

More Examples of Mental Efficiency Judgmental Heuristics

(from last time, schemas' affects on behavior

3. Behavior

- a. Self-fulfilling prophecy
- b. Expectancy effects in research)

I. Definition

II. Representativeness heuristic

- A. Lawyer engineer example
- B. Why?
 - 1. Base-rate information
- C. Relevance to Matt Brown example

III. Anchoring & Adjustment

IV. Counterfactual reasoning

- A. Medvec & Savitsky (1997) – exam grade example
- B. When is it most likely?

V. 2 views of the human information processor

- A. Cognitive miser
- B. Motivated tactician