Chapter 7 – Heuristics and Shortcuts

1. b. A shortcut used to simplify the decision to a complex problem

2. d. Anchoring

3. c. Representativeness

4. a. Heuristics are necessarily fallible

5. c. Kahneman & Tversky

6. a. Judging a potential mate's attractiveness based on the attractiveness of one's previous mate

7. c. The decision process involved in comparing between different options

8. d. Reference point

9. a. People become more cautious when alternatives are presented in terms of losses

10. a. Mental addition

11. d. S-shaped

12. b. Bayes' theorem

13. a. Tracy becomes a bank teller

14. c. Representativeness

15. c. When experiencing avoidance emotions

16. c. The utility of a given choice diminishes as consequences are spread over time

17. a. The difficulty of ignoring knowledge of an actual outcome to generate unbiased inferences about what could or should have happened

18. d. 3-4 year olds

19. b. Paired distinctiveness

20. a. Inferential behavior can be conceptualized as choices among alternatives, with designated values and probabilities of occurrence

21. a. Anchoring

22. d. Using prior expectations as guidance – Gathering information

23. c. Both of the above

24. b. Positive instances

25. b. Satisficer

26. c. Imagining yourself training, working hard to build up your fitness and speed

27. b. Anchoring and adjustment

28. c. Ignoring the base rate