

Heuristic behaviours

- Confirmation, Effort, Anchoring, Recency, Focussing, Attribute substitution, Availability, Focus illusion, Affect, Effort, Contagion, Gaze, Security, Familiarity, Similarity, Escalation, Anchoring and adjustment, Representativeness, Naivety,
- Let's try some out.....

COGNITIVE BIASES IN HUMAN BEINGS.

RESEARCHED TO UNDERSTAND SYSTEMATIC ERRORS OF JUDGEMENT.

AFFECTS EVERY DECISION, REINFORCED AND/OR COMPLICATED BY
UPREDICTABLE EMOTION, ASSOCIATIVE ASSESSMENTS.

WE BECOME USED TO OUR OWN WORKING SET, AND DO NOT NEED TO THINK
ABOUT THEM. THE BIASES ARE VERY DIFFICULT TO UNLEARN.

WE HUMANS APPEAR TO HAVE (AT LEAST) TWO DIFFERENT PROCESSORS
WORKING.

How we think,I think.

TYPE 1 INTUITIVE THINKING

FAST/AUTOMATIC/SKILLED

SLOW LEARNING

TRACKS EMOTION,SURPRISE,

HARD TO UNLEARN

EFFORTLESS

ASSOCIATIVE/NATURAL

ASSESSMENTS

HARD TO CONTROL

TYPE 2 REASONED THINKING

SLOW/CHOICES.

CONTROLLED.

FLEXIBLE.

MONITORS AND CHECKS

EFFORTFUL.

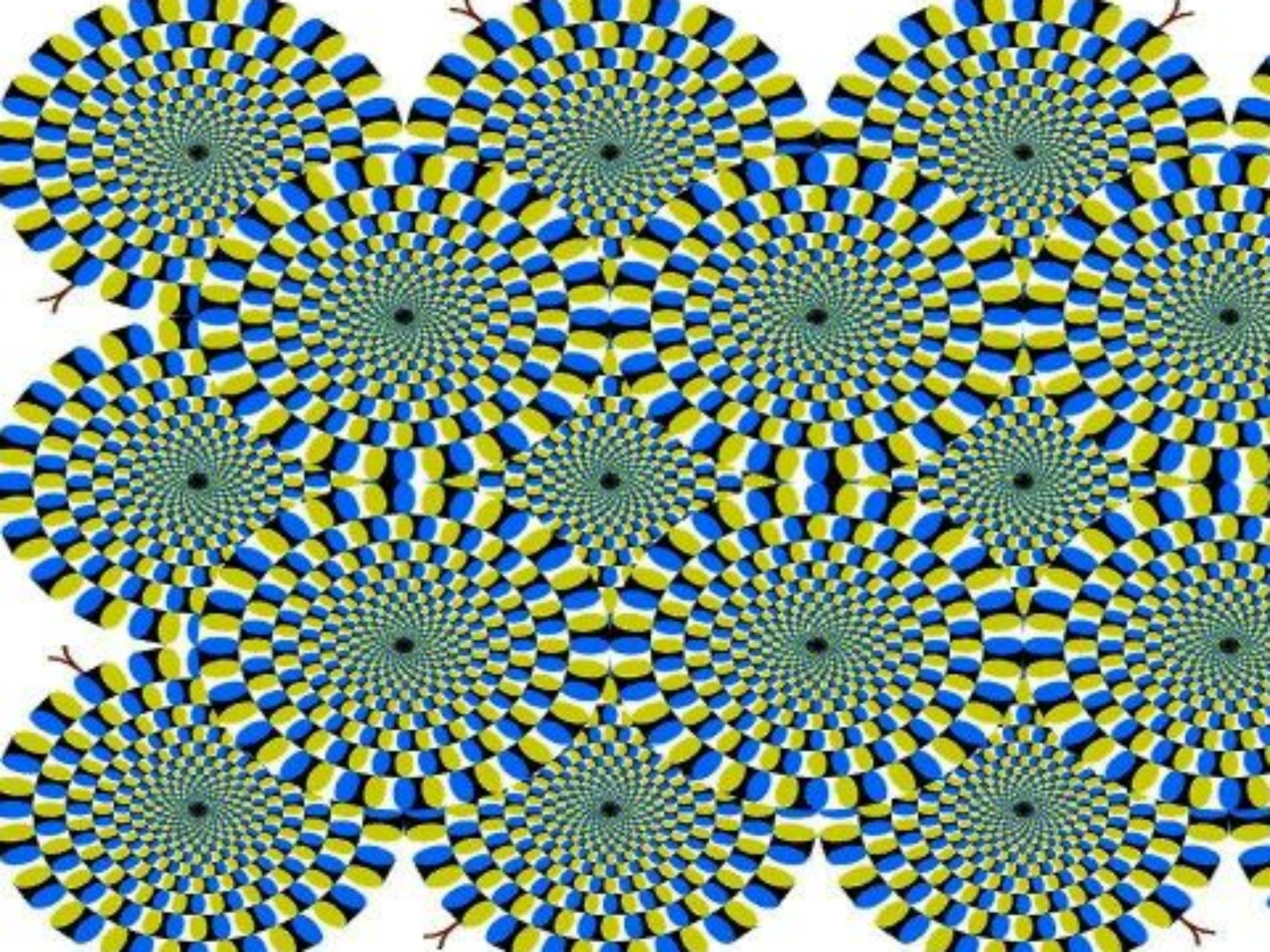
FOLLOWS RULES.

