

## Short Research Article

# Opportunity Cost and Automated Behavior in Groups

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Received: November 9, 2021 Accepted: November 15, 2021 Online Published: November 18, 2021

doi:10.22158/sss.v2n4p64

URL: <http://dx.doi.org/10.22158/sss.v2n4p64>

### **Abstract**

*What you are giving up may be what others are holding on to, and what you are holding on to may be what others are giving up. This paper revolves around the relationship between opportunity cost and automated behavior and its application to groups.*

### **Keywords**

*Opportunity cost, Automated behavior, Behavioral economics*

## **1. Introduction**

When you pay continuous attention to one thing and process information only for that one thing, the longer it takes to get more information, the more difficult this processing becomes. Your cognitive resources are allocated centrally to this one thing until it becomes an automated behavior. And the opportunity cost is the cost of other things you give up by doing one thing. Then in the group, the relationship between the automated behavior and the opportunity cost shows a correlation.

## **2. Specific Analysis**

In the study of opportunity costs associated with individuals, the opportunity cost of an individual in regards to one thing is the cost of other things given up. When you do this, for example, in the process of learning, you may give up the opportunity to learn music and improve your work experience, which are the opportunity cost of your learning, and as you get older, if you keep on learning, then your opportunity cost will gradually increase compared to others. (Because others may be looking for jobs while you are in college and learning more other skills while you are in graduate school), but at the same time, the automated behavior of your learning is also increasing. For example, if you develop a good study habit, a study pattern, then you consume less and less cognitive resources in learning. You can get enough information you need just by your own automated behavior. In terms of the individual and the external environment, the opportunity cost of the individual is gradually increasing, but at the same time, the automated behavior generated by learning is also increasing, and we can assume that

they show a correlation.

### 3. Conclusion

In the group, let's start with the assumption that there is a small group of two people. When you grew up learning without any difference from him, but he did not go to college and went straight to a job, while you went on to college, your learning automation behavior over time was far more than his, but the opportunity cost you generated also increased a lot, because he started a business and accumulated a lot of wealth. Your opportunity cost then is the work experience he gained (with some automated behavior) as well as wealth. If you measure opportunity cost in terms of money only, it is often low probability in complex groups. Then in another person's perspective, his opportunity cost is the automated behaviors you learn to produce, and the knowledge you learn in college. If you ignore the effects of wealth and knowledge, then the opportunity cost for both of them is their other person's automated behavior. That is when your automated behavior is increasing, the other person's automated behavior is also increasing. Then find the functional relationship between the two and you can find the relationship between the opportunity cost of both.

### References

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