

Figure 2.0

System 1 and System 2 Thinking

System 1 Thinking

**Intuitive Judgment
(Traditional Analysis)**

Qualitative

Quantitative

System 2 Thinking

Known Data

Critical Thinking
Getting started
Vetting information
Making the case
Conveying the message

Unknown Data

Structured Analysis
Diagnostic techniques
Imagination techniques
Challenge and reframing techniques

Empirical Analysis
Data-based
computer tools
Visualization techniques

Quasi-Quantitative Analysis
Computer-based tools using expert-generated data