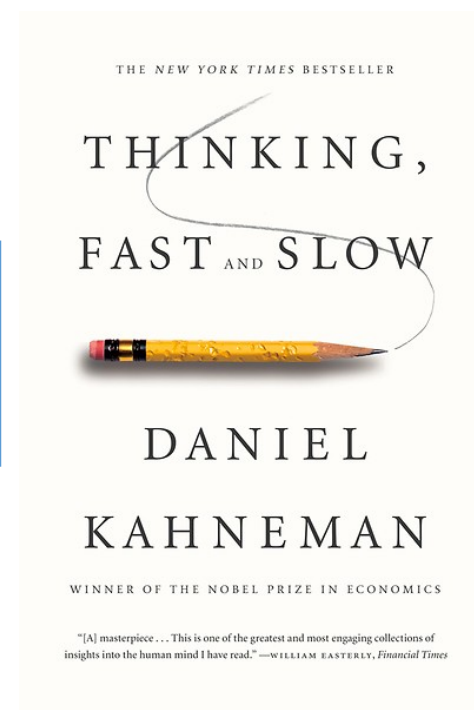
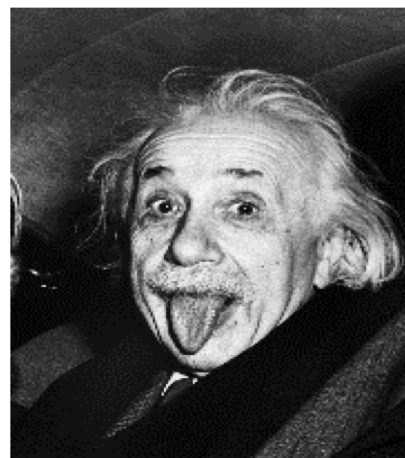


# What exactly are cognitive biases?

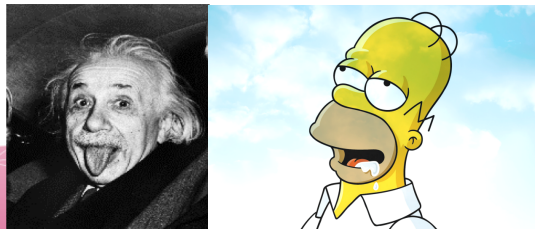
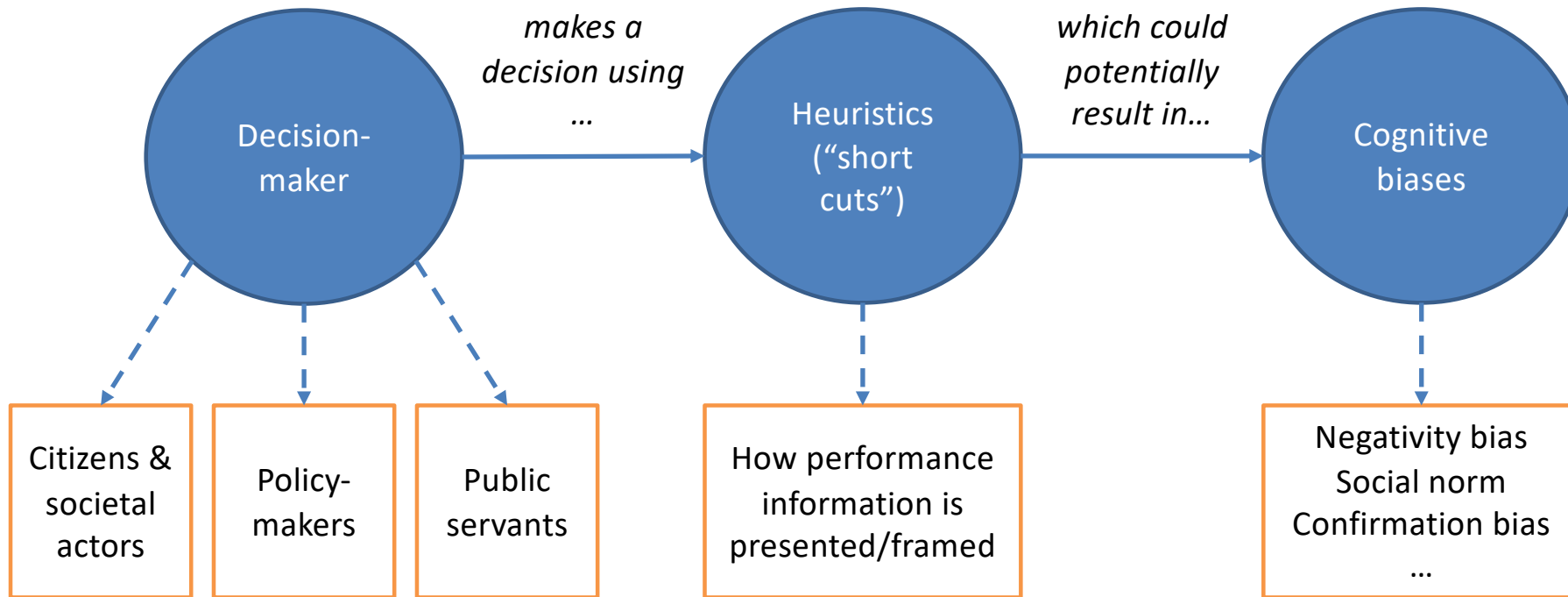
Automatic brain  
System 1  
“Homo sapiens”



