

## Faculti Summary

<https://staging.faculti.net/the-entrenchment-effect-why-people-persist-with-less-preferred-behaviors/>

This video video discusses the psychological concept of "entrenchment," which is the tendency for individuals to become stuck in less productive behaviors or tasks, making it harder to switch to more efficient alternatives. It illustrates this with examples, such as being too comfortable in front of the TV to get up for a drink, or starting an email on a mobile phone and refusing to switch to a computer for efficiency.

The author explains that this behavior can be attributed to cognitive costs associated with switching tasks. People often perceive the cost of switching as greater than the actual benefits of doing so, which can lead to sticking with an annoying task even when better options are available.

The paper presents experiments where participants are given both annoying and enjoyable tasks. Observations show that as participants spend more time on the annoying task, they become less likely to switch to the enjoyable one. The author suggests that this entrenchment can be mitigated by making the other tasks more accessible or alternating between tasks, which reduces the perceived cost of switching.

In conclusion, the discussion emphasizes that poor decisions may not always stem from a lack of self-control, but rather from cognitive processes that influence perceived costs and benefits.

Understanding these mechanisms can help design environments that better facilitate task switching and improve decision-making outcomes for individuals.