

## *Name Index*

- Ackerknecht, Erwin, 65–66  
 Adams, John Quincy, 23–24  
 Adaval, Rashmi, 122–124  
 Adelswärd, Viveka, 3  
 Adler, Jonathan, 40  
 Allen, M., 269–270  
 Allen, Mike, 120–121  
 Allport, Floyd, 228–235  
 Amabile, Teresa, 267–268  
 Anderson, C. A., 154, 225–226, 239–240, 333–336  
 Appelbaum, Ronit, 133–134  
 Ariely, Dan, 205–205  
 Aristotle, 28–29, 31–34, 50–52, 103, 169–173,  
 174–175, 291–293  
 Arkes, Hal, 242–243, 276–279  
 Arnauld, A., 291–293  
 Arnauld, Antoine, 170–171, 203  
 Aron, Raymond, 289–290  
 Atkins, Jennifer, 228–235  
 Attridge, Nina, 121–122  
 Avnet, Tamar, 123–124
- Babbage, Charles, 18–19  
 Baca, Suzanne, 281–282  
 Bachman, James, 294  
 Back, Kurt, 130–132  
 Bacon, Francis, 245–247, 282–283  
 Baird, A. Craig, 7–8, 9, 29, 145, 177–178, 303–304  
 Balbi, Adriano, 200–201  
 Ball, L. J., 83–84, 212–214  
 Bandura, A., 237  
 Bar-Hillel, Maya, 223  
 Barker, Stephen, 161  
 Baron, Jonathan, 204, 255  
 Barrow, John, 67–68  
 Barry, Herbert, 131–132  
 Barston, J. L., 212  
 Bartecchi, Carl, 109–111  
 Bartlett, Frederic, 303  
 Bartley, William, 30–31  
 Barton, Kevin, 121
- Bauer, Henry, 282  
 Baumeister, Roy, 237  
 Beach, Lee, 224–225  
 Beardsley, Monroe, 20–21  
 Begg, Ian, 195–197  
 Bell, Eric Temple, 31–32  
 Bem, Daryl, 221–222  
 Benoit, William, 95–96  
 Berelson, Bernard, 150  
 Berenbaum, Howard, 156  
 Berkman, Elliot, 124  
 Beyth-Marom, R., 243  
 Billig, Michael, 13–14  
 Bjork, Robert, 154  
 Black, Max, 46–47, 85–86  
 Blair, James, 4, 10  
 Blair, J. Anthony, 40  
 Blanchette, Isabelle, 154–155  
 Block, J., 267–268  
 Blumer, Catherine, 276–279  
 Boden, Matthew, 156  
 Boltzmann, Ludwig, 65–66  
 Bolzano, Bernard, 79  
 Bond, Charles, 216–218  
 Bondi, Hermann, 277–278  
 Bonnefon, J. F., 6, 103, 129–130, 145  
 Boole, George, 30–32  
 Boorstin, D. J., 287–290  
 Boot, Walter, 341–342  
 Borgida, E., 151, 225–226, 250, 271–272  
 Boudry, M., 332–333  
 Bower, Gordon, 122–124  
 Braithwaite, Richard, 44–45  
 Brenner, M. W., 237, 312  
 Bricmont, Jean, 47, 309–310  
 Brighton, Henry, 256, 336  
 Briton, Alan, 175–176  
 Britt, Anne, 247–248  
 Brock, Timothy, 112–113  
 Bronowski, Jacob, 64–65  
 Broockman, David, 133–134

- Brockriede, Wayne, 10–11  
 Brown, Bert, 130–132  
 Brown, P., 130–132  
 Bruner, J., 57–58, 265–267  
 Buckley, Joseph, 126–127  
 Budescu, David, 223  
 Bull, Ray, 126–127  
 Byrne, D., 75, 83–84, 116, 140–145, 227, 232–234  
 Byrne, R. M. J., 187–189, 195–197, 212–214  
 Byrne, Ruth, 144
- Cacioppo, John, 132–133, 307–308  
 Camerer, C. F., 209–210, 333–336  
 Cantril, Hadley, 283–284  
 Carnap Rudolf, 79  
 Carroll, John, 332–333  
 Carroll, Lewis, 74, 80–82  
 Cesario, Joseph, 122–124  
 Chaiken, Shelly, 132–133  
 Champion, Debbie, 228–235  
 Charlton, Kelly, 127–128  
 Chater, William, 216–218  
 Chater, Nick, 250  
 Cheng, P. W., 83–84, 186–187, 338  
 Chesterton, G. K., 41–42  
 Chomsky, N., 31–34  
 Christensen-Szalanski, Jay, 224–225  
 Cialdini, Robert, 315  
 Clark, Herbert, 216–218  
 Clark, Margaret, 122–124  
 Clarke, D. S. Jr., 21  
 Cleckley, Hervey, 202–203  
 Cohen, Carl, 332–333  
 Cohen, Jonathan, 65–66, 161–162, 191  
 Cohen, L. J., 184–185  
 Collins, A., 137–138, 331–332  
 Collins, L. N., 226–227  
 Connell, Louise, 137–138, 157–158  
 Conway, Michael, 226–227, 242–243  
 Cooper, Harris, 127–128  
 Copi, Irving, 332–333  
 Corbin, Joseph, 221–222  
 Court, Nathan, 31–34  
 Cramer, Kenneth, 213  
 Crowley, Ayn, 120–121  
 Cucciare, Michael, 310–312  
 Cummins, D. D., 114–115, 145  
 Cummings, N. A., 201–202  
 Cummings, Nicholas, 310–312
- Damer, T. Edward, 167, 168  
 Darwin, Charles, 12–13  
 Dawes, R. M., 226–227, 234, 235–236  
 Dawkins, R., 217, 276–279  
 DeKay, W. Todd, 252–253
- De Neys, W., 114–115, 145  
 Denny, J. Peter, 195–197  
 DePaulo, Bella, 126–127, 216–218  
 Descartes, Rene, 63–64, 209–210  
 Dewdney, A. K., 284–287  
 DiCarlo, Christopher, 332–333  
 Dickstein, L. S., 187–189, 194, 195–197, 338  
 Dimnet, E., 279–280, 341–342  
 Doeliken, Markus, 335–336  
 Donne, John, 63–64  
 Douglas, Stephen, 12–13, 23  
 Dube, C., 83–84, 211–216  
 Dube-Rioux, Laurette, 218–221, 280–281  
 Dubois, D., 117–118, 158  
 Dunning, D., 228–236, 238–239  
 Dye, N. W., 288
- Edwards, Cecelia, 228–235  
 Edwards, Paul, 45  
 Ehninger, Douglas, 10–11, 102–103  
 Einstein, Albert, 43–44, 57–58  
 Eisenmann, Matthias, 335–336  
 Eliades, Marios, 154–155  
 Ellis, Brian, 161–162  
 Engel, Morris, 169–170  
 Ennis, Robert, 19–20, 95–96  
 Enos, Ryan, 181  
 Epstude, Kai, 144–145  
 Erickson, James, 187–189  
 Euclid, 30  
 Euler, Leonard, 18–19  
 Evans, Christopher, 135–136  
 Evans, Jonathan, 25–26  
 Evans, J. St. B. T., 28, 75, 191–192, 195–197, 211–216, 253–255
- Falk, Emilie, 124  
 Falk, Ruma, 181  
 Farrelly, D., 121–122  
 Fawcett, Harold, 27–28  
 Fearnside, W. Ward, 177–178, 265–267, 345–349  
 Feeney, Adian, 153–154  
 Ferguson, Kitty, 290, 294  
 Ferrante, Donatella, 144  
 Festinger, Leon, 130–132  
 Fiedler, Klaus, 154  
 Fillenbaum, Samuel, 184–185  
 Fink, Edward, 151  
 Finocchiaro, Maurice, 5, 175–176, 178–179  
 Fischer, Thomas, 38–39  
 Fischhoff, Baruch, 216–218, 241–242, 243  
 Fischhoff, B., 219–220  
 Fisher, A., 128–129  
 Flesch, Rudolf, 168  
 Flew, Anthony, 76–77

