

Meeting 3

The role of heuristics

Course readings (open access papers):

Tversky, A., & Kahneman, D. (1974). Judgment under uncertainty: heuristics and biases. *Science*, 185, 1124-1130. Retrieved from: <http://people.hss.caltech.edu/~camerer/EC101/JudgementUncertainty.pdf>

Pachur T., Todd P. M., Gigerenzer G., Schooler L. J., & Goldstein D. G. (2011). The recognition heuristic: a review of theory and tests. *Frontiers in Psychology* 2: 147. doi: 10.3389/fpsyg.2011.00147 <http://journal.frontiersin.org/article/10.3389/fpsyg.2011.00147/full> (under <http://creativecommons.org/licenses/by/3.0/>)

Illustration:

Dan Gilbert on “Why we make bad decisions.” TED Global 2005: http://www.ted.com/talks/dan_gilbert_researches_happiness?language=en

Recommended future readings:

Kahneman, D. (2011). *Thinking, fast and slow*. Macmillan.

Keller, C., Siegrist, M., & Gutscher, H. (2006). The role of the affect and availability heuristics in risk communication. *Risk Analysis*, 26: 631-639. doi: 10.1111/j.1539-6924.2006.00773.x

Pachur, T., Hertwig, R., & Steinmann, F. (2012). How do people judge risk: availability heuristic, affect heuristic, or both? *Journal of Experimental Psychology: Applied*, 18, 314-330.

Slovic P., Finucane M. L., Peters E., & MacGregor D. G. (2007). The affect heuristic. *European Journal of Operational Research* 177(3), 1333-1352.

Slovic, P., & Peters, E. (2006). Risk perception and affect. *Current Directions in Psychological Science*, 15, 322-325.