STATUS QUO BIAS

DEFINITION

The preference for the current state of affairs over change, even when change might be beneficial.

HISTORY

Status quo bias shows up constantly in behavioral economics research: people sticking with the same retirement fund, or the same insurance plan, even with a better option available. Staying put isn't always wrong. Sometimes it just means your company still uses Windows 8.

VARIANT

Default Bias

USAGE NOTE

This bias arises because for hunter-gatherers, trying something new had extreme consequences, an instinct that still influences how we think today. You might see it in the grandfather who hates technology, the investor who avoids risk, or the voter who votes for one party no matter who is running.

EXAMPLE

Gruk and his family have lived safely hidden in forested areas for years. It hasn't rained in a while and their water supply is getting muddy. Gruk's wife heard of a water source across the grassland and asks him to go find it. He assesses the situation, but decides he's fine with muddy water.

STATUS QUO BIAS

PRO-INNOVATION BIAS

DEFINITION

The tendency to overlook the limitations of an innovation because of a desire to implement it.

HISTORY

In 1962, Everett Rogers published *Diffusion of Innovations*, synthesizing the field and identifying the pro-innovation bias as one of four major criticisms of diffusion research.

VARIANT

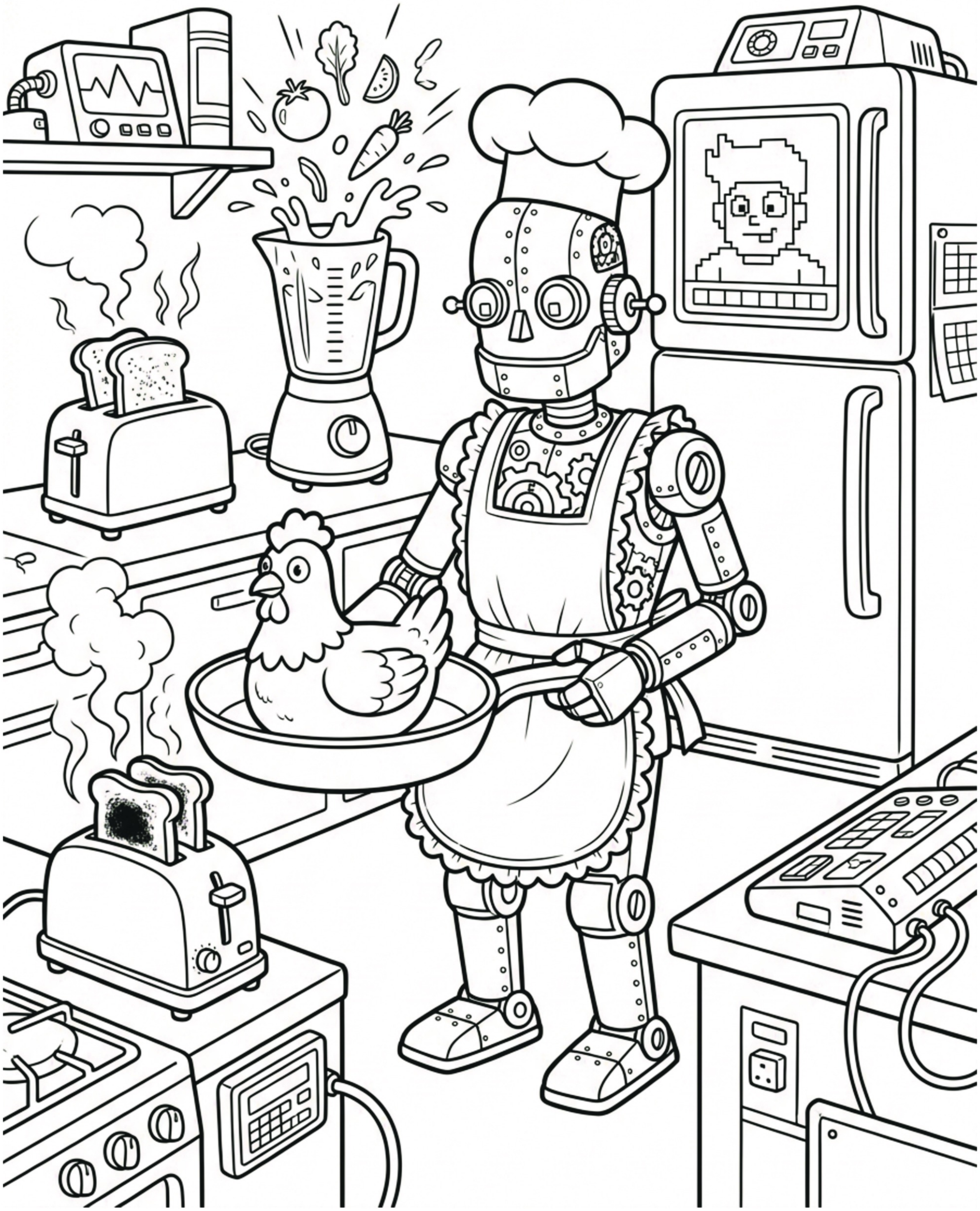
Pro-innovationist Bias

USAGE NOTE

This bias appears in AI features added to products that didn't need them, in schools adding smart classrooms, and in retail chains forcing mandatory self-checkout.

EXAMPLE

G*adget Greg is always the first to adopt a new technology. His kitchen is now staffed by a robotic chef surrounded by smart toasters, talking refrigerators, and app-controlled blenders. Whether the technology is beneficial is never considered.*



PRO-INNOVATION BIAS