- Fohr, S., 19–20  
 Fong, Christina, 127–128  
 Forgas, Joseph, 122–124  
 Fowler, Anthony, 181  
 Franklin, Benjamin, 39  
 Freeman, James, 296–297  
 Friedman, Nir, 158  
 Friedrich, James, 258–260  
 Friestad, M., 132–133  
 Friestad, Marian, 106–107  
 Fritsche, M., 8–9  
 Fugelsang, Jonathan, 121  
 Funder, David, 225–226, 239–240, 250, 267–268
- Galileo Galilei, 5, 24–25, 71–72, 190  
 Galinsky, A. D., 117–118, 334–335  
 Galotti, Kathleen, 13–14  
 Garland, H.  
 Galton, Francis, 65–66  
 Garner, Randy, 315  
 Garnham, Allen, 25–26  
 Garssen, B. J., 14–15, 35  
 Gaudet, Hazel, 150  
 Geis, Michael, 191  
 Gelernter, David, 62–63, 154–155  
 Gertner, Abigail, 225–226, 245–247  
 Gettys, Charles, 281–282  
 Gigerenzer, Gerd, 240–241, 243, 245, 256, 336  
 Gilbert, Daniel, 216–218  
 Gilovich, Thomas, 223, 286–287  
 Gilpin, Henry D., 23–24  
 Giroto, Vittorio, 144, 337–338  
 Goffman, Erving, 130–132  
 Golden, Linda, 119–121  
 Goldman, Alvin, 84–85, 271–272  
 Gonzalez, Michel, 144  
 Good, J. J., 286–287  
 Goorden, Dean, 38–39  
 Gopnik, A., 244  
 Gordon, R., 228–235, 296–297  
 Gould, S. J., 201, 290  
 Govier, Trudy, 37–40, 54–55, 62–63, 167–168, 183–184  
 Granberg, Donald, 234  
 Green, David, 133–134  
 Green, Melanie, 112–113  
 Grootendorst, Robert, 175–176, 180, 297–298  
 Grosset, N., 103, 108–109  
 Guelzo, Allen, 21–22  
 Guerry, Andre-Michel, 200–201
- Haard, Jenifer, 111–112  
 Hacking, Ian, 250–252  
 Hadley, J. E., 133–134  
 Hahn, Ulrike, 4, 7–8, 35, 84–85, 153–154, 175
- Halpern, Joseph, 158  
 Hamblin, Charles, 3, 8, 72–73, 76, 165, 168, 169–170, 171–172, 174–175, 178–179, 180, 182–183, 297–298  
 Hamilton, Alexander, 12–13, 22  
 Hample, Dale, 102–103  
 Han, Bing, 151  
 Hansen, Hans, 178–179  
 Hansen, H. V., 174–175  
 Hardin, Garrett, 289–290  
 Hardy, G. H., 58–59, 232–234  
 Harkness, Alan, 242–243  
 Harvey, William, 67–68  
 Hasher, L., 243, 303–304  
 Hastie, Reid, 296–297  
 Hastorf, Albert, 283–284  
 Hatfield, Elaine, 267  
 Heit, Evan, 153–154  
 Hempel, Carl, 17–18  
 Henket, Maarten, 5–6  
 Henle, M., 83–84, 121, 182–183, 187–189, 198–199, 211–216  
 Hertwig, Ralph, 240–241, 243, 245, 253–255  
 Himsworth, Harold, 43–44  
 Hoagland, John, 94  
 Hobbes, Thomas, 40–41  
 Hoch, S. J., 154, 228–235, 243, 281–282  
 Hoeken, Hans, 151  
 Hoffrage, Ulrich, 240–241, 243, 245, 253–255  
 Hofstadter, Douglas, 62  
 Hogarth, R. M., 250, 257–258  
 Holland, John, 53–54  
 Holmes, David, 228–235  
 Holther, William, 177–178, 265–267, 345–349  
 Holyoak, Keith, 53–54  
 Hornikx, Jos, 4, 7–8, 35, 84–85, 151  
 Hovland, Carl, 113–114, 116, 119–122, 124–128, 129–132, 133–134, 146–150, 154–155  
 Hubbard, L. Ron, 135–136  
 Huff, Darrell, 312–313  
 Hume, David, 40–41, 43  
 Humphreys, Paul, 162–163
- Inbau, Fred, 126–127  
 Isen, Alice, 122–124  
 Isocrates, 13–14
- Jabr, Ferris, 148–149  
 Jackson, Sally, 3, 4–5, 120–121  
 Jacobs, Scott, 4–5, 59–62  
 Jacoby, Jeff, 139, 155–156  
 Jacquín, Jérôme, 7  
 James, William, 43–44, 78–79

