

AMBIGUITY AVERSION



What is it?

Humans prefer options with fewer unknowns and avoid options with missing information even if they can be good for them. We don't mind taking risks, but we hate uncertainty. We try to stay away from things that we don't know and understand well.

The tendency to avoid options for which missing information makes the probability seem "unknown." At first, an individual might try to acquire more information about making a decision, but sometimes it is impossible to acquire such information; in this case, ambiguity aversion occurs.



How to hack Ambiguity Aversion

Just saw Disney's Frozen II this weekend and was reminded how important it is to hack your Ambiguity Aversion in life. The whole movie is based on Ambiguity Aversion.

Fear of the unknown is single biggest hurdle to TRYING anything new, isn't it? Trying a new dish on the menu, trying a new look in your wardrobe, trying a new hobby, the list can go on. Who knows how much you would have liked or even loved it if you had just mustered up the courage to try it!



So, how do you hack your aversion to the unknown? Start with something small and not so threatening. The grocery store is a good place to start hacking your Ambiguity Aversion. Costco may be even better because they will take anything back! :-)

Set a rule for yourself that on every grocery trip, you will buy one item that you have never bought before. A different flavor of your Greek yogurt, a new snack bar or if you are feeling even more courageous, a different type of bread. At the end of every month, do a gutcheck survey of yourself. How many of the new items you bought did you Love, Like, Tolerate, or Hate? You may be surprised by your answers!