

WHY DO HUMANS LIKE BIGGER NUMBERS PSYCHOLOGY

WHY DO HUMANS LIKE BIGGER NUMBERS PSYCHOLOGY IS A FASCINATING QUESTION THAT DELVES INTO THE COGNITIVE AND EMOTIONAL REASONS BEHIND OUR PREFERENCE FOR LARGER NUMERICAL VALUES. THIS PHENOMENON INFLUENCES VARIOUS ASPECTS OF HUMAN BEHAVIOR, FROM MARKETING AND CONSUMER CHOICES TO DECISION-MAKING AND PERCEPTION OF VALUE. UNDERSTANDING WHY PEOPLE ARE DRAWN TO BIGGER NUMBERS REVEALS INSIGHTS INTO HUMAN COGNITION, SOCIAL INFLUENCES, AND EVOLUTIONARY FACTORS. THIS ARTICLE EXPLORES THE PSYCHOLOGICAL UNDERPINNINGS OF NUMBER PERCEPTION, THE ROLE OF COGNITIVE BIASES, AND THE IMPACT OF CULTURAL AND SOCIAL CONDITIONING ON OUR AFFINITY FOR LARGER FIGURES. ADDITIONALLY, IT EXAMINES PRACTICAL APPLICATIONS OF THIS PREFERENCE IN AREAS SUCH AS ADVERTISING, PRICING STRATEGIES, AND RISK ASSESSMENT. THE DISCUSSION FURTHER EXTENDS TO THE NEUROLOGICAL BASIS OF NUMBER PROCESSING AND HOW IT SHAPES HUMAN PREFERENCES AND JUDGMENTS RELATED TO MAGNITUDE. THE FOLLOWING SECTIONS PROVIDE A DETAILED BREAKDOWN OF THESE CONCEPTS AND THEIR IMPLICATIONS.

- THE PSYCHOLOGY BEHIND NUMBER PERCEPTION
- COGNITIVE BIASES INFLUENCING PREFERENCE FOR BIGGER NUMBERS
- SOCIAL AND CULTURAL FACTORS AFFECTING NUMBER PREFERENCES
- NEUROLOGICAL FOUNDATIONS OF NUMBER PROCESSING
- PRACTICAL APPLICATIONS OF BIGGER NUMBER PREFERENCE

THE PSYCHOLOGY BEHIND NUMBER PERCEPTION

NUMBER PERCEPTION IS A FUNDAMENTAL COGNITIVE PROCESS THAT ALLOWS HUMANS TO INTERPRET, EVALUATE, AND RESPOND TO NUMERICAL INFORMATION. THE PREFERENCE FOR BIGGER NUMBERS IS ROOTED IN HOW INDIVIDUALS ASSIGN MEANING AND VALUE TO NUMBERS, OFTEN ASSOCIATING LARGER VALUES WITH GREATER IMPORTANCE, SUCCESS, OR BENEFIT. THIS PSYCHOLOGICAL INCLINATION IS INFLUENCED BY SEVERAL PERCEPTUAL AND MOTIVATIONAL FACTORS THAT SHAPE HUMAN INTERACTION WITH NUMERICAL DATA.

PERCEIVED VALUE AND MAGNITUDE

HUMANS TEND TO PERCEIVE LARGER NUMBERS AS MORE VALUABLE OR SIGNIFICANT, REGARDLESS OF THE ACTUAL CONTEXT. THIS IS BECAUSE BIGGER NUMBERS OFTEN SYMBOLIZE ABUNDANCE, SUPERIORITY, OR INCREASED POTENTIAL. FOR EXAMPLE, CONSUMERS MAY VIEW A PRODUCT PRICED AT \$99.99 AS CHEAPER THAN ONE PRICED AT \$100, DESPITE THE NEGLIGIBLE DIFFERENCE, DUE TO THE WAY THE BRAIN PROCESSES MAGNITUDE AND LEADING DIGITS.

EMOTIONAL IMPACT OF LARGE NUMBERS

LARGER NUMBERS CAN EVOKE STRONGER EMOTIONAL RESPONSES, SUCH AS EXCITEMENT OR URGENCY. THIS EMOTIONAL CONNECTION ENHANCES THE APPEAL OF BIGGER NUMBERS, MAKING THEM MORE MEMORABLE AND INFLUENTIAL IN DECISION-MAKING. THE EMOTIONAL WEIGHT ATTACHED TO LARGE FIGURES CAN DRIVE BEHAVIORS LIKE IMPULSE BUYING, COMPETITIVE STRIVING, OR RISK-TAKING.

