**Application of Heuristic Algorithms**

The term heuristic is utilized from algorithms which identify solutions among all potential ones, yet they do not assure that the best will be found. Thus they may be regarded as approximately and not a precise algorithm. These algorithms, often identify a solution close to the appropriate one and they discover it fast and simple. In some cases, algorithms can be precise that is, they identify the best solution, but the algorithm is still termed as heuristic until the most appropriate solution is approved that it is the best. The approach utilized from a heuristic algorithm is referred to as greediness, but for the algorithm to be easy, there is suppression of some problem requirements.

**Consistency heuristic**

A heuristic is consistent in case the cost from the existing node to a successor node, and the approximated cost from the successor node to the object is less than or equal to the approximated cost from the current node to the objective. The user in this heuristic approach responds to a circumstance in a way that permits them to remain consistent. People tend to think of themselves and look to others as being consistent in their behavior. That way, they are applying consistency principle heuristic. Individuals make up reasons to vindicate their behavior, to look rational and in line with their previous behaviors. Consistency is most effective when it is public (Rothlauf, 32).

Consistency gets internally vindicated and gets a proper foundation. Nowadays, a car salesman will usually low ball an individual and provide an artificially low price. The buyer tends to accept the low price. But an error in the explanation may show that the price of the car is high. However, due to commitment placed in the item, the buyer may buy the car even if it is highly priced.

**Absurdity heuristic**

The absurdity heuristic categorizes highly untypical circumstances as ‘absurd’ or impossible. While usually very important as a form of epistemic hygiene permitting individuals to detect nonsense, it suffers from similar issues like representative heuristic. This is a strategy to a situation that is very general and unlikely-in other words, a circumstance that is absurd. Absurdity heuristic is applicable when an allegation or a belief appears silly or appears to defy common sense (Rothlauf, 33).

There are some situations where the absurdity heuristic is wrong. A deep theory has to surpass the intuitive anticipation to create a sufficient model of reality, categorizing a notion as impossible may be overconfident. The future is often ‘absurd’ though in some cases it is possible to extremely conclude low bounds on capacities of the future, guaranteeing possible what is instinctively absurd.

**Contagion heuristic**

The contagion heuristic is a mental heuristic making people avoid contact with individuals or objects perceived as ‘contaminated’ by previous interaction with a person or something viewed as bad or less often to seek contact with objects that have been in interaction with people or things regarded as good. Nowadays, people tend to perceive food that has touched the ground as contaminated by the ground and thus, unfit for consumption. Additionally, people tend to view an individual who has touched the ground likely to carry disease.

The contagion heuristic entails ‘magical thinking’ such as observing a sweater worn by Hitler as having his negative essence and capable of delivering it to another wearer. The notion of essence-shift extends to rituals to sanitize products observed as mystically contaminated, like having Mother Teresa wear Hitler’s sweater to offset his essence. This heuristic approach makes the user avoid something that is thought to be bad. For instance, when eggs are recalled because of a salmonella outbreak, a person may apply this simple resolution and decide to avoid eggs altogether.

**Availability heuristic**

The availability heuristic is a psychological shortcut which assists an individual to make a resolution based on how simple it is to bring something to mind. In other terms, people usually depend on how simple it is to think of cases when making a resolution or judgment. The availability heuristic is utilized in making guesses. It is a part of what makes people careful in risky situations. If an individual thinks of a similar circumstance that ended badly for another person, they are more likely to be cautious and safeguard themselves. The problem with this heuristic is that people assume that if multiple cases are readily accessible in mind, the occurrence or subject matter is commonplace.

**Scarcity heuristic**

The scarcity heuristic is one of Robert Cialdini’s six principles of persuasions and indicates that individuals tend to position a greater value on items that are viewed to be scarce and a lesser value on things that are viewed as abundant. As something becomes less common, individuals tend to view that they lose liberties and it is known that people hate to lose liberties that they currently have (Rothlauf, 35).

The scarcity heuristic can in some cases work against organizations which are attempting to safeguard their self-interests. A scarcity heuristic is an influential tool for persuasion, and when integrated with social proof, it can be even more effective at propelling a targeted behavior. People place value on scarce items and services more than those that are viewed to be commonly accessible. But also clients hate the thought of missing out on something because it is inadequate. In case the communication delivering scarcity of supply is itself scarce this can further improve the persuasiveness of the message. Scarcity can be utilized as an effective approach by choice architects to get people who putt off decisions to act.

**Representativeness heuristics (Extra Credit)**

This is a mental shortcut which assists individuals to decide by comparing information to their psychological prototypes. This heuristic, like others, saves people’s time and energy. An individual can make a snap resolution and assumption without thinking a lot. Unluckily, numerous cases of the representative heuristic entail succumbing to stereotypes.

Heuristics are utilized in programming and mathematics and are influential devices to use in everyday life. Their viability is because they eliminate the need to think deeply on an issue of the situation. Heuristics bypass problems by offering a simple principle. An individual’s brain does not require energy to apply an existing rule simply. It is just simple to apply heuristics and move on. In most cases, heuristics are important and can result in cognitive bias. People can forecast the probability of an event based on how simply they can come up with a case. This is usually helpful, but in some cases, people’s judgment is skewed due to the vividness of examples.

Works Cited

Rothlauf, Franz. *Design of Modern Heuristics: Principles and Application*. Berlin: Springer, 2011. Print.