BBC2 film of the McGurk illusion

- This is available on Youtube, search for McGurk illusion. The BBC one is the best.









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FOLLOWS RULES.

What will your brain do with these problems

- $(17 \times 24) - (2^3 \times 4^2) = ?$
- 270





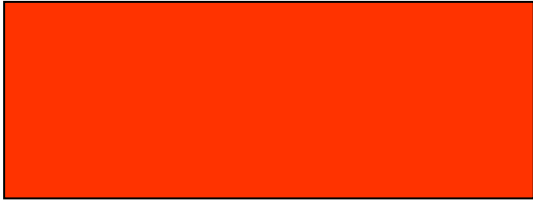
ABCD

11 12 13 14

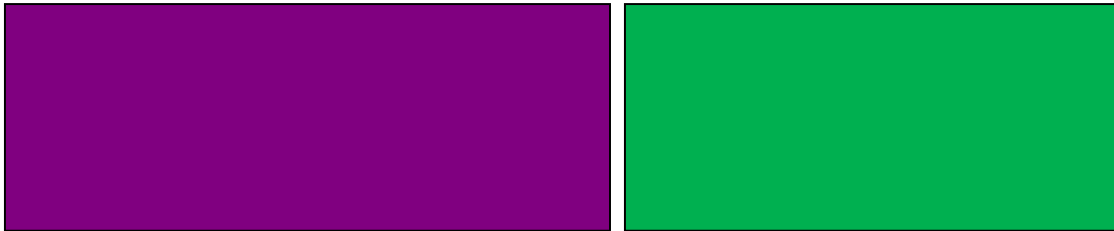
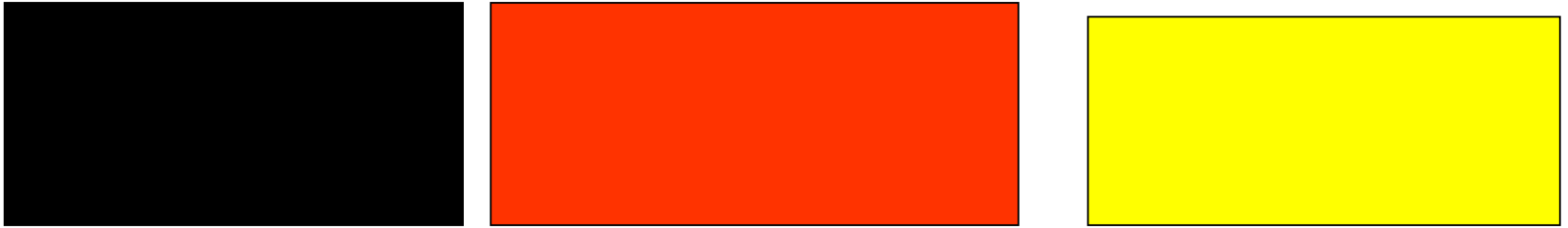
**fi yuo cna raed tihs, yuo hvae a sgtrane mnid
too**

**Cna yuo raed tihs? Olly 55 plepoe out of 100
can.**

**i cdnuolt blveiee taht I cluod aulacly
uesdnatnrd waht I was rdanieg. The
phaonmneal pweor of the hmuan mnid,
aoccdrnig to a rscheearch at Cmabrigde
Uinervtisy, it dseno't mtaetr in waht oerdr the
litteres in a wrod are, the olly iproamtnt**



