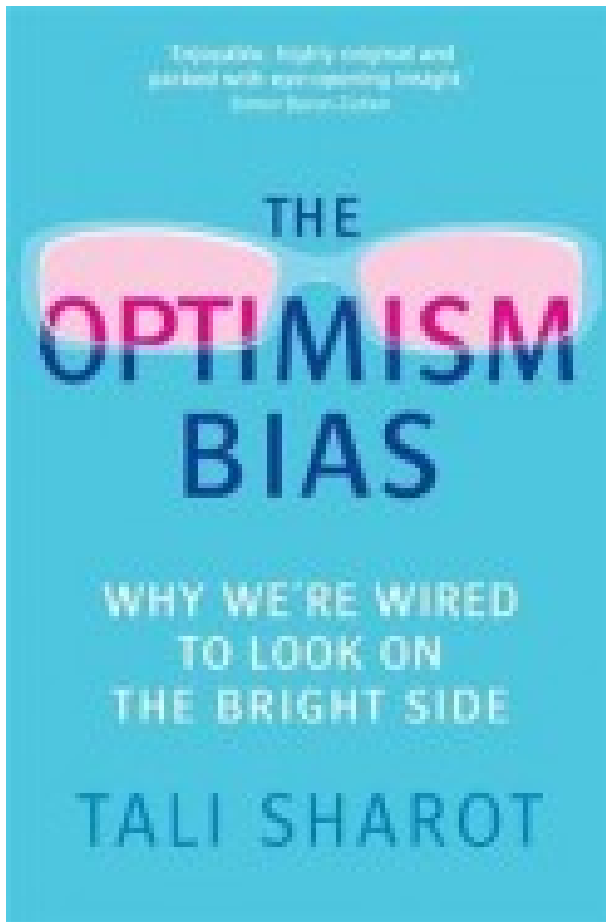


The Optimism Bias



Sprak:	Engelsk
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Psychologists have long been aware that most people tend to maintain an irrationally positive outlook on life. In fact, optimism may be crucial to our existence. Tali Sharot's original cognitive research demonstrates in surprising ways the biological basis for optimism. In this fascinating exploration, she takes an in-depth, clarifying look at how the brain generates hope and what happens when it fails how the brains of optimists and pessimists differ why we are terrible at predicting what will make us happy how anticipation and dread affect us and how our optimistic illusions affect our financial, professional, and emotional decisions. With its cutting-edge science and its wide-ranging and accessible narrative, *The Optimism Bias* provides us with startling new insight into how the workings of the brain create our hopes and dreams.

29.09.15 2 BIASER (aka skjevheter) Optimism bias Confirmation bias Outcome bias IKEA-effect Not invented here bias Mere exposure effect Illusion of control Optimisme er en enorm mektig kraft. Ifølge hjerneforsker Tali Sharot, som skrev boken *The Optimism Bias*, "et optimistisk tankesett endrer hva du gjør hver dag. Bain, R. 2009. Error and optimism bias in toll road traffic forecasts. *Transportation*, 36 (5), 469-482. Li, Z. og Hensher, D.A. 2010. 3 How Optimism Bias and Strategic Misrepresentation in Early Project. 6 Eliminating Bias In Early Project Development through Reference Class Optimism bias Det vil helst gå godt! (Max Manus) Vi oppfatter oss som forskjellige fra andre, og i en bestemt retning: ærligere, litt flinkere, jobber

mer. 3 How Optimism Bias and Strategic Misrepresentation in Early Project Development Undermine. 6
Eliminating Bias In Early Project Development through Reference Class. Tittel Forfattere Publikasjon;
Forecasting inaccuracies: a result of unexpected events, optimism bias, technical problems, or strategic
misrepresentation? .

to-be-released products. Drawing on recent consumer psychology research on the optimism bias, positive
uncertainty, and affective (mis-). 25 Optimism bias Det vil helst gå godt! (Max Manus) Vi oppfatter oss som
forskjellige fra andre, og i en bestemt retning: ærligere, litt flinkere, jobber mer.

2.9.3 Optimism bias gjør at mange planer overvurderer den samfunnsøkonomiske verdien.