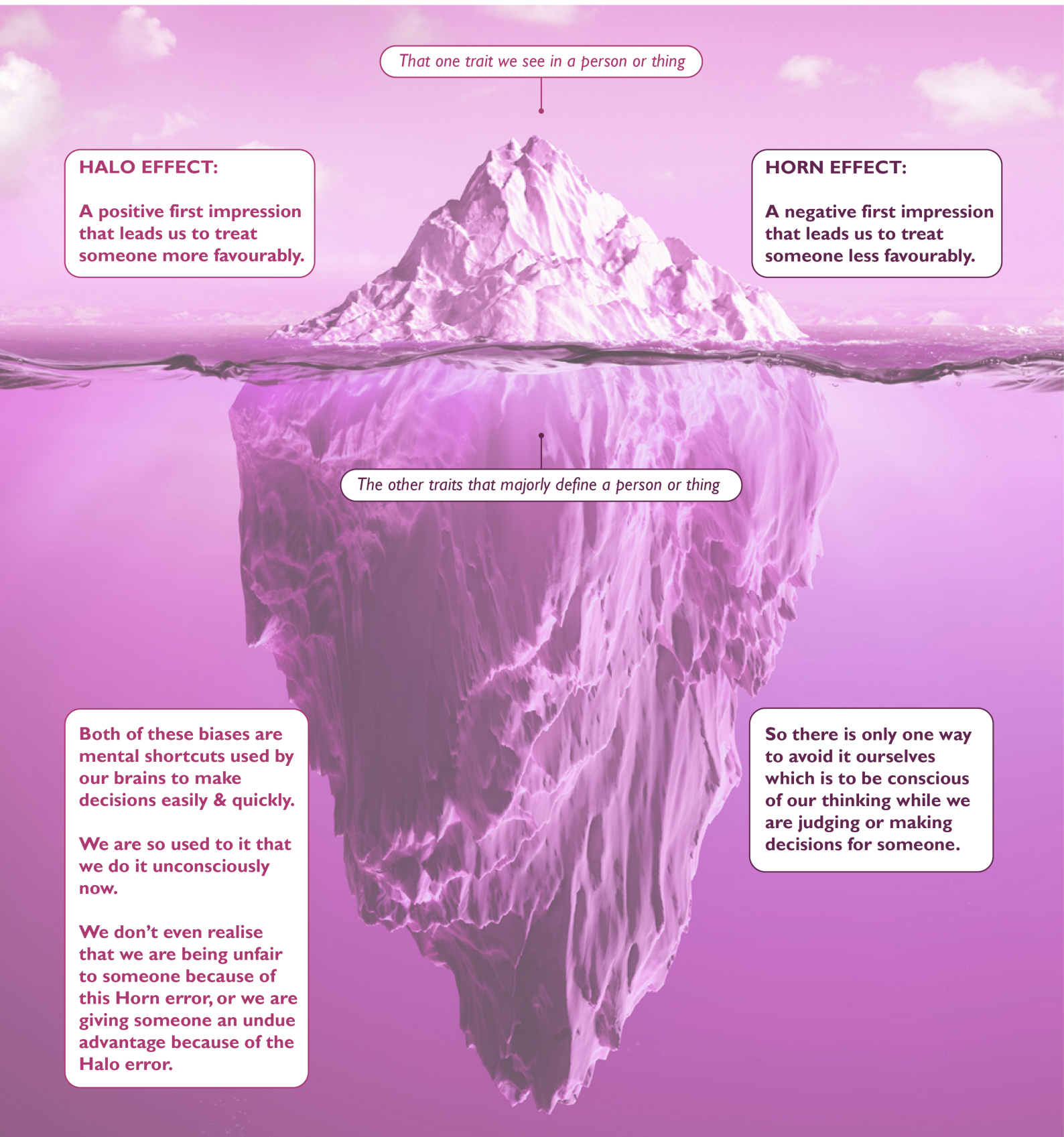


# Halo & Horn Effect

The term Halo Effect was first coined by psychologist Edward Thorndike



*That one trait we see in a person or thing*

## **HALO EFFECT:**

**A positive first impression that leads us to treat someone more favourably.**

## **HORN EFFECT:**

**A negative first impression that leads us to treat someone less favourably.**

*The other traits that majorly define a person or thing*

**Both of these biases are mental shortcuts used by our brains to make decisions easily & quickly.**

**We are so used to it that we do it unconsciously now.**

**We don't even realise that we are being unfair to someone because of this Horn error, or we are giving someone an undue advantage because of the Halo error.**

**So there is only one way to avoid it ourselves which is to be conscious of our thinking while we are judging or making decisions for someone.**