- Janis, Irving, 113–114, 116, 121–122, 124–128,  
 129–132, 133–134, 146–150, 154–155  
 Jaspers, K., 303–304  
 Jay, John, 12–13, 22  
 Jefferson, Thomas, 342–343  
 Jeffrey, R. C., 26  
 Jemmott, J. B., 237  
 Johnson, C. A., 226–227  
 Johnson, Lyndon B., 22–23  
 Johnson, Ralph, 5–6  
 Johnson-Laird, Philip, 187–189, 195–197,  
 212–214, 232  
 Johnson-Laird, P. N., 187–189, 195–197, 212–214  
 Joseph, H. W. B., 146–150, 168  
 Jung, C. G., 265–267
- Kahane, Howard, 167, 168  
 Kahneman, D., 250–252, 271  
 Kant, I.  
 Kassir, Saul, 124–128  
 Kates, Robert, 280–281  
 Katz, Daniel, 228–235  
 Keane, Mark, 137–138, 157–158  
 Kelley, Harold, 113–114, 116, 121–122, 124–128,  
 129–132, 133–134, 146–150, 154–155  
 Kelly, J., 331–332  
 Kelman, H. C., 146–150  
 Kelvin (Lord), 65–66  
 Kennedy, John F., 22–23  
 Kepler, Johannes, 63–65, 190  
 Keynes, Maynard, 309  
 Keyser, Cassius, 55–58, 89  
 Kienpointner, Manfred, 5–6, 71–72  
 Kirkpatrick, Lee, 252–253  
 Klaczynski, P. A., 121, 213  
 Klauer, K. C., 83–84, 211–216  
 Klayman, J., 245–247  
 Kline, Morris, 30  
 Kline, Susan, 106–107, 130–132  
 Koehler, Derek, 13–14  
 Koehler, D. J., 154  
 Koger, Susan, 322  
 Koriat, Asher, 154, 216–218  
 Kornblith, Hilary, 256–257  
 Krabbe, Eric, 175  
 Krueger, Joachim, 228–235  
 Kühberger, Anton, 144  
 Kuhn, D., 13–14, 118–119, 139–140  
 Kuhn, Deanna, 4–5  
 Kulp, D. H., 116, 146–150  
 Kunda, Ziva, 52–55, 223–224, 238–238
- Ladha, Krishna, 296–297  
 Lambert, Karel, 5–6, 182–183  
 Laplace, Pierre-Simon, 282
- Larrick, Richard, 277–278, 335–336  
 Larson, Eric, 313–314  
 Lazarsfeld, Paul, 150  
 Leary, Mark, 241–242  
 Levin, Erwin, 151  
 Levine, Timothy, 216–218  
 Lewandowsky, S., 212, 333–336  
 Lewis, H. B., 116  
 Lewis, Hunter, 178–179  
 Lichtenstein, Sarah, 216–218, 219–220  
 Lillis, Jason, 310–312  
 Lincoln, Abraham, 12–13, 23  
 Lipman, Matthew, 27  
 Locke, John, 175–176  
 Lumsdaine, Arthur, 119–122  
 Lycan, William, 137, 156, 186–187
- Macdonald, Ranald, 250–252  
 MacKenzie, Thomas, 109–111  
 Mackie, Diane, 130–132  
 Madison, James, 12–13, 22  
 Mahoney, Michael, 232–234  
 Mandell, Wallace, 113–114  
 Manktelow, Ken, 279  
 Manning, Carol, 281–282  
 Manning, R. C., 6–7  
 Mansell, Warren, 154–155  
 Marcus, Gregory, 226–227  
 Margolis, Howard, 205–206  
 Marks, Gary, 228–235  
 Marvin, Carolyn, 111  
 Massey, Gerald, 183–184  
 Matthiesen, Sven, 335–338  
 Maxwell, James, 65–66  
 McCracken, Grant, 295–296  
 McGill, Ann, 129–130  
 McGuire, W. J., 221–222  
 McKellar, Peter, 306–307  
 McKerrow, Raymie, 161  
 Medawar, Peter, 209  
 Mehle, Thomas, 281–282  
 Meindl, James, 65–66  
 Meissner, Christian, 127–128  
 Mercier, Dan, 7–9, 11–12, 296–297, 332–333,  
 336–338  
 Mercier, H., 217, 245–247, 332–333, 337–338  
 Messer, Richard, 289–290  
 Metcalfe, Janet, 140  
 Meyerson, Bernard S., 343–344  
 Michel, M., 8–9  
 Mill, John Stuart, 17, 173–174, 192–193, 198–199,  
 201, 203  
 Minson, J. A., 336–338  
 Mitchell, Peter, 244–245  
 Moore, G. E., 309

## Name Index

431

- Morewedge, Carey, 334–335  
 Morgan, James, 277–278  
 Moshman, D., 336–338  
 Movshon, J. A., 8–9  
 Muhlenbruck, Laura, 127–128  
 Mullen, Brian, 228–235  
 Müller, F. Max, 82  
 Müller, Friedrich, 263–265  
 Murphy, Gardner, 121–122  
 Murphy, Lois, 121–122  
  
 Naess, Arne, 108  
 Nelius, Thomas, 335–336  
 Newcomb, Theodore, 121–122  
 Newstead, S. E., 121–122  
 Nickerson, R. S., 190, 228–235, 330–331  
 Nicole, Pierre, 170–171, 203, 355–356  
 Nisbett, R. E., 277–278  
 Nisbett, Richard, 52–55, 186  
 Nogar, Raymond, 68  
 Nozick, Robert, 284, 296–297  
 Nozzolini, Tolomeo, 71–72  
 Nussbaum, E. M.  
 Nye, R. M., 244–245  
  
 Oakhill, Jane, 25–26  
 Oaksford, Michael, 7–8, 175, 250  
 O'Brien, T. C., 190  
 O'Donohue, William, 201–202, 310–312  
 Oesterle, John, 171  
 Oettingen, Gabriele, 237  
 O'Keefe, Daniel, 113–114, 119–121, 152–153  
 Olbrechts-Tyteca, Lucie, 4, 8, 9–10, 13–14, 54–55,  
     111–112, 117, 154–155, 308–310  
 Oswald, Lee Harvey, 22–23  
 Over, David, 279  
 Oxley, Douglas, 116  
  