COGNITIVE BIASES INFLUENCING PREFERENCE FOR BIGGER NUMBERS

SEVERAL COGNITIVE BIASES CONTRIBUTE TO WHY HUMANS LIKE BIGGER NUMBERS PSYCHOLOGY. THESE BIASES SHAPE HOW

PEOPLE INTERPRET NUMERICAL INFORMATION AND OFTEN LEAD TO SYSTEMATIC DEVIATIONS FROM RATIONAL JUDGMENT.

THE ANCHORING EFFECT

THE ANCHORING EFFECT OCCURS WHEN INDIVIDUALS RELY HEAVILY ON AN INITIAL NUMBER OR PIECE OF INFORMATION (THE ANCHOR) WHEN MAKING DECISIONS. LARGER NUMBERS CAN SERVE AS ANCHORS, SKEWING PERCEPTIONS AND INCREASING WILLINGNESS TO ACCEPT HIGHER VALUES OR PRICES. FOR INSTANCE, SEEING A HIGH ORIGINAL PRICE MAKES A DISCOUNTED PRICE SEEM MORE ATTRACTIVE, DESPITE THE ACTUAL COST.

THE MAGNITUDE HEURISTIC

THE MAGNITUDE HEURISTIC IS A MENTAL SHORTCUT WHERE PEOPLE JUDGE THE IMPORTANCE OR QUALITY OF SOMETHING BASED ON THE SIZE OF ITS NUMERICAL VALUE. THIS HEURISTIC CAN LEAD TO OVERESTIMATING THE BENEFITS OR SIGNIFICANCE OF LARGER NUMBERS WITHOUT CRITICALLY ASSESSING THE UNDERLYING DETAILS.

NUMERICAL COGNITION AND ESTIMATION

HUMANS OFTEN ESTIMATE AND COMPARE NUMBERS USING APPROXIMATE MENTAL REPRESENTATIONS RATHER THAN PRECISE CALCULATIONS. THIS CAN RESULT IN A TENDENCY TO FAVOR LARGER NUMBERS AS THEY ARE EASIER TO RECOGNIZE AND ASSOCIATE WITH POSITIVE OUTCOMES, EVEN WHEN SMALLER NUMBERS MIGHT BE MORE RELEVANT OR BENEFICIAL.

SOCIAL AND CULTURAL FACTORS AFFECTING NUMBER PREFERENCES

BEYOND INDIVIDUAL COGNITION, SOCIAL AND CULTURAL INFLUENCES PLAY A SIGNIFICANT ROLE IN SHAPING PREFERENCES FOR BIGGER NUMBERS. THESE FACTORS EMBED NUMERICAL VALUES WITHIN BROADER SOCIETAL CONTEXTS, AFFECTING HOW NUMBERS ARE INTERPRETED AND VALUED.

SOCIAL PROOF AND STATUS SIGNALING

BIGGER NUMBERS ARE OFTEN LINKED TO SOCIAL STATUS AND ACHIEVEMENT. FOR EXAMPLE, HAVING A HIGHER INCOME, MORE FOLLOWERS, OR GREATER QUANTITIES OF POSSESSIONS CAN SIGNAL SUCCESS AND PRESTIGE. THIS SOCIAL PROOF REINFORCES THE DESIRABILITY OF LARGER NUMBERS AS MARKERS OF SOCIAL VALUE.

CULTURAL NORMS AND ECONOMIC SYSTEMS

DIFFERENT CULTURES AND ECONOMIC ENVIRONMENTS MAY EMPHASIZE OR DE-EMPHASIZE THE IMPORTANCE OF BIGGER NUMBERS. IN CONSUMER CULTURES, FOR EXAMPLE, BIGGER NUMBERS MAY BE ASSOCIATED WITH PROSPERITY AND PROGRESS, REINFORCING THEIR APPEAL. CONVERSELY, SOME CULTURES MIGHT PRIORITIZE QUALITY OVER QUANTITY, ALTERING THE PREFERENCE DYNAMICS.

