Chapter 7 – Heuristics and Shortcuts

- 1. What is the definition of a heuristic?
 - a. A decision arrived to by using system C
 - b. A shortcut used to simplify the decision to a complex problem
 - c. A decision made when all the relevant information is known
 - d. A biased judgment of probability or frequency
- 2. Which of the following is a heuristic related to estimations of position on a dimension?
 - a. Representativeness
 - b. Simulation
 - c. Availability
 - d. Anchoring
- 3. Which of the following heuristics would most likely be used to answer the question "Could the sequence of coin tosses H-H-T-T have occurred randomly?"
 - a. Simulation
 - b. Availability
 - c. Representativeness
 - d. Adjustment
- 4. Which of the following statements about heuristics is FALSE?
 - a. Heuristics are necessarily fallible
 - b. Heuristics can be both widely shared and idiosyncratic
 - c. Heuristics are common in daily life
 - d. Heuristics are more common in judgments under uncertainty
- 5. Which of the following researchers are most widely credited for their contributions to the study of decision-making?
 - a. Asch & Bem
 - b. Gilley & Pennebaker
 - c. Kahneman & Tversky
 - d. Trope & Liberman
- 6. Which of the following is an example of the adjustment and anchoring heuristic?
 - a. Judging a potential mate's attractiveness based on the attractiveness of one's previous mate
 - b. Estimating the incidence of a particular disease based on how quickly one can think of

individuals suffering from said disease

- c. Estimating the incidence of a particular disease based on previous knowledge about the symptoms and prognosis of said disease
- d. Getting angry because of a frustrating event on the basis of how easily one can imagine the situation occurring differently
- 7. What does prospect theory describe?
 - a. The simulation of counterfactual reasoning
 - b. The decision process involved in complex social problems
 - c. The decision process involved in comparing between different options
 - d. The decision process involved in forecasting events
- 8. What is the term used in prospect theory to describe the internal standard that people use to compare the objective value of an option in order to classify its valence?
 - a. Fantasy
 - b. Base-rate
 - c. Empathy gap
 - d. Reference point
- 9. Which of the following statements is true in reference to framing?
 - a. People become more cautious when alternatives are presented in terms of losses
 - b. People are less likely to take risks when alternatives are presented in terms of gains
 - c. The presentation of alternatives as gains or losses is not important; risk-taking is determined by personal dispositions
 - d. People are more likely to take risks when they are certain they will succeed
- 10. Which of the following is more likely to occur during simulations?
 - a. Mental addition
 - b. Mental subtraction
 - c. Mental multiplication
 - d. The reduction of the perceived likelihood of a potential outcome
- 11. What is the shape of the subjective value function from prospect theory?
 - a. A straight line that indicates a positive correlation
 - b. U-shaped
 - c. A straight line that indicates a negative correlation
 - d. S-shaped

- 12. Which of the following is a normative model for how decisions should proceed in the presence of base-rate information?
 - a. Prospect theory
 - b. Bayes' theorem
 - c. The discounted utility model
 - d. Counterfactual reasoning
- 13. Which of the following statements is most likely to describe Tracy's life after completing her degree in gender studies?
 - a. Tracy becomes a bank teller
 - b. Tracy becomes a bank teller and a feminism activist
 - c. All of the above are equally likely
 - d. I don't have enough information
- 14. Which of the following heuristics is most closely related to the conjunction fallacy?
 - a. Simulation
 - b. Anchoring
 - c. Representativeness
 - d. Availability
- 15. Which of the following is NOT an example of a scenario in which a person is more likely to use heuristics?
 - a. When making a decision in an area of expertise
 - b. When experiencing anger
 - c. When experiencing avoidance emotions
 - d. When solving unimportant tasks
- 16. The discounted utility model makes which of the following claims about how probabilities and the value of options guide decisions?
 - a. When framed in terms of losses, people are more likely to discount the value of an option
 - b. When framed in terms of gains, people are more likely to exaggerate the probability of an option
 - c. The utility of a given choice diminishes as consequences are spread over time
 - d. The utility of a given choice is discounted when using heuristics
- 17. The hindsight bias refers to which of the following?

- a. The difficulty of ignoring knowledge of an actual outcome to generate unbiased inferences about what could or should have happened
- b. The tendency to seek for confirmatory evidence and discard information that contradicts one's hypothesis
- c. The difficulty of simulating future situations that contradict our fantasies or wishful thinking
- d. The tendency to view the past more positively than the present or the future
- 18. People from which of the following age groups is more likely to engage in the hindsight bias?
 - a. 7-8 year olds
 - b. 11 year olds
 - c. 61-95 year olds
 - d. 3-4 year olds
- 19. Which of the following is a factor that can result in illusory correlation?
 - a. Discounted utility
 - b. Paired distinctiveness
 - c. Temporal construal
 - d. Twenty-twenty hindsight
- 20. What does the expected utility theory propose?
 - a. Inferential behavior can be conceptualized as choices among alternatives, with designated values and probabilities of occurrence
 - b. The utility of a particular option diminishes over time as consequences spread
 - c. People make decisions based on the outcomes least likely to maximize the benefits they seek
 - d. All of the above
- 21. The correspondence bias is most likely related to which of the following?
 - a. Anchoring
 - b. Prior significance
 - c. Paired distinctiveness
 - d. None of the above
- 22. Select the correct combination of potential pitfall and stage in the inference process when integrating information
 - a. Using mood to guide memory Putting information together

- b. Using too little information Deciding what information to use
- c. Combining information erratically Deciding what information to use
- d. Using prior expectations as guidance Gathering information
- 23. Why does paired distinctiveness explains some negative stereotypes of minority group members?
 - a. Negative behaviors are infrequent in general
 - b. Majority group members have few contacts with minority group members
 - c. Both of the above
 - d. None of the above
- 24. Which of the following instances, as they relate to expectations, is most quickly integrated into inferences?
 - a. Negative instances
 - b. Positive instances
 - c. Nonoccurrences
 - d. Neutral instances
- 25. A student completing a psychology study answers every question, but goes through it as quickly as possible. Although the responses mostly make sense, the student clearly did not consider them carefully, and one or two seem problematic. This student would best be described as which of the following?
 - a. Utility maximizer
 - b. Satisficer
 - c. Optimizer
 - d. All of the above
- 26. If you were an Olympic sprinter, wanting to improve your performance in an upcoming race, which of the following mental techniques would be the best way to do so?
 - a. Focusing on the other runners and imagining how competitive they will be
 - b. Focusing on yourself, emphasizing your very best athletic qualities
 - c. Imagining yourself training, working hard to build up your fitness and speed
 - d. Seeing yourself crossing the finish line first and being handed a big trophy
- 27. Imagine you are a very shy person. You meet someone new and judge that person to be extremely loud and extraverted. Your friend, who tends to be loud and boisterous, judges that

same new person to be rather quiet and reserved. These judgments are likely an example of which of the following?

- a. Correspondence bias
- b. Anchoring and adjustment
- c. Mental simulation
- d. None of the above
- 28. If someone says "You're sure to get into a top law school; you were ranked first in our class in college!", what mistake has this person made?
 - a. Ignoring the predictive value
 - b. Ignoring the sample size
 - c. Ignoring the base rate
 - d. Both A and C