 Paglieri, F., 332–333  
 Pascal, B., 31–34, 161–162  
 Paul, Richard, 340–341  
 Paulos, John, 312–313  
 Pechmann, Cornelia, 119–121  
 Peirce, Charles, 35–37  
 Peirce, Charles Sanders, 135–136  
 Penrose, Roger, 58–59  
 Penzias, Amo, 66–67  
 Perelman, Chaim, 4, 8, 9–10, 13–14, 54–55,  
     111–112, 117, 154–155, 308–310  
 Pessin, Andrew, 169–170  
 Peters, M. A., 8–9  
 Petty, R. E., 307–308  
 Petty, Richard, 132–133  
 Pfeifer, Roger, 126–127  
 Pham, Michel, 123–124  
  
 Pickard, W. A., 169–170  
 Pighin, Stefania, 144  
 Pinto, B., 173–175  
 Pinto, Robert, 178–179  
 Pollard, P., 195–197  
 Pollard, Paul, 136–137, 212  
 Polya, George, 28–29, 48–52, 58–59  
 Popper, Karl, 79  
 Porter, Theodore, 65–66  
 Posner, Eric, 106–107  
 Possin, K., 40  
 Postman, Neal, 109–111  
 Powers, Lawrence, 169–170  
 Priestly, Joseph, 39  
 Pyszczynski, Tom, 253–255  
 Pythagoras, 63–64  
  
 Quine, Willard, 77–78  
  
 Rameson, Lian, 124  
 Ravenal, Bose, 201–202  
 Raymo, Chet, 66–67  
 Reed, Bruce, 24  
 Reichenbach, Hans, 44–45  
 Reid, John, 126–127  
 Rescher, N., 114–115  
 Rescher, Nicholas, 17, 149–150, 158–163  
 Resnick, Lauren, 338–339  
 Revlin, Russell, 212  
 Rieke, R. D., 5–6, 85–86  
 Rieke, Richard, 3, 5–6, 136, 150, 179–180, 247–248  
 Rips, Lance, 31–32  
 Rips, L. J., 195–197  
 Robbenolt, Jennifer, 149–150  
 Robbins, Jordan, 228–235  
 Roberge, James, 187–189  
 Roberts, Richard, 225–226  
 Robinson, Elizabeth, 244–245  
 Roesse, Neal, 144–145  
 Rollins, Howard, 216–218  
 Rosemond, John, 201–202  
 Ross, Lee, 186, 267–268  
 Ross, Marc, 313–314  
 Ross, Michael, 226–227  
 Rozeboom, William, 36–37  
 Russell, Bertrand, 40–41, 45, 302–303  
 Russo, J. Edward, 218–221, 280–281  
  
 Sabini, John, 225–226  
 Salmon, Wesley C., 44–45  
 Sanitioso, R., 238–239  
 Saville, P. D., 242–243  
 Savitsky, Kenneth, 124–128  
 Schacter, Stanley, 130–132  
 Scheffler, Israel, 139

- Schipper, Edith, 171–172  
 Schmidt, R. A., 283–284  
 Schneider, Robert, 225–226, 245–247  
 Schneider, Sandra, 151  
 Schopenhauer, Arthur, 103, 291–293, 350–354  
 Schrier, Robert, 109–111  
 Schuh, Edward, 171–172  
 Schulze, C., 336–338  
 Schumacher, Ernst, 263–265  
 Scopelliti, Irene, 334–335  
 Scriven, Michael, 59–62, 85–86  
 Searles, H. L., 74  
 Sellier, Anne-Laure, 334–335  
 Sells, S. B., 195–197  
 Settle, Robert, 119–121  
 Sextus Empiricus, 76  
 Shalker, Thomas, 122–124  
 Shaughnessy, Edward, 216–218  
 Sheffield, Fred, 119–122  
 Shehryar, Omar, 129–130  
 Shermer, Michel, 153–154  
 Sidgwick, Alfred, 19–20, 82, 136, 168, 171–172, 179–180  
 Stepmann, Michael, 225–226  
 Sillars, Malcolm, 3, 85–86, 136, 150, 179–180, 247–248  
 Silver, Dan, 18–19  
 Simon, Wesley, 41  
 Simonson, Itamar, 205–205  
 Slater, Michael, 111–112  
 Slovic, P., 219–220, 241–242  
 Smilek, Daniel, 121  
 Sokal, A., 309–310  
 Sokal, Alan, 47  
 Sosa, Ernest, 161  
 Southwell, B. G., 334–335  
 Sowell, Thomas, 310–312  
 Sperber, D., 245–247  
 Sperber, Hugo, 7–9, 11–12  
 Sprecher, Susan, 267  
 Stalnaker, R. C., 161–162  
 Stanovich, Keith, 253–255, 269–270  
 Steedman, Mark, 232  
 Stein, Julia, 225–226  
 Steinmetz, Julia, 267–268  
 Stephen, Andrew, 123–124  
 Stewart, Andrew, 154–155  
 Story, John, 228–235  
 Stove, David, 31, 46–47, 77–78, 79, 80–82, 192  
 Surowiecki, James, 296–297  
 Swijtink, Zeno, 19  
 Swinburne, Richard, 85–86  
  
 Tal, Aner, 111–112  
 Taleb, Nassim, 218  
  
 Tarsa, Charlene, 227–228  
 Teigen, Karl, 144  
 Terum, Jens, 144  
 Tetlock, P. E.  
 Thagard, Paul, 52–55  
 Thaler, Richard, 276–279  
 Thomas, Lewis, 173–174  
 Thomas, Stephen, 85–86  
 Thompson, V. A., 211–216  
 Thompson, Valerie, 25–26, 213  
 Thorson, E., 334–335  
 Thouless, Robert, 244–245, 263–265, 297–298, 301–302, 303–305, 355–356  
 Tong, Simon, 133–134  
 Torrens, Donna, 213  
 Toulmin, Stephen, 4, 5–6, 46, 97–101  
 Touré-Tillery, Maferima, 129–130  
 Trabasso, Tom, 216–218  
 Trapp, Robert, 70  
 Trouche, E., 332–333, 337–338  
 Turnbull, Herbert, 64–65  
 Tversky, Amos, 250–252, 271  
  
 Ulrich, William, 5–6, 182–183  
 Uttal, William, 201–202  
  
 Valins, S.  
 Vanderklok, Mary, 228–235  
 van Eemeren, Frans, 175–176, 297–298  
 Vedlitz, Arnold, 116  
 Vedung, Evert, 95, 317–318  
 Virchow, Rudolph, 65–66  
 Vohs, Kathleen, 237  
 Voigtländer, Nico, 121–122  
 Vorobej, Mark, 20–21  
 Voth, Hans-Joachim, 121–122  
  