EDUCATION AND NUMERACY

INDIVIDUALS' UNDERSTANDING OF NUMBERS AND THEIR MEANINGS IS SHAPED BY EDUCATION AND NUMERACY SKILLS. HIGHER NUMERACY CAN LEAD TO MORE CRITICAL EVALUATION OF NUMERICAL INFORMATION, POTENTIALLY REDUCING BLIND PREFERENCE FOR BIGGER NUMBERS. CONVERSELY, LOWER NUMERACY MAY INCREASE SUSCEPTIBILITY TO BIASES FAVORING LARGER FIGURES.

NEUROLOGICAL FOUNDATIONS OF NUMBER PROCESSING

THE HUMAN BRAIN PROCESSES NUMERICAL INFORMATION THROUGH SPECIALIZED NEURAL MECHANISMS THAT INFLUENCE HOW NUMBERS ARE PERCEIVED AND VALUED. UNDERSTANDING THESE NEUROLOGICAL FOUNDATIONS SHEDS LIGHT ON THE BIOLOGICAL BASIS FOR PREFERENCES RELATED TO NUMERICAL MAGNITUDE.

INTRAPARIETAL SULCUS AND NUMERICAL COGNITION

THE INTRAPARIETAL SULCUS (IPS) IN THE BRAIN IS CRITICALLY INVOLVED IN NUMERICAL COGNITION AND MAGNITUDE PROCESSING. RESEARCH INDICATES THAT THIS REGION RESPONDS MORE ROBUSTLY TO LARGER NUMBERS, WHICH MAY UNDERLIE THE HEIGHTENED ATTENTION AND VALUATION GIVEN TO BIGGER NUMERICAL VALUES.

REWARD SYSTEMS AND NUMBER EVALUATION

THE BRAIN'S REWARD CIRCUITRY, INCLUDING AREAS SUCH AS THE VENTRAL STRIATUM AND PREFRONTAL CORTEX, IS ACTIVATED IN RESPONSE TO PERCEIVED GAINS OR POSITIVE OUTCOMES LINKED TO NUMBERS. LARGER NUMBERS, OFTEN ASSOCIATED WITH GREATER REWARDS OR BENEFITS, STIMULATE THESE PATHWAYS MORE STRONGLY, REINFORCING THE PREFERENCE FOR BIGGER NUMBERS.

NEURAL ADAPTATION AND HABITUATION

REPEATED EXPOSURE TO CERTAIN NUMERICAL RANGES CAN LEAD TO NEURAL ADAPTATION, AFFECTING HOW NUMBERS ARE PERCEIVED OVER TIME. FOR EXAMPLE, FREQUENT ENCOUNTERS WITH LARGE NUMERICAL VALUES MAY RECALIBRATE THE BRAIN'S BASELINE, MAKING PREVIOUSLY LARGE NUMBERS SEEM SMALLER AND INFLUENCING ONGOING PREFERENCES.

PRACTICAL APPLICATIONS OF BIGGER NUMBER PREFERENCE

THE TENDENCY TO FAVOR LARGER NUMBERS HAS SIGNIFICANT IMPLICATIONS ACROSS VARIOUS FIELDS, INCLUDING MARKETING, FINANCE, AND BEHAVIORAL ECONOMICS. UNDERSTANDING THIS PREFERENCE ALLOWS PROFESSIONALS TO DESIGN STRATEGIES THAT LEVERAGE PSYCHOLOGICAL TENDENCIES EFFECTIVELY.

MARKETING AND PRICING STRATEGIES

MARKETERS OFTEN EXPLOIT THE PREFERENCE FOR BIGGER NUMBERS BY USING PRICING TECHNIQUES SUCH AS "CHARM PRICING" (E.G., \$9.99 INSTEAD OF \$10) OR HIGHLIGHTING DISCOUNTS WITH LARGER ORIGINAL PRICES TO CREATE PERCEIVED VALUE. LARGER QUANTITY LABELS OR BIGGER NUMERICAL CLAIMS IN ADVERTISING CAN ALSO ATTRACT CONSUMER ATTENTION AND INCREASE PERCEIVED PRODUCT WORTH.

