# Book Review of *Thinking, Fast and Slow*

Described as a tour de force, a masterpiece, *Thinking Fast and Slow* has won numerous awards since published, including Winner of the National Academy of Sciences Best Book Award in 2012. Although Daniel Kehneham, the author, received the 2002 Nobel Prize in Economic Sciences for his pioneering discovery in Behavioral Economics, this book is well known for its unprecedented psychological definition of our decision-making system.

In this book, Kehneham provides an excellent overview of his own and others research, elaborating the distinction between the automatic operations of System 1 (or System Fast), and the controlled operations of System 2 (or System Slow). System 1 is the quick and direct system that relies on learned responses and heuristics (simplistic rules), while System 2 is the conscious-thought process that requires some focus and effort. All the decisions we make are based on the two systems, which each exerts a subtle influence on the other.

*Thinking, Fast and Slow* captures the readers with its objective substance and thought-provoking demonstration. Instead of using flowery language to express subjective opinions, the theory of this psychology book draws on substantial numbers of cases, examples and studies. For instance, the author’s argument in Anchoring Effect, which leaves the deepest impression on me, sets me thinking. ’System 1 understands sentences by trying to make them true,’ as the author puts it. Whenever an incident occurs, the selective activation mode makes us gullible and prone to believe too strongly whatever we believe. Therefore, we are living in a world constructed by System 1, in which the anchor provided (sometimes obviously random) ridiculously is the true number. To demonstrate this, the author offers us the cases of African countries in the UN, the live span of Ghandi, the height of redwood etc. and quoted the latest study of German psychologists. Undoubtedly, this book is a perfect combination of reliable statistics, deep thinking and objective deduction.

‘An outstanding book, distinguished by beauty and clarity of detail, precision of presentation and gentleness of manner.’ as Galen Strawson from *the Guardian* has made this reasonable comment. This book is worthy of careful taste.