 Walker, G. B., 11–12  
 Wallen, Richard, 234  
 Wallsten, Thomas, 216–218  
 Walton, D. N., 172–173  
 Walton, Douglas, 164, 185–186, 297–298  
 Wanner, James, 70  
 Wansink, Brian, 111–112  
 Warren, Robert, 227–228  
 Wason, P. C., 195–197, 337–338  
 Watts, Isaac, 174–175, 176–177, 257–258, 294–295, 297–298, 310  
 Wegrocki, Henry, 121–122  
 Weibe, David, 140  
 Weiss, Rick, 217–218  
 Wellman, Carl, 37–40  
 West, Richard, 253–255, 269–270  
 Wetherick, N. E., 28–29

*Name Index*

433

- Whately, Richard, 154–155, 165–167, 171–173,  
174–175, 184–185, 192–193  
Whitehead, Alfred North, 47, 256–257  
Willard, Charles, 307–308  
Williams, Robert, 313–314  
Wilson, E. O., 282–283  
Wimmer, Angelica, 144  
Winter, Deborah, 322  
Wisdom, John, 62–63  
Wittgenstein, L., 308–310  
Wolfe, Christopher, 247–248  
Wood, B. Dan, 116  
Woods, John, 183–184  
Woodworth, Robert, 195–197  
Wortmann, R. W., 242–243  
Wreen, M., 175  
Wright, C., 121–122  
Wright, Peter, 106–107, 132–133  
Wright, Rogers, 310–312  
Xie, Yun, 37–40  
Yama, Hiroshi, 337–338  
Yingling, Julie, 70  
Yopp, H., 212  
Yopp, R., 212  
Zappel, Kristiane, 4  
Zaromb, Franklin, 225–226, 245–247  
Zeleny, Leslie, 133–134  
Zur, Ofer, 310–312  
Zwicky, Arnold, 191

## General Index

- abductive arguments, 35–37, 192  
 accent on syllables, 170–171  
 accident (*fallacia accidentis*), 170–171, 176–177  
 adequacy, assumption of, 274–276  
*ad hominem* argument, 175–176  
 admissibility, induction and, 50–52  
 advertising  
   arguments in, 109–111  
   credibility in, 148–149  
   indirect arguments and devious claims in, 321–322  
   interpersonal trust and, 129–130  
 affect, counterfactual assertions and, 140–145  
 affirmation of consequent, 171–172, 189–193  
 aggregation, argument and, 90–93  
 allness, fallacy of, 179–180  
 all-or-nothing mistake, 265–267, 316–317  
 alternative causes, plausibility and, 145–146  
 ambiguity  
   fallacy and, 192–193  
   as stratagem, 310  
 American College of Forensic Examiners (ACFE), 318  
*American Heritage Dictionary*, 4–5  
 Amistad debate, 23–24  
 amphiboly, 169–170, 192–193  
 analogical reasoning, 62–68  
   fallacies, 203–204  
   inadequate analogies, 179–180  
 Analysis of Competing Hypotheses (ACH)  
   approach, 335–336  
 antecedent and consequent relationship  
   denial of, 104–105, 189–193  
   plausibility and, 140–145  
   strength of, 145  
 anthropomorphized agents, persuasion in  
   advertising and, 129–130  
 apology, credibility and, 149–150  
 appearances, persuasive argument and, 111–112  
 applied logic, theory of, 158–163  
 approximation, 92  
 arguers, properties of, 116–134  
   originator/source of argument, 116  
   recipient/audience for argument, 117  
 argumentation  
   cognitive skills development and, 330–331  
   collaborative learning and, 336–338  
   content effects, 198  
   creative *vs.* critical reasoning and, 331–332  
   fallacies awareness and, 332–333  
   formal logic and, 338  
   informal reasoning and, 338–339  
   proposed improvements for, 330  
   purposes of, 7–12, 340–341  
   reduction of biases and, 333–336  
   scholarly discourse on, 14–15  
   technology and, 343–344  
*Argumentation: Across the lines of discipline* (van Eemeren, Grootendorst, Blair, & Willard), 14–15  
*Argumentation: Analysis and practices* (van Eemeren, Grootendorst, Blair, & Willard), 14–15  
 arguments. *See also* specific types of argument  
   analogical reasoning and, 62–68  
   content of, 75–84  
   definitions of, 1–7  
   essence of, 88–89  
   evaluation of, 70  
   functions of, 3  
   historical aspects of, 12–13  
   indirect, 321–322  
   persuasiveness in, 102–107  
   properties of, 107–115  
   purposes of, 7–12  
   research on, 9  
   typologies of, 16  
   without arguments, 316–317  
*argumentum ad hominem*, 175–176, 184–185  
*argumentum ad ignorantiam*, 175–176  
*argumentum ad iudicium*, 175–176  
*argumentum ad misericordiam*, 297–298



