



HEURISTIC HACK

## DISTINCTION BIAS

Overvaluing Differences

*Distinction bias is the tendency to view two options as more distinctive when evaluating them simultaneously than when evaluating them separately.*



### How to hack DISTINCTION BIAS when you go shopping?

So you find yourself in the middle of a department store, staring at the same three blenders for an hour, trying to decide which one is going to be the best, and which one you would definitely want to avoid. You could go with the one that's \$33.99 but doesn't have a "pulse" feature, or the one that's \$35.99 with a bigger range of blending options, or you could go all out for the one that's \$39.99 with all the blending options AND a pulse setting!

Now take a step back. You came to the store because you wanted to start making smoothies for breakfast. Do you really need a pulse feature? Do you need more than one or two settings to just make a smoothie? Of course not! But since you're seeing all these options right in front of you, you start to think more and more about it.

### That's where Distinction Bias comes into play:

When options are available, we're going to compare to make sure we get the "best". We might even start evaluating differences between options that are not real and don't matter.



*The next time you find yourself comparing and overthinking purchase decisions, take a step back and make sure you're getting what you really need.*