Nothing in a group can be average. Or can it? Member-to-group comparisons involving basic perceptual stimuli with standards of varying strength.

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In this paper I discuss literature that has found support for Non-selective Superiority and Non-selective Inferiority biases, NSSB and NSIB respectively, as well as the Local-comparisons Group-Standard (LOGE) model which predicts these biases. I propose to developed this model by studying these biases using more objective perceptual stimuli, as well as suggesting the addition of weighting to the predictive LOGE equation developed by Klar (2001). Participants judged colors that either had strong comparative standards (e.g. colors in the red spectrum) and those that had weak comparative standards (e.g. colors in the purple spectrum) against a small sample of the population of those colors. We predicted that the NSSB and NSIB biases would appear for the color with a strong comparative standard. A weaker or nonexistent NSSB or NSIB was predicted for the colors with a weaker comparative standard. A smaller bias was also predicted for groups that were more homogenous, than for those with greater variability. The experiment data suggests that the bias appears in the presence of a strong comparative standard, whereas it does not in the presence of a weak comparative standard. The prediction that there would be an effect of group homogeneity was also supported. The results from our experiment can only be applied to the NSSB, as our original conceptualization of the direction of the bias resulted in groups that were restricted to colors that varied only within the average to ideal portion of the spectrum.