Reflective brain  
System 2  
“Homo economicus”



# What exactly are cognitive biases?



# What does evidence from across the world tell us?



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Negativity bias

Social norm



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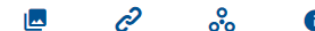
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March 2020  
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# What does evidence from across the world tell us?



ARTICLE

## Citizen (Dis)satisfaction: An Experimental Equivalence Framing Study

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Negativity bias

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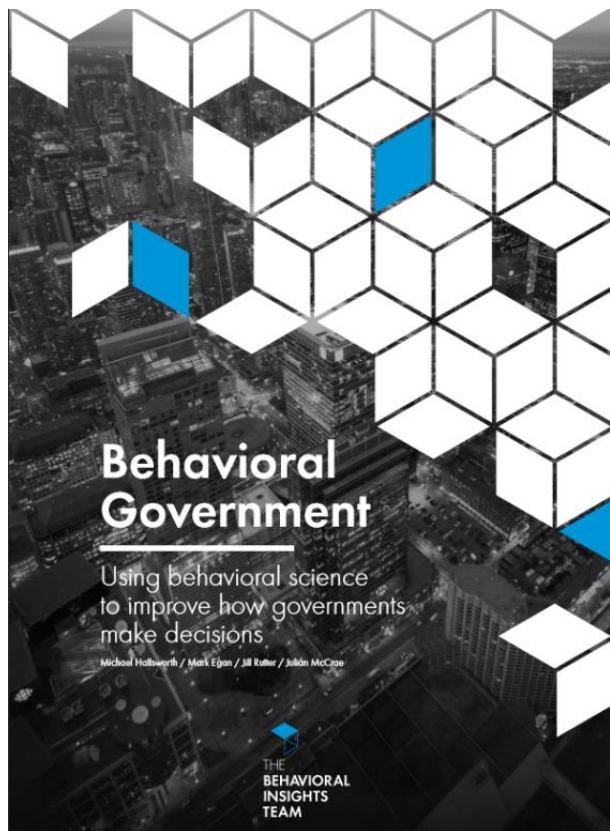
Articles

## Benchmarks and Citizen Judgments of Local Government Performance: Findings from a survey experiment

Étienne Charbonneau & Gregg G. Van Ryzin



## Why is this relevant for Hong Kong (and governments worldwide)?



Increasing purposeful performance information use within government

Creating and communication performance information that is useful and easy to use

Avoiding kneejerk reactions to government performance and stimulating thorough analysis