FINANCIAL DECISION-MAKING

IN FINANCE, THE APPEAL OF BIGGER NUMBERS CAN INFLUENCE INVESTMENT DECISIONS, RISK ASSESSMENT, AND SAVING BEHAVIORS. INVESTORS MIGHT BE DRAWN TO STOCKS WITH HIGH NOMINAL PRICES OR LARGE GAINS WITHOUT FULLY ANALYZING UNDERLYING FUNDAMENTALS, DEMONSTRATING THE IMPACT OF NUMERICAL APPEAL ON FINANCIAL CHOICES.

BEHAVIORAL ECONOMICS AND POLICY DESIGN

POLICY MAKERS AND BEHAVIORAL ECONOMISTS USE KNOWLEDGE ABOUT NUMBER PREFERENCES TO DESIGN INTERVENTIONS THAT GUIDE PUBLIC BEHAVIOR. FOR INSTANCE, FRAMING BENEFITS OR PENALTIES IN LARGER NUMERICAL TERMS CAN ENHANCE COMPLIANCE

OR MOTIVATION IN HEALTH, SAFETY, AND ENVIRONMENTAL POLICIES.

KEY FACTORS IN LEVERAGING BIGGER NUMBERS

- CONTEXTUAL RELEVANCE OF THE NUMBER PRESENTED
- CLARITY AND SIMPLICITY OF NUMERICAL INFORMATION
- USE OF COMPARISONS AND ANCHORS TO ENHANCE PERCEIVED VALUE
- EMOTIONAL FRAMING TO STRENGTHEN APPEAL
- AUDIENCE NUMERACY AND COGNITIVE ENGAGEMENT LEVELS

FREQUENTLY ASKED QUESTIONS

WHY DO HUMANS TEND TO PREFER BIGGER NUMBERS PSYCHOLOGICALLY?

HUMANS OFTEN ASSOCIATE BIGGER NUMBERS WITH GREATER VALUE, SUCCESS, OR IMPORTANCE DUE TO COGNITIVE BIASES AND CULTURAL CONDITIONING, LEADING TO A PREFERENCE FOR LARGER FIGURES.

HOW DOES THE PERCEPTION OF BIGGER NUMBERS AFFECT DECISION-MAKING?

THE PERCEPTION OF BIGGER NUMBERS CAN INFLUENCE DECISION-MAKING BY MAKING OPTIONS SEEM MORE ATTRACTIVE OR VALUABLE, SOMETIMES CAUSING INDIVIDUALS TO OVERLOOK QUALITATIVE FACTORS IN FAVOR OF QUANTITATIVE SIZE.

WHAT ROLE DOES THE CONCEPT OF 'MORE IS BETTER' PLAY IN LIKING BIGGER NUMBERS?

THE 'MORE IS BETTER' HEURISTIC SIMPLIFIES COMPLEX EVALUATIONS, CAUSING PEOPLE TO FAVOR BIGGER NUMBERS AS A SHORTCUT FOR ASSESSING WORTH, WHICH IS DEEPLY INGRAINED IN HUMAN PSYCHOLOGY.

ARE THERE EVOLUTIONARY REASONS WHY HUMANS PREFER BIGGER NUMBERS?

EVOLUTIONARILY, PREFERRING BIGGER NUMBERS MIGHT HAVE HELPED EARLY HUMANS IN RESOURCE ACQUISITION AND SOCIAL STATUS, AS LARGER QUANTITIES OFTEN MEANT BETTER SURVIVAL AND REPRODUCTIVE SUCCESS.

HOW DOES MARKETING EXPLOIT THE HUMAN PREFERENCE FOR BIGGER NUMBERS?

MARKETERS USE BIGGER NUMBERS IN PRICING, DISCOUNTS, AND PRODUCT SPECIFICATIONS TO ATTRACT ATTENTION AND PERSUADE CONSUMERS, LEVERAGING THE PSYCHOLOGICAL TENDENCY TO EQUATE BIGGER NUMBERS WITH BETTER DEALS OR SUPERIOR PRODUCTS.

