

The Additive Bias Implicit Association Task: a tool to detect and quantify the additive bias

Tuesday, September 24, 2024 1:50 PM (20 minutes)

The term “additive bias” refers to the typically human tendency to favor choices or actions that involve adding new elements, rather than eliminating pre-existing elements. Previous research and historical anecdotes across multiple fields have demonstrated that this tendency toward addition can significantly impair decision-making and problem-solving abilities, often leading to suboptimal solutions. Taking inspiration from psychology research on implicit association mechanisms, I developed a tool, the Additive Bias Implicit Association Task (ad-IAT), to detect and quantify the additive bias in an implicit way. The present research describes three studies in which, using the ad-IAT, I demonstrated that individuals automatically associate positive concepts to additive actions and negative concepts to subtractive actions. Importantly, my research also shows that the aforementioned tendency toward addition is negatively correlated with the choice and implementation of subtractive actions during a problem-solving task. Collectively, these findings underscore the efficacy of the ad-IAT in uncovering and measuring additive bias, providing deeper insights into its impact on human behavior.

If you’re submitting a poster, would you be interested in giving a blitz talk?

Yes

If you’re submitting a symposium talk, what’s the symposium title?

If you’re submitting a symposium, or a talk that is part of a symposium, is this a junior symposium?

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