

Department of Marketing



Research Seminars Series | December 19th, 1-3 pm | AD 0.090

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Hidden Failures: Why We Don't Share Negative Information and What We Might Miss

Abstract: We live in a society that celebrates failure as a teachable moment. Yet, failure would undermine learning if people ignore it — if in response to failure, people stop paying attention. Our research documents that people indeed fail to learn from failure and further do not share information on failure with others, even when knowing how to avoid failure is critical for success. We explore the conditions under which the information in failure is superior and develop interventions to increase learning from negative outcomes.