- argumentum ad populum*, 184–185, 296–297  
*argumentum ad verecundiam* (appeal to authority), 175–176, 184–185  
*Art of Rhetoric* (Aristotle), 103  
*The art of clear thinking* (Flesch), 168  
*The art of controversy* (Schopenhauer), 291–293, 350–354  
 Assertibility Question, 128–129  
 assertions  
   blatant assertion, 302–303  
   conditional, 26, 140–145, 161–162, 189–193  
   counterfactual, 140–145  
   hindsight bias and, 243  
   plausibility of, 114–115, 139  
 associations, in arguments, 109–111  
 assumption  
   antecedent and consequent relationship and, 140–145  
   of completeness and adequacy, 274–276  
   induction and, 43–44  
   knowledge assessment and, 91  
   reasoning and, 208–210  
 asymmetry thesis, fallacies and, 183–184  
 atmosphere effect, in syllogism, 195–197  
 atomic bomb, debates concerning, 24  
 Attention Deficit Disorder (ADD), 201–202  
 Attention Deficit Hyperactivity Disorder (ADHD), 201–202  
 attitude, argument and, 122–124  
 attribution bias, 225–226  
 audience-centered argumentation, 85–86  
   recipient/audience properties, 117  
 authority, appeal to, 175–176, 293–296  
 availability heuristic, 234–235  
 bandwagon appeal, 296–297  
 Bayesian decision making, 274–276  
 before-the-fact likelihood, hindsight bias and, 241–242  
 begging the question (*petitio principii*), 171–172, 175, 176–177  
 behavior  
   fallacies and, 178–179  
   framing effects and, 152–153  
   rationalization of, 205–206  
   self-serving bias concerning, 238  
 belief bias effect, 83–84, 154–155, 211–216, 256–257, 333–336  
 beliefs  
   antecedent and consequent relationship and, 140–145  
   appeal to tradition and, 296  
   believed intentions and, 150  
   cognitive illusions and, 209–210  
   framing effects and, 151–153  
   new information and, 26  
   perseverance or persistence of, 333–336  
   plausibility and, 135–138  
   rationalization of, 205–206  
 benefit-of-the-doubt principle, 216–218  
 “best explanation” standards for argument, 95–96  
 biases  
   attribution bias, 225–226  
   bases of, 253–255  
   belief bias, 211–216  
   characteristics of, 208–210  
   citation bias, 224–225  
   confirmation bias, 245–247  
   context bias, 227–228  
   costs and benefits of, 260–262  
   desirability bias, 221–224  
   egocentric bias, 228  
   explanation bias, 227  
   false consensus and, 228–235  
   functionality or dysfunctionality of, 255–260  
   hindsight bias, 240–245  
   laboratory research on, 249–253  
   my-side bias, 247–248  
   oversimplification and, 263–265  
   of perspective and preference, 210–211  
   positivity bias, 238–239  
   reasoning and, 249–260  
   reduction of, 333–336  
   retrospective bias, 226–227  
   self-serving biases, 235–240  
   survivorship, 218  
   transient effects of, 248–249  
   truth bias, 216–218  
   ubiquity of, 260  
   underestimation bias, 218–221  
 Bill of Rights, 22  
*The Boston Globe*, 86–87  
 brainwashing, 303–304  
 camouflage stratagem, 317–318  
 case-by-case reasoning, 62–63  
 categorical syllogism, 28  
 causality  
   alternative causes or preventatives, 145–146  
   antecedent and consequent relationship and, 140–145  
   false cause fallacy and, 173–174  
   history and, 289–290  
   insufficient cause, 179–180  
   narrative in argument and models of, 112–113  
 cause-effect relationships  
   cause-correlation relationship, 305–306  
   fallacies and, 200–201  
 certification as signifier stratagem, 318  
 charitable solicitations, stratagems for, 326–329

- Childhood-Onset Bipolar Disorder (COBD),  
 201–202
- circular reasoning, 172–173, 176–177, 179–180
- citation bias, 224–225
- civil disputes, apologies in, 149–150
- claims  
 in arguments, 97–98  
 devious claims, 321–322  
 misleading claims, 319–321
- climate change messaging, framing effects and,  
 152–153
- closeness effects, counterfactual assertions  
 and, 144
- cognitive conceit, 235–236
- cognitive illusion, 209–210
- collaborative learning, 336–338
- common knowledge  
 appeal to, 296–297  
 false consensus and, 231–232
- communication, context in, 184–185
- comparisons, word choices for, 270–271
- competence, illusions of, 209–210
- competition, argument and, 9
- completeness, assumption of, 274–276
- “complex” complex stratagem, 316–317
- complexity, in arguments, 108–109
- component statements, antecedent and  
 consequent relationship and, 140–145
- composition, 170–171, 176–177
- comprehensibility, illusions of, 209–210
- comprehension, plausibility and, 137–138
- concept-coherence, 157–158
- conclusion  
 aggregation and synthesis and, 90–93  
 analogy and, 68  
 belief bias and, 211–216  
 explicit *vs.* implicit, 113–114  
 irrelevant conclusion (*ignoratio elenchi*),  
 171–172  
 plausibility of, 114–115  
 premature closure and, 204
- conditional assertions, 26  
 antecedent and consequent relationship and,  
 140–145, 189–193  
 plausibility of, 114–115  
 Rescher’s theory of, 161–162
- conditional syllogism, 197–198
- conductive arguments, 37–40
- conference of referential validity, 303–304
- conferences, compromise at, 11–12
- confession, interrogation and elicitation of,  
 124–128
- confirmation bias, 156, 245–247  
 my-side bias and, 247–248
- conflict, argumentation and, 6
- conjunction fallacy, 181  
 biased reasoning and, 250–252
- consensus, argument and, 9
- consequentialism. *See also* antecedent and  
 consequent relationship  
 affirmation of consequent, 171–172, 189–193  
 principle of, 6  
 affirmation of, 104–105
- consistency, illusion of, 209–210
- Constitutional Convention, 21–22
- consumer behavior  
 appeal to authority and, 295–296  
 feelings, mood and attitude and, 122–124
- content  
 of argument, 75–84  
 in argumentation, 198
- context  
 of argument content, 76–77  
 in arguments, 98–99  
 quotes without, 315–316
- context bias, 227–228
- control, illusion of, 209–210
- controversy, argumentation and, 6
- conversion error, 171–172
- conviction, persuasion and, 103
- correlation  
 cause-correlation relationship, 305–306  
 fallacies and, 200–201
- cosmetics, persuasive argument and, 111–112
- counterargument, reasoning and, 92–93
- counterexamples, unawareness of, 146
- counterfactual assertions, 140–145
- courtroom  
 arguments in, 10–11, 343  
 credibility of evidence in, 146–150  
 persuasion in, 106–107
- creative reasoning, 331–332
- credibility  
 preferences and, 156  
 of sources, 146–150
- crime, interrogation and confession  
 and, 124–128
- critical thinking  
 argument and, 10–11  
 creative *vs.* critical reasoning and, 331–332
- criticism, preemption of, 312
- crowds, wisdom of, 296–297
- data  
 in arguments, 97–98  
 credibility of, 148
- debates  
 argument and, 11–13, 23  
 diversion stratagem in, 307–308
- deception, detection of, 124–128