Another example



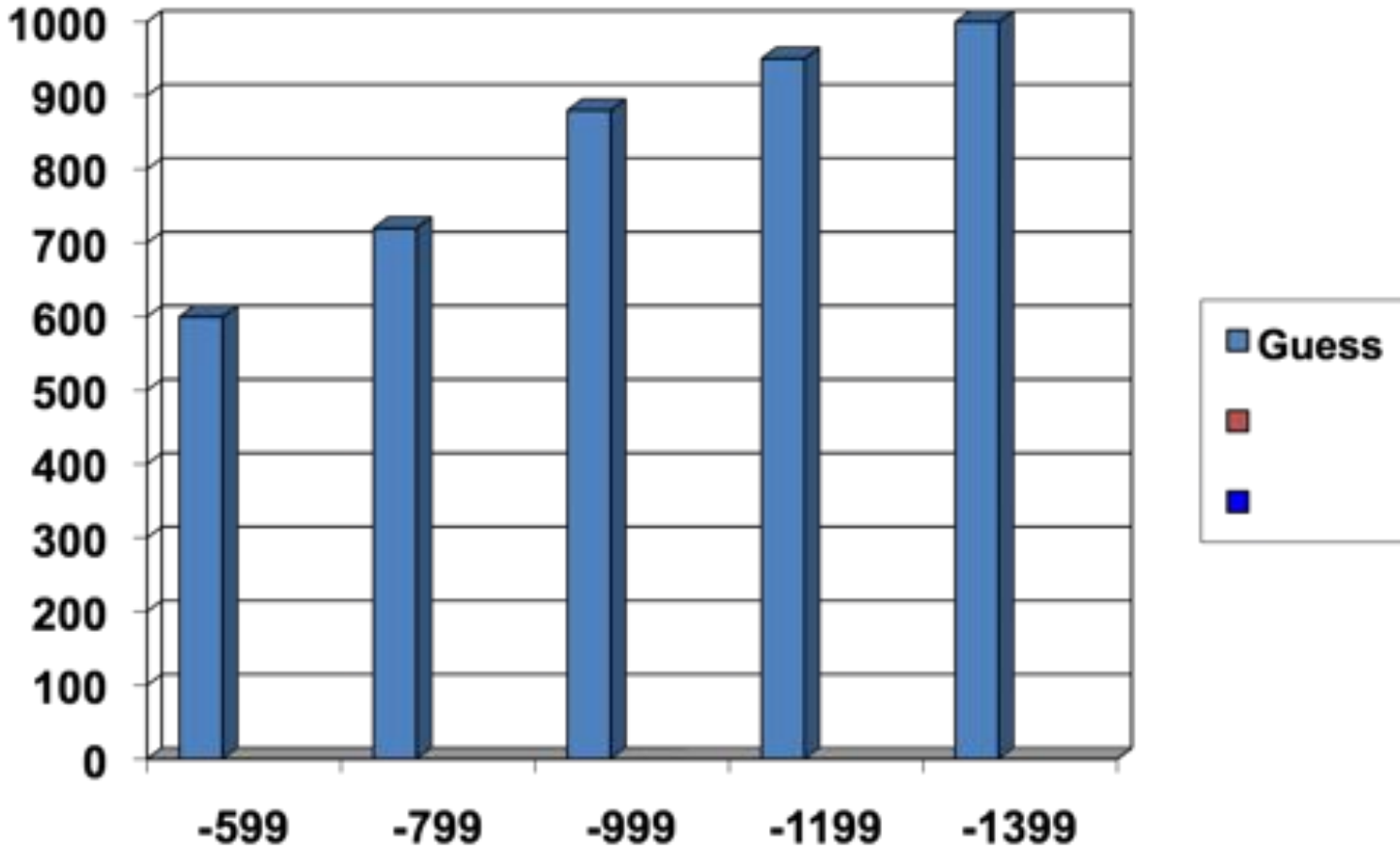
BLUE

- A bat and ball costs £1.10
- The bat costs £1 more than the ball.
- How much does the ball cost?

