



Representativeness Heuristic:
Which would you pick?



Representativeness Heuristic:
Which would you date?



Representativeness Heuristic:
Which would you try first?









Availability Heuristic: Who would do a better job as an action star?



Frodotypes

What Gets in the Way of Solving Problems?

- Functional Fixedness. This relates to an inability to think of novel uses for familiar objects.
“Fixedness” is an easy concept to remember (fixed = unchanging); then, remember that this concept relates to how items “function.”
- Mental Set. This is exactly like a perceptual set, and works the same way. Mnemonic: If it’s worked for you in the past, you’ll become *set* in your ways.

What Gets in the Way of Solving Problems? (continued)

- Confirmation Bias. We only search for information that confirms beliefs we already have, and discount information that seems to contradict our preconceptions.
 - Myers' main example: Bush and WMD
 - Would you believe me if I told you Hitler was actually kind of a nice guy? Good with dogs and kids? A guy who gave money to charity?

Controlling People's Cognition

- **Framing** involves the way in which we phrase questions.
 - Which question gives you a better sense of self?
 - “Do you support affirmative action?”
 - “Do you support discrimination based on race?”
 - To most people, the second question sounds repugnant. In reality, they're exactly the same question. Let's try another!

Framing

- **“I’m in favor of job assistance and training for disadvantaged people.”**
- **“I’m in favor of welfare.”**

These are the same statement; they’re just framed differently. Marketers do this also:

- **“Don’t you want the freshest, best-tasting food for your family?” (from a Kayem hot-dog commercial; the woman was thinking of buying a cheaper hot dog.)**
 - **Translation: if you don’t buy our high-priced products, you must not love your children.**

The abortion debate shows a major societal use of framing. “Pro-choice” is not the same as “pro-abortion,” but anti-abortion folks want you to think it is. Similarly, “pro-life” people often support, say, wars and the death penalty.

Even the term “abortion” is framed. It’s an example of a *euphemism*.

- Passing away = dying.
- Correctional facility = prison.
- Indisposed = puking.
- Yankees fan = delusional
- Restroom = toilet.
- Enhanced interrogation technique = torture.
- Laid off (redundant) = fired.