ADDITIONAL RESOURCES

1. *THE PSYCHOLOGY OF NUMBERS: UNDERSTANDING WHY BIGGER FEELS BETTER*

THIS BOOK DELVES INTO THE COGNITIVE BIASES AND PSYCHOLOGICAL PRINCIPLES THAT MAKE HUMANS FAVOR LARGER NUMBERS. IT EXPLORES CONCEPTS LIKE ANCHORING, PERCEPTION OF SCALE, AND HOW OUR BRAINS INTERPRET NUMERICAL VALUE IN EVERYDAY DECISIONS. THROUGH EXPERIMENTS AND REAL-LIFE EXAMPLES, READERS GAIN INSIGHT INTO WHY "BIGGER" OFTEN EQUATES TO "BETTER" IN HUMAN JUDGMENT.

2. *Magnitude Matters: The Human Attraction to Large Numbers*

Magnitude Matters investigates the evolutionary and social reasons behind our preference for bigger numbers. The author discusses how larger figures can symbolize abundance, success, and safety, influencing behavior from consumer choices to social status. The book also examines cultural differences and the impact of numeracy on this psychological phenomenon.

3. *Numbers and the Mind: The Cognitive Appeal of the Big*

Focusing on cognitive psychology, this book explains how the human brain processes numerical information and why larger numbers catch our attention more effectively. It covers topics such as numerosity, heuristics, and the role of memory in number perception. The book also highlights how marketers and politicians exploit this bias to influence decisions.

4. *Big Numbers, Big Impact: How Size Influences Human Judgment*

This work analyzes the role of large numbers in shaping human judgment and decision-making. It presents research on how people interpret statistics, probabilities, and quantities, often overvaluing bigger numbers. The book also offers practical advice on recognizing and mitigating the influence of this bias in daily life.

5. *Counting on More: The Psychology Behind Our Love for Larger Figures*

Counting on More explores the emotional and psychological factors that drive humans to prefer larger quantities. It discusses concepts such as loss aversion, social comparison, and the desire for control, connecting them to our attraction to bigger numbers. The book blends psychological theory with case studies from marketing and economics.

6. *The Big Number Bias: Why Humans Overvalue Size*

The Big Number Bias investigates the cognitive distortions that lead to an overvaluation of large numbers. It explains how this bias can affect financial decisions, risk assessment, and interpersonal comparisons. The author also explores strategies to overcome this bias in analytical thinking and decision-making.

7. *Beyond Counting: The Emotional Power of Large Numbers*

This book highlights the emotional resonance that large numbers carry for humans, beyond their quantitative value. It examines how big numbers can evoke feelings of awe, fear, or excitement, influencing behavior in contexts such as charity giving and media consumption. The author integrates psychological research with neuroscience findings.

8. *The Scale Illusion: Why Bigger Numbers Seem More Important*

The Scale Illusion explains the psychological mechanisms behind the perception that bigger numbers are inherently more significant. It covers illusions, framing effects, and the role of context in shaping how we interpret numerical information. The book provides insights for educators, marketers, and policymakers.

9. *Numbers in Our Heads: The Cognitive Roots of Our Preference for Big*

This book explores the deep cognitive roots of human preference for larger numbers, tracing it to innate numerical comprehension and social learning. It discusses how this preference influences everything from childhood development to adult decision-making. The author combines experimental psychology with anthropological perspectives.

Why Do Humans Like Bigger Numbers Psychology

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Life Shaped the Human Mind Robin Dunbar, Clive Gamble, John Gowlett, 2014-06-17 A closer look at genealogy, incorporating how biological, anthropological, and technical factors can influence human lives We are at a pivotal moment in understanding our remote ancestry and its implications for how we live today. The barriers to what we can know about our distant relatives have been falling as a result of scientific advance, such as decoding the genomes of humans and Neanderthals, and bringing together different perspectives to answer common questions. These collaborations have brought new knowledge and suggested fresh concepts to examine. The results have shaken the old certainties. The results are profound; not just for the study of the past but for appreciating why we conduct our social lives in ways, and at scales, that are familiar to all of us. But such basic familiarity raises a dilemma. When surrounded by the myriad technical and cultural innovations that support our global, urbanized lifestyles we can lose sight of the small social worlds we actually inhabit and that can be traced deep into our ancestry. So why do we need art, religion, music, kinship, myths, and all the other facets of our over-active imaginations if the reality of our effective social worlds is set by a limit of some one hundred and fifty partners (Dunbar's number) made of family, friends, and useful acquaintances? How could such a social community lead to a city the size of London or a country as large as China? Do we really carry our hominin past into our human present? It is these small worlds, and the link they allow to the study of the past that forms the central point in this book.