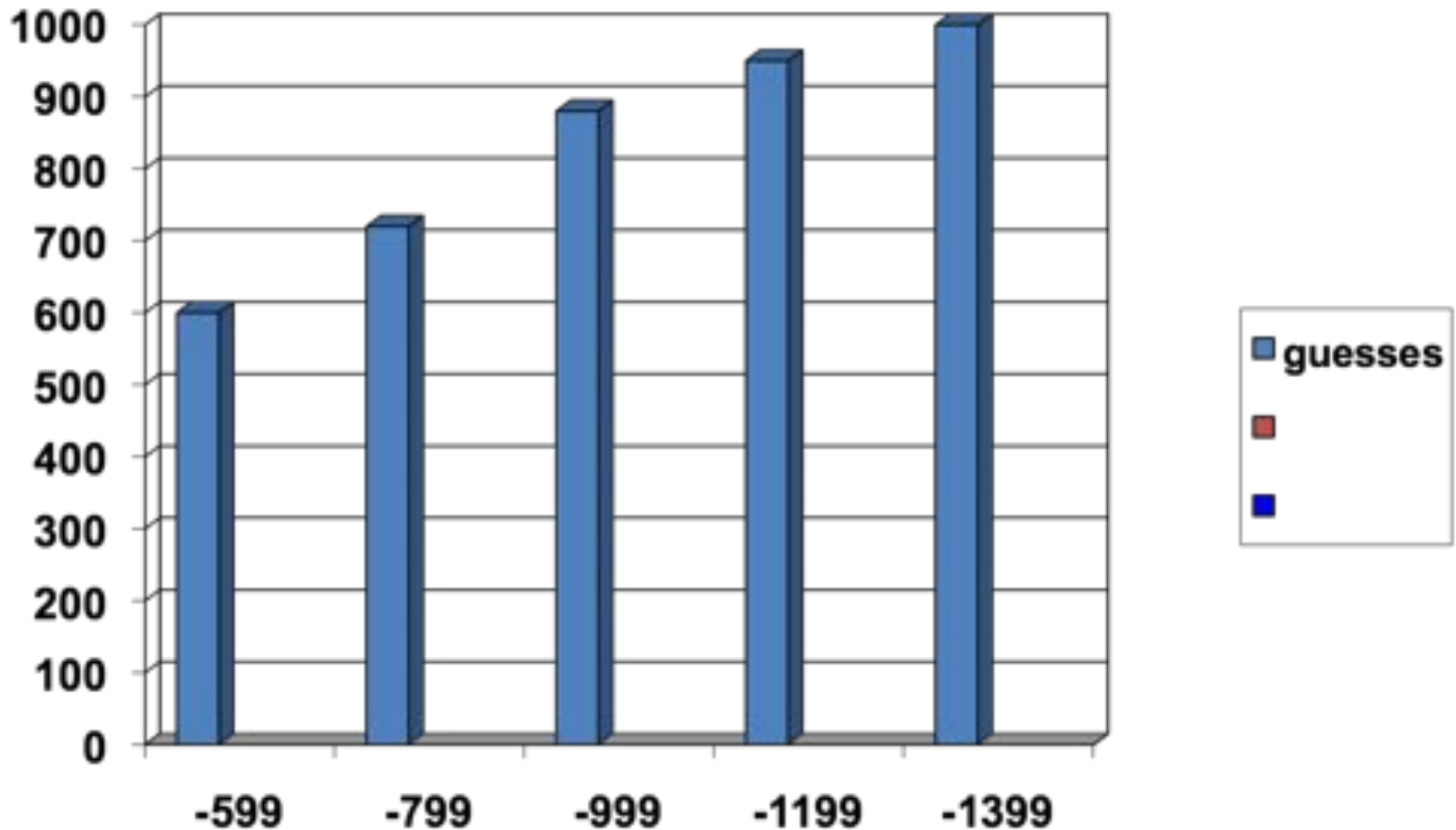
Atilla the Hun's defeat in Europe?

- Estimate which century Atilla was defeated finally in Europe.

The riddle of Attila the Hun's defeat in Europe.



This is unequivocal evidence of anchoring, or a focussing illusion, or sheer ignorance.