- decision making  
 accountability for, 334–335  
 argumentative *vs.* nonargumentative  
   approaches to, 11–12  
 cognitive illusions and, 209–210  
 plausibility theory and, 161
- deductive argument  
 basic principles of, 26–34  
 content of, 75–84  
 essence of, 88–89  
 evaluation of, 71–72  
 fallacies in, 165, 172–173  
 inductive argument *vs.*, 17–26  
 logic and, 19, 83–84  
 properties of, 17  
 reasoning in, 83–84  
 validity of, 72–73
- defensive pessimism, 312
- definition, in argument, 82
- demonstrative reasoning, 48–52
- Dempster-Shafer belief functions, 158
- denial-of-antecedent error, 104–105
- depression, self-perception and, 231–232
- desirability bias, 221–224
- deterministic chaos, 209
- The Dialogues of Plato*, 192–193
- Dialogues* (Galileo), 5, 12–13
- Dianetics: The Science of Mental Health*  
 (Hubbard), 135–136
- disposition, argument and, 10–11
- dispute resolution, argument and, 4, 9, 10
- dissuasion, persuasion *vs.*, 103
- distribution, logic and, 29
- diversion, in argument, 307–308
- diversity of evidentiary support, plausibility of  
 argument and, 153–154
- division of words, 170–171, 176–177
- domain knowledge, informal arguments and,  
 118–122
- egocentric bias, 228  
 false consensus and, 228–235  
 I'm special bias, 235–240
- either-or fallacy, 265–267, 316–317
- Elaboration Likelihood Model, 132–133  
 narrative in argument and, 112–113
- elections, arguments over, 24
- electric media, 111
- electrodynamics, 65–66
- Elements* (Euclid), 30
- Elements of Rhetoric* (Whately), 154–155
- emotion  
 appeal to, 297–298  
 plausibility theory and, 154–155
- empirical fallacy, confirmation bias and, 245–247
- empirical reasoning, 55–58
- endowment effect, 205
- enthymemes, 93–94
- entrapment in argument, 315–316
- environmental issues  
 framing effects and, 152–153  
 oversimplification of, 263–265
- equivocation, 169–170
- escalation, fallacies and, 205
- estimation, 92  
 bias, 234–235
- euphemism, as argument preemption, 310–312
- evaluation of arguments, 70  
 credibility of sources and, 146–150  
 deductive argument, 71–72  
 feelings and, 122–124  
 informal argument, 84–88  
 knowledge and, 121, 138–140  
 metaknowledge and, 138–140  
 models for, 94–101  
 persuasiveness criteria and, 102–107  
 plausibility and, 135–138  
 preferences and, 128–129  
 reasoning and, 92–93  
 soundness of reasoning and, 198–199  
 strength of argument, 85–86  
 Vedung's rule of assessment, 95
- evidence  
 belief bias and, 211–216  
 credibility of, 146–150  
 diversity of support for, 153–154  
 framing effects and, 151–153  
 plausibility and, 136
- example, proof by, 203
- exceptions, conditions of, 98
- expectations  
 argument and, 124–128  
 hindsight bias and, 240–245  
 perception and, 210–211
- explanation bias, 227
- explanatory induction, 36–37
- explicit conclusions, in argument, 113–114
- exploratory reasoning, 58–59
- failures of omission, 272–273  
 assumption of completeness and, 274–276  
 causes of, 280–281  
 counteracting of, 281–282  
 overweighting of here-and-now and, 276
- fallacia accidentis*, 170–171, 176–177
- fallacies  
 ambiguity and, 192–193  
 definitions of, 164–169  
 escalation of, 205  
 Fearnside & Holther list of, 345–349

- fallacies (cont.)  
 formal and linguistic difficulties, 187–189  
 frequent repetition, 303–304  
 oversimplification and, 263–265  
 premature closure and, 204  
 proof by analogy and, 203–204  
 proof by example and, 203  
 rationalization and, 205–206  
 reification and, 201–203  
 relativity of, 182–187  
 sunk costs and, 276–279  
 syllogisms and, 165, 193–198  
 teaching about, 332–333  
 trees, 177–178  
 types and examples of, 169–182  
 fallacy of many questions, 174–175  
 false cause fallacy, 173–174  
 false consensus, 228–235  
   self-serving bias and, 238, 240  
 false dichotomies, 265–267  
 false dilemma, 316–317  
 falsity, judgments of, 90  
 familiarity-validity relationship, 303–304  
 fault trees, 280–281  
   underestimation bias with, 218–221  
 federal government, state government *vs.*, 21–22  
 Federalist Papers, 12–13, 22  
 feelings, argument and, 122–124  
 field-dependence of arguments, 98–99  
 figural effects in syllogism, 194–195  
 figure of speech, 170–171  
 flattery, as fundraising stratagem, 323–326  
 focusing effect, 154  
 forecasting, proof by selected instances and, 301–302  
 formal argument  
   evaluation of, 71–72  
   properties of, 21  
 formal fallacies, 168  
 formal logic  
   basics of, 338  
   fallacies and, 168–169  
 formal validity, 167–168  
 form of argument, 24–25  
   logic and, 80–82  
   substance *vs.*, 267  
   validity of, 72–75, 77–78, 107–108  
 framing effects  
   comparisons, 270–271  
   plausibility and, 151–153  
 frequency-validity relationship, 303–304  
 fundamental attribution error, 225–226  
 fundamental inductive pattern, 48–52  
 fundraising stratagems, 323–329  
   charitable solicitations, 326–329  
   political contributions, 323–326  
 gambler's fallacy, 181  
 General Elimination Method (GEM), 61–62  
 generalization  
   fallacies and, 203  
   innocuous generalities, 316–317  
   mathematical induction *vs.*, 18–19  
 global fit, plausibility theory and, 157–158  
 goals of argument, 9–10  
 government, arguments over structure of, 21–22  
 Gross National Product (GNP), 313–314  
 gullibility, truth bias and, 217  
  
*Handbook of argumentation theory* (van Eemeren, Garssen, Krabbe, Henkemans, Verheij, & Wagemans), 14–15  
*Harmonia Mundi* (Giorgio), 63–64  
*Harmonices Mundi* (Kepler), 64–65  
 health messaging, 152  
 here-and-now, overweighting of, 276  
 heuristics  
   biases and, 256  
   fallacies and, 186  
 Heuristic-Systematic Model, 132–133  
   narrative in argument and, 112–113  
 higher-order cognitive skills, development of, 330–331  
 hindsight bias, 240–245, 253–255  
 Hiroshima bombing, 24  
 history  
   arguments in, 12–13  
   subjectivity in, 287–290  
*How to Solve It* (Polya), 48–52  
 humanity, principle of, 228–235, 296–297  
 hypothesis  
   analogy and, 68  
   biases in testing of, 257–260  
 hypothetico-abductive This term does not appear in the text.  
 hypothetico-deductive method, 190–191  
  
 identity  
   false consensus and, 231–232  
   persuasion and, 130–132  
*if-then* propositions, 55–58  
 ignorance  
   appeal to, 298–299  
   *argumentum ad ignorantiam*, 175–176  
   of refutation, 171–172  
*ignoratio elenchi* (irrelevant conclusion), 171–172, 176–177  
 I-knew-it-all-along bias, 240–245  
 illusion of truth, 303–304  
 imagination, plausibility and tricks of, 154  
 implication, deductive argument and, 26–34  
 implicit conclusions, in argument, 113–114