why do humans like bigger numbers psychology: Ecopsychology Darlyne G. Nemeth, Robert B. Hamilton, Judy Kuriansky, 2015-09-09 This anthology is a two-volume work that focuses on our relationship with the Earth and our future, examining the crossover between psychology and environmental studies in the emerging fields of ecopsychology and environmental psychology. This set offers the first comprehensive and holistic understanding of how our human activities are very rapidly changing the earth's environment and harming its inhabitants. Since our present path of population growth and use of finite global resources is unsustainable, we must find new ways to protect our environment and our future. Offering unique perspectives and guidance toward holistic new solutions, this reader-friendly anthology serves a vast audience in the fields of psychology and environmental studies as well as scientists, humanitarians, educators, and policymakers. This work presents readers with the latest research on psychology and the environment, gives examples from around the world, applies to programs for youth and adults, and appeals to all stakeholders, including those in public health, policy, environmental studies, and more. The reader will gain the perspective and understanding of policies needed to effect environmental change and holistically manage the direction of that change.

why do humans like bigger numbers psychology: ,

why do humans like bigger numbers psychology: The Big Book of Concepts Gregory Murphy, 2004-01-30 Concepts embody our knowledge of the kinds of things there are in the world. Tying our past experiences to our present interactions with the environment, they enable us to recognize and understand new objects and events. Concepts are also relevant to understanding domains such as social situations, personality types, and even artistic styles. Yet like other phenomenologically simple cognitive processes such as walking or understanding speech, concept formation and use are maddeningly complex. Research since the 1970s and the decline of the classical view of concepts have greatly illuminated the psychology of concepts. But persistent theoretical disputes have sometimes obscured this progress. The Big Book of Concepts goes beyond those disputes to reveal the advances that have been made, focusing on the major empirical discoveries. By reviewing and evaluating research on diverse topics such as category learning, word meaning, conceptual development in infants and children, and the basic level of categorization, the book develops a much broader range of criteria than is usual for evaluating theories of concepts.

why do humans like bigger numbers psychology: Inventing Reality Jeffrey Schrank, 2020-03-15 You are a reality inventor. People simply don't give you enough credit; in fact, you don't appreciate your own creative ability. What does it mean to be a reality inventor? Isn't reality simply stuff that's out there? We see, hear, taste, feel, and smell it; but we certainly don't invent it. This

book claims that you do. Humans are animals who create stories. We are unable to not story--we speak and think in stories called sentences. INVENTING REALITY explores the psychology of story making and confabulation. We confabulate when we create stories without an awareness of our authorship. These confabulations are not perceived as invented stories; instead they become our personal reality.

why do humans like bigger numbers psychology: *21st Century Psychology: A Reference Handbook* Stephen F. Davis, William Buskist, 2008 Highlights the most important topics, issues, questions, and debates in the field of psychology. Provides material of interest for students from all corners of psychological studies, whether their interests be in the biological, cognitive, developmental, social, or clinical arenas.

why do humans like bigger numbers psychology: *Eastern Star World* , 1924

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why do humans like bigger numbers psychology: *Proceedings of the Twenty-fourth Annual Conference of the Cognitive Science Society* Wayne D. Gray, Christian D. Schunn, 2019-04-24 This volume features the complete text of the material presented at the Twenty-Fourth Annual Conference of the Cognitive Science Society. As in previous years, the symposium included an interesting mixture of papers on many topics from researchers with diverse backgrounds and different goals, presenting a multifaceted view of cognitive science. The volume includes all papers, posters, and summaries of symposia presented at this leading conference that brings cognitive scientists together. The 2002 meeting dealt with issues of representing and modeling cognitive processes as they appeal to scholars in all subdisciplines that comprise cognitive science: psychology, computer science, neuroscience, linguistics, and philosophy.

why do humans like bigger numbers psychology: *What Babies Know* Elizabeth Spelke, 2022 In this major new work, Elizabeth Spelke distills findings from developmental, comparative, and cognitive psychology to explore what young infants know, and what they quickly come to learn, about objects, places, numbers, geometry, and people's actions, social engagements, and mental states.

