

# Simple heuristics that make us smart

Oxford University Press - Simple Heuristics That Make Algorithms Smart



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Notes: Includes bibliographical references (p. 367-396) and indexes.

This edition was published in 1999



Filesize: 34.81 MB

Tags: #9780195143812: #Simple #Heuristics #That #Make #Us #Smart

## Simple Heuristics That Make Us Smart

This allows the decision maker to follow a simple loop, as shown in : 1 select a cue dimension and look for the corresponding cue values of each option; 2 compare the two options on their values for that cue dimension; 3 if they differ e. But it is important to recognize that much of information search is external and sequential and thus more time-consuming , looking through the knowledge embodied in the surrounding environment. But the way information is structured in real-world environments often does not follow convenient simplifying assumptions.

## Simple Heuristics that Make Us Smart

Simple Heuristics That Make Us Smart. Behavioral decision theory: Processes of judgment and choice.

## Simple Heuristics That Make Us Smart (Gigerenzer, Todd,1999)

On the reality of cognitive illusions: A reply to Gigerenzer's critique. Consider in contrast the simple decision tree in, which was designed by Breiman and colleagues Breiman et al.

## Review: INFORMATIONAL INDIGESTION AND RATIONALITY on JSTOR

New York: Oxford University Press. Random choice can be used if no more cues are available.

## Simple Heuristics That Make Us Smart (Gigerenzer, Todd,1999)

One major reason for this is that the typical experimental task eliminates search in the first place but see e. The recognition heuristic relies on a lack of knowledge to work. From an engineering standpoint, these heuristics suggest ways to build artificially intelligent systems - artificial decision makers that are not paralyzed by the need for vast amounts of knowledge or extensive computational power.

## Simple Heuristics That Make Us Smart by Gerd Gigerenzer

These likely involved calculations done by hand. This external search includes seeking information in the socially distributed memory spanning

friends and experts and in human artifacts such as libraries and the Internet.

### **Simple Heuristics That Make Us Smart (Gigerenzer, Todd, 1999)**

Thus, the tree requires the doctor to answer a maximum of three yes-no questions to reach a decision rather than to measure and consider all of the several usual predictors, letting her proceed to life-saving treatment all the sooner. *Psychological Review*, 79, 4 281-299. There is a sound rationale for basing a decision on only one reason rather than on a combination of several: Combining information from different cues requires converting them into a common currency, a conversion that may be expensive if not actually impossible.

### **Review: INFORMATIONAL INDIGESTION AND RATIONALITY on JSTOR**

Dawes's Rule, can predict about as well as multiple regression--see Dawes, 1979. .

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