

Behavioral Psychology You Should Know.

**1. The Diderot Effect**

- a. If you buy something new, you will feel compelled to buy more items that are related to the new one.
- b. For Eg., You buy a new dress and now you have to get accessories to match.

**2. The Spotlight Effect**

- a. You believe that your embarrassing behaviors are noticed by others more than they are actually noticed.
- b. For Eg., Once you say something incorrect during a conversation, you will start thinking 'now everybody must be talking about how I'm stupid'.

**3. The Pygmalion Effect**

- a. Your performance depends on what others expect of you.
- b. The higher the expectations, the better you try to perform.
- c. Eg., teachers' expectations have a huge impact on the students' performance.

**4. The Tetris Effect**

- a. If you spend too much time and attention on an activity, your thoughts, dreams and mental images become full of it.
- b. Eg., people who played video game Tetris for long time were thinking of fitting together buildings, boxes etc.,

**5. The Pratfall Effect**

- a. You tend to perceive someone to be more attractive or less attractive after making a mistake based on the perceived competence of that person.
- b. Eg., if someone is considered an expert in an area and makes a mistake, he or she will become more likable.

**6. The False Consensus Effect**

- a. You overestimate how many people share your opinions, beliefs and habits.
- b. You consider everything as most normal according to a consensus that doesn't exist.

**7. The Semantic Satiation**

- a. A word or a phrase loses its meaning temporarily when you listen to, say, read, or write it repeatedly.
- b. Repetition triggers a neural pattern associated with the meaning of the word causing a decrease in the intensity of the neural activity.

## **8. The Sleeper Effect**

- a. You get a delayed change in your attitude when you are persuaded by an advertisement or a message, over time even though you are against it at first.
- b. Eg., intentional portrait of negative image about one candidate by another during elections.