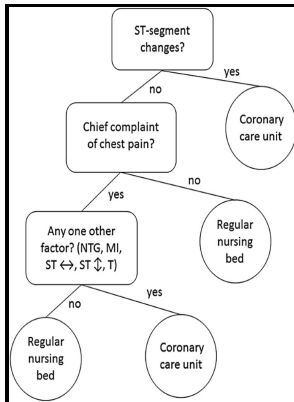


Simple heuristics that make us smart

Oxford University Press - Simple Heuristics That Make Us Smart by Gerd Gigerenzer



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Conservation Ecology: G. Gigerenzer, P. M. Todd, and the ABC Research Group. 2000. Simple Heuristics That Make Us Smart. Oxford University Press, Oxford, UK.

The mean number of predictors available in the 20 data sets was 7. If one school has lower attendance than the other, infer that that school has the higher dropout rate.

9780195143812: Simple Heuristics That Make Us Smart

But we believe that simple heuristics can be used singly and in combination to account for a great variety of higher-order mental processes that may at first glance seem to require more complex explanation, as we demonstrate throughout our book. Instead, process measures can reveal differences between algorithms that are reflected in human behavior.

Simple Heuristics That Make Algorithms Smart

It is intended for readers interested in cognitive psychology, evolutionary psychology, and cognitive science, as well as in economics and artificial intelligence. The authors believe that, in many cases, people use very simple heuristics to think and make decisions. We replace the narrow, content-blind norms of coherence criteria with the analysis of heuristic accuracy, speed, and frugality in real-world environments as part of our study of ecological rationality.

Simple Heuristics That Make Algorithms Smart

We have used a different kind of example to amass experimental evidence that people also use the recognition heuristic: Because we hear about large cities more often than small cities, using recognition to decide which of two cities is larger will often yield the correct answer in those cases where one city is recognized and the other is not.

Conservation Ecology: G. Gigerenzer, P. M. Todd, and the ABC Research Group. 2000. Simple Heuristics That Make Us Smart. Oxford University Press, Oxford, UK.

The importance of this result was diminished by the fact that the optimization models to which the heuristic was compared were somewhat ad hoc.

The research most closely related to the ABC program on fast and frugal heuristics is that on adaptive decision making and on simple classification rules in machine learning.

Simple Heuristics That Make Us Smart by Gerd Gigerenzer

Leibniz' universal calculus exhibits the aesthetics and the moral virtue of this lofty ideal, as does Laplace's omniscient superintelligence. Simon's 1956a classic example of this component concerns imaginary organisms foraging according to simple heuristics whose behavior can only be understood by looking at the structure of the information in the environment. The simple Categorization by Elimination heuristic makes accurate category judgments by using each successive cue to whittle away the set of possible categories to which the object in question could belong, until only a single possible category remains.

Simple Heuristics That Make Us Smart

We also speculate that emotions may facilitate rapid decision making by putting strong limits on the search for information or alternatives, as when falling in love stops partner search and facilitates commitment.

Simple Heuristics That Make Us Smart by Gerd Gigerenzer

As an interdisciplinary work that is both useful and engaging, this book will appeal to a wide audience.

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