

Key Terms & Definitions

Ostrich Effect: The *ostrich effect* is a cognitive bias that causes people to avoid information that they perceive as potentially unpleasant.

Emotions: A natural instinctive state of mind deriving from one's circumstances, mood, or relationships with others.

Goals: A idea of the future or desired result that a person or a group of people envision, plan and commit to achieve.

Rapport: A close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well.

Information: Facts provided or learned about something or someone; What is conveyed or represented by a particular arrangement or sequence of things.

Positive Reinforcement: an increase in the probability of occurrence of some activity because that activity results in the presentation of a stimulus or of some circumstance.

