

Summary of Availability Heuristic Judgment Examples

1. word list memory demonstration
2. important judgments (Slovic, 1987): risks and fatalities --> government policy, personal precaution-taking
3. the availability --> judgment process (Tversky & Kahneman, 1974):
 - biased storage in long-term memory (news articles, etc.)
 - biased retrieval: "memory probes and cues," storage "retrieval plans"
4. Examples:
 - vivid legal testimony (Reyes, Thompson, & Bower, 1980)
 - vivid cases and analogies (football players and historical events; Gilovich, 1981)
 - vivid testimonials (anecdotes versus FCQ statistics; Borgida & Nisbett, 1977)
 - egocentric recall and responsibility (couples, professor-student work teams, basketball teams; Ross & Sicoly, 1979)
 - "false consensus" (voters' "personal po g," personally-relevant estimates, mood and emotion "congruence" effects; Ross, Greene, & House, 1977; Dawes, 1989)

Summary of Anchor-and-Adjust Heuristic Judgment Examples

1. Campus facts estimates
2. Laboratory studies in which arbitrary judgments were manipulated (proportion of African nations in the U.N.; Tversky & Kahneman, 1974).
3. Jury damages awards (research by Hastie and others): "The more you ask for, the more you get"
4. Real estate agents' property appraisals (Northcraft & Neale, 1987)
5. Primacy effects in person impressions and other social judgments, including the "fundamental attribution error" (Ross & Nisbett, 1991)
6. Survey responding: question wording and response option biases (Sudman, Bradburn, & Schwarz, 1996)
7. Level of aspiration and performance of skilled "Production tasks" (Cervone, 1992)
8. Estimating trends and sequences (especially "exponential growth"; Tversky & Kaheman, 1974)

There are several popular science books that have considered the implications of "heuristic judgment processes" in everyday life:

Gilovich, T. (1991). *How we know what isn't so: The fallibility of human reason in everyday life*. New York: Free Press.

Paulos, J. A. (1995). *A mathematician reads the newspaper*. New York: Basic Books.

Piatelli-Palmarini, M. (1994). *Inevitable illusions: How mistakes of reason rule our minds*. New York: Wiley.