There’s a whole range of behavioral biases that human beings are prone to that cause us to make poor investment decisions. One very common one is referred to as “availability bias.” Two of the most common types of availability biases are primacy and recency. They can tempt and lure us into making decisions based on the first thing we think of, or the last thing we heard. Examples might include: Did your first investment experience end poorly? Was the last stock that a talking head on CNBC recommended a tremendous success? Making decisions based on these types of biases is risky business when it comes to investing. In the following video, this bias is further discussed in a most practical way that will hopefully help you become a better investor.