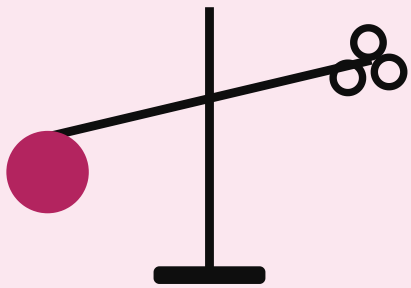
Concept

Negativity bias

Negative things affect us more than positive things of the same intensity: we notice them sooner, they weigh more, and we remember them better.



In Spanish

Sesgo de negatividad

Origin

Baumeister et al. (2001); Rozin and Royzman (2001)

What problem it addresses

Explains why one bad experience can erase several good ones and why errors weigh so heavily in how a service is judged.

An example

An illustrative example: a service that works well at four moments and fails at one.

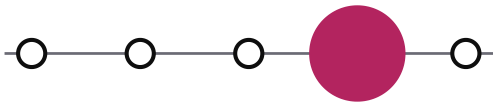
What happened



What happened: four good moments and one bad one

Four good moments **and one bad one.**

What weighs in memory



In memory: the failure takes up almost everything

The failure **can weigh more than the four successes.**

The failure did not last longer than the other moments. Negative things simply weigh more in the balance.

Why it happens

1 

Bad things catch our attention sooner.

2 

We process them in more detail.

3 

And they leave a mark that lasts longer.

Applications in design

Use it like this

Prioritize removing failures and moments of friction over adding extras.

Avoid

Using alarmist messages to grab attention.

Don't fall for it

When judging something, also list what went well.

Bad > good

What the research says

After reviewing studies from very different domains, from relationships to learning, Baumeister et al. (2001) conclude that bad has a stronger effect than equivalent good.

●●● **Solid evidence.** Rozin and Royzman (2001) reached the same conclusion by another route.

Connections

Related to

- Loss aversion
- Availability heuristic
- Peak-end rule

Authors and works

2001	**Roy Baumeister et al.**	Reviewed the evidence across many areas of psychology.
2001	**Paul Rozin and Edward Royzman**	Described the ways in which the negative dominates.

Sources

Academic reviews

- Baumeister, R. F., Bratslavsky, E., Finkenauer, C., & Vohs, K. D. (2001). Bad is stronger than good. Review of General Psychology, 5(4), 323–370. View source (https://doi.org/10.1037/1089-2680.5.4.323)
- Rozin, P., & Royzman, E. B. (2001). Negativity bias, negativity dominance, and contagion. Personality and Social Psychology Review, 5(4), 296–320. View source (https://doi.org/10.1207/S15327957PSPR0504_2)

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