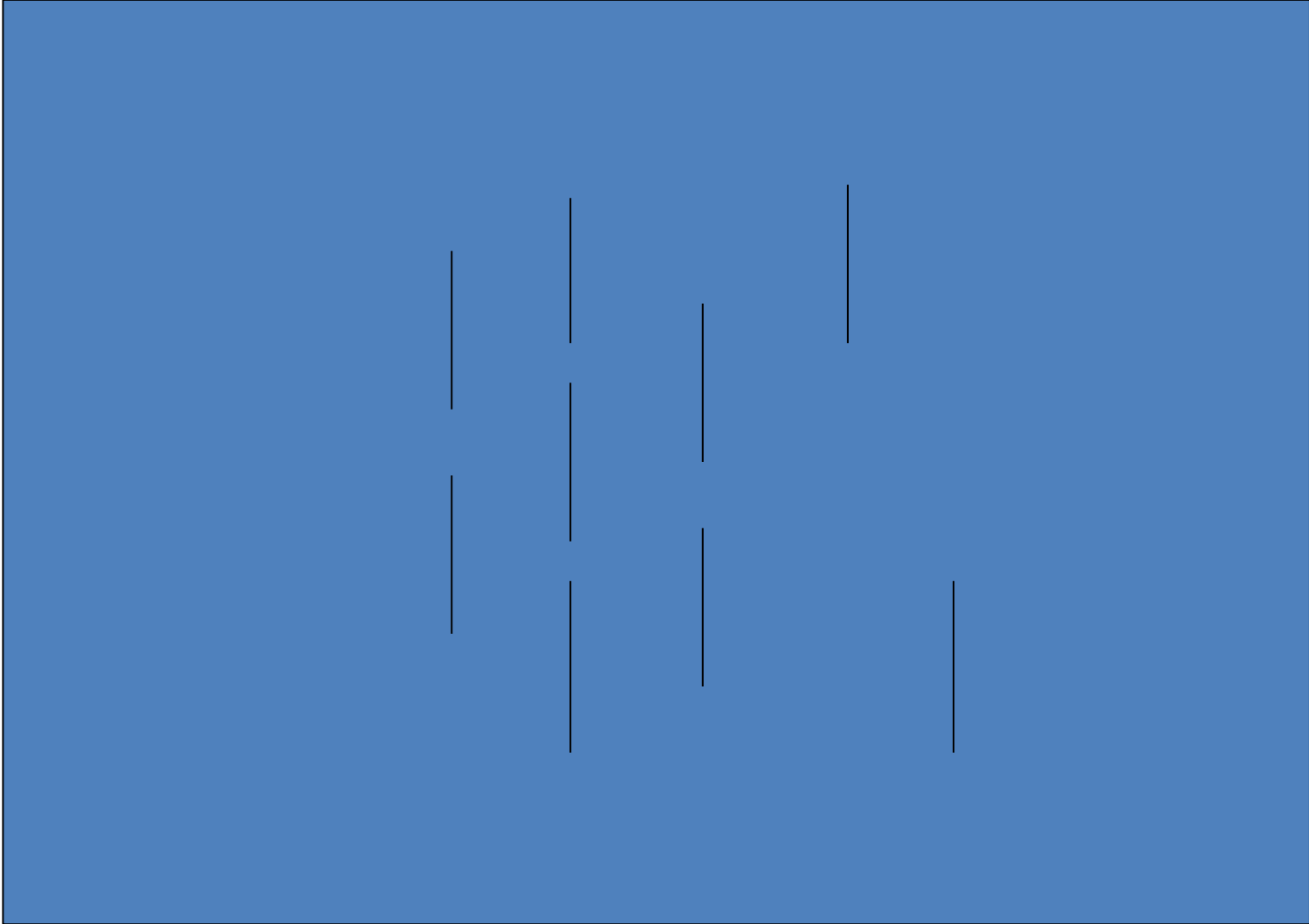
Membership of the UN

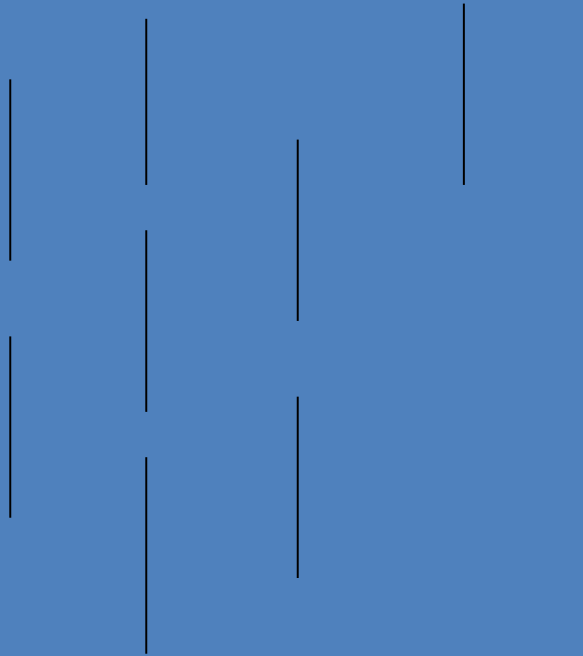
- 1st group.
- Do you think that more or less than 45% of African countries are members of UN?
- 2nd group
- Do you think that more or less than 75% of African countries are members of UN?

Estimate.

- Estimate which is the greater; the proportion of words that begin with R or K or those words that have R or K in the third position. (English language)

What will you do about these
problems





What is the total length of the pieces?

We compute some things, others we
ignore