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why do humans like bigger numbers psychology: *The Psychology and Science of Pseudoscience* Terence Hines, 2025-03-12 This book provides a comprehensive review of numerous areas of pseudoscience and related pathological science. It not only describes the factual bases for rejecting pseudoscientific claims, but also emphasizes the psychological processes that lead to the acceptance of such claims. This book is timely, given the increase in misinformation over the past decade. Using three principles of cognitive psychology, this book helps explain why people are hard-wired to accept and continue to believe in pseudoscientific claims. It provides up-to-date discussions of numerous paranormal and pseudoscientific topics, including the usual

suspects—UFOs and alien abductions, astrology, cryptozoology, and more—but also belief in conspiracy theories, laboratory parapsychology, bogus forensic science techniques, the pseudopsychologies of Freud, medical fraud, and the unethical practices of Big Pharma. Older research that was foundational in the critical examination of several topics is woven throughout to situate them in a historical context.

why do humans like bigger numbers psychology: Animacy in Cognition: Effects, Mechanisms, and Theories Michael J. Serra, Josefa N. S. Pandeirada, Joshua VanArsdall, 2024-11-19 People and animals – broadly, “animates” – are important, dynamic forces in the natural world. They represent social targets such as friends and enemies, economic and romantic partners, predators and prey, and companions. Most importantly, unlike inanimate objects, animate agents have internal goals and drives that cause them to act on the world, rather than simply be acted on. In short, animates fill our world with novel causes, and have been a consistent selection pressure over the course of evolution – human and nonhuman. Cognitive scientists have long acknowledged the importance of animacy, investigating it as a perceptual phenomenon, as a component of language, a natural category, a demand on attention, a dimension of neurological organization, and more recently as an important factor in memory. Although animacy has been a dimension of interest in cognitive science for quite some time, cognitive scientists from different subdisciplines interested in animacy (e.g., perception, attention, language, and memory) rarely talk with one another to synthesize findings across subfields. A major goal of this research topic is to solicit articles from across cognitive science (in a broad sense) that investigate the role that animacy plays in cognition, in the hopes that authors and readers may begin to see the “bigger picture” regarding how animacy influences the mind. We hope that by bringing together researchers from across cognitive science we will hear from a diverse set of perspectives regarding animacy, representing a variety of research questions and methodologies within this larger topic. Likewise, we hope that the finished research topic will lead to an increased and more varied exploration of the role of animacy in our thoughts and actions and will appeal to readers across fields.

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why do humans like bigger numbers psychology: Evolutionary Psychology Lance Workman, Will Reader, 2004-05-20 This textbook offers a comprehensive and accessible introduction to the complex but fascinating science of evolutionary psychology. By focusing on the way mind and behavior have developed and adapted to evolutionary pressures the authors show the relevance of an evolutionary approach to all areas of psychology and have created a stand-alone text that will also complement traditional courses. Not only are standard topics such as natural selection and sexual selection covered but also areas where there has been much exciting new research such as the evolution of the emotions, evolution and child development, the evolution of language and Darwinian medicine. The authors' objective perspective will be much appreciated in this often controversial

area as will their engaging style and the user-friendly format. Each chapter features a preview and list of key terms, boxes highlighting case studies and the latest research, a summary and a guide to further reading.

why do humans like bigger numbers psychology: Move First, Think Later Willy Hendriks, 2014-08-01 The chess playing mind does not work like a machine. Selecting a move results from rather chaotic thought processes and is not the logical outcome of applying a rational method. The only problem with that, says International Master Willy Hendriks, is that most books and courses on improving at chess claim exactly the opposite. The dogma of the chess instruction establishment is that if you only take a good look at certain 'characteristics' of a position, then good moves will follow more or less automatically. But this is not how it happens. Chess players, weak and strong, don't first judge the position, then formulate a plan and afterwards look at moves. It all happens at the same time, and pretending that it is otherwise is counterproductive. There is no use in forcing your students to mentally jump through theoretical hoops, according to experienced chess coach Hendriks. This work shows a healthy distrust of accepted methods to get better at chess. It teaches that winning games does not depend on ticking off a to-do list when looking at a position on the board. It presents club and internet chess players with loads of much-needed no-nonsense training material. In this provocative, entertaining and highly instructive book, Hendriks shows how you can travel light on the road to chess improvement! ,

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