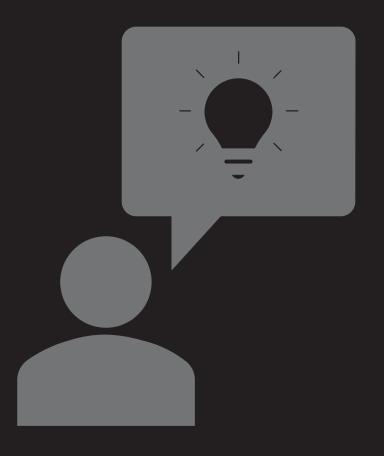
PRIMACY BIAS



•"The tendency for information that we learn first to be weighted more heavily than is information that we learn later"