- I'm special bias, 235–240  
 inadequate signs, 179–180  
 inclusion fallacy, 181  
 inconsistencies  
   detection of, 92  
   plausibility theory and, 161–162  
 incredulity, 308–310  
 indeterminate qualifiers, validity of arguments  
   and, 107–108  
 indicative conditional assertion, 140–145  
 indicators of arguments, 89  
 indirect arguments, 321–322  
 individual differences, in arguments, 130–132  
 inductive argument  
   deductive argument *vs.*, 17–26  
   fallacies and, 165, 186–187  
   justification of induction, 40–48  
   mathematics and, 48–52  
   probability theory and, 19  
   properties of, 18, 34–55  
   reasoning and, 338–339  
   rule-based approaches to, 52–55  
 inference  
   deductive argument and, 26–34  
   fallacies and, 186  
   intelligence and, 121–122  
   plausibility and, 136–137  
 informal argument  
   bottle bill example of, 86–87  
   domain knowledge and intelligence and,  
     118–122  
   evaluation of, 84–88  
   fallacies and, 165  
   nuclear power debate and, 87–88  
   properties of, 21  
   reasoning and, 338–339  
   in referendums, 86–87  
 informal reasoning, principles of, 338–339  
 information seeking and selection, 91–92  
   source credibility and, 146–150  
   vividness and, 271–272  
 innocuous generalities, 316–317  
 inquiries, arguments as, 4  
 insight, knowledge and, 140  
 insufficient cause, 179–180  
 intelligence  
   informal arguments and, 118–122  
   opinion change and, 121–122  
 intention  
   believed intentions, 150  
   obscure intent stratagem, 317–318  
 interlocutor, 117  
*Internet Encyclopedia of Philosophy*, 37–40  
 interpersonal trust  
   advertising and, 129–130  
   credibility and, 146–150  
 interrogation, confession elicitation and, 124–128  
 intimidation, as argument stratagem, 309–310  
 intuitive beliefs, 12  
 intuitive inference, 12  
 invalidity  
   categories of, 167–168  
   fallacies and, 183–184  
   logic and, 20–21  
 invariance, principle of, 271  
 invention, logic as, 31–34  
 irrationality, induction and, 40–41  
 irrelevant conclusion (*ignoratio elenchi*), 171–172,  
   176–177, 179–180  
 journalism  
   historical reporting, 287–290  
   subjectivity in, 284–287  
 judicial system, argument in, 343  
 justificatory reasoning, 58–59  
 kinetic theory of gas, 65–66  
 knowledge assessment, 91  
   domain knowledge and intelligence and, 118–122  
   misjudging knowledge, 267–268  
   persuasion and, 132–133  
   plausibility and, 138–140  
 knowledge-fitting theory, 157–158  
 laboratory research  
   on biased reasoning, 249–253  
   on bias reduction, 334–335  
 lexicographic probability, 158  
 linguistic preemption, 310–312  
 linguistics  
   ambiguity and, 310  
   comparisons and, 270–271  
   obfuscation and, 304–305  
   oversimplification and, 263–265  
   reasoning and, 187–189  
 logic  
   applied logic, 158–163  
   Aristotle on, 28–29  
   deductive argument and, 19  
   fallacies and, 165–167, 168–169, 192–193  
   force of, 31–34  
   form of, 80–82  
   intuition and, 79  
   persuasion and, 104–105  
   probative logic, 59–62  
   reasoning and, 83–84  
   symbolic logic, 30–31  
   truth and, 34  
   validity and invalidity and, 20–21  
*The Logic of Real Arguments* (Fisher), 86

- Marquis Biographies Online (MBO), 299–301  
 material fallacies, 168  
 mathematical induction, 18–19  
   abduction and, 192  
   assumption and bias in, 209  
   exploratory or justificatory reasoning and, 58–59  
*A Mathematician's Apology* (Hardy), 58–59  
 meaning, in argument, 82  
 mechanistic perspective, analogy and, 63–64  
 medical research  
   assumption and bias in, 209  
   diseases of civilization and, 268  
   hindsight bias in, 242–243  
   patient preferences in, 270–271  
 memory, hindsight bias and, 244–245  
 metaknowledge, plausibility and, 138–140  
 metaphor, science and, 62–68  
 minimal mutations of reality, principle of, 144  
 misinterpreted necessity account, 213–214  
 misjudgment of knowledge, 267–268  
 misleading truths, 268  
   as stratagem, 319–321  
 misrepresentation, paraphrase as, 315–316  
 modal qualifiers, 98  
*modus ponens* form, 75, 108–109, 189–193  
   conditional syllogism, 197–198  
*modus tollens* form, 74, 108–109  
   conditional syllogism, 197–198  
   fallacies and, 186–187, 189–193  
   *modus ponens vs.*, 75  
 mood, argument and, 122–124  
 motivating appeals, plausibility and, 154–155  
 motivational biases, 239–240  
   hindsight bias as, 244–245  
   research on, 253–255  
 “music of the spheres,” 63–64  
 my-side bias, 156  
 Nagasaki bombing, 24  
 narrative, argument and, 112–113  
 natural language arguments, 108  
   Rescher's plausibility theory and, 161  
 negative effect fallacy, 181  
 negative messaging, framing effects and, 151–153  
 negotiation, argument and, 11–12  
 neurocognition  
   argument and, 124  
   biases research and, 253–255  
   cognitive illusion, 209–210  
   higher-order cognitive skills and, 330–331  
   hindsight bias and, 244  
   plausibility and, 137–138  
*The New Rhetoric: A Treatise on Argumentation*  
   (Perelman & Olbrechts-Tyteca), 4  
*non causa pro causa* fallacy, 176–177  
 non-refutational arguments, 119–121  
 non sequitur argument, 179–180  
   reasoning, 199–200  
 nonverbal cues, argument and, 122–124  
 nuclear power, informal arguments over, 87–88  
 numbers, appeal to, 296–297  
 obfuscation, proof by, 304–305  
 objectivity, myth of, 282–284  
 obscure intent stratagem, 317–318  
 omission, failures of, 272–273, 280–281  
 “One Fallacy Theory” (Powers), 169–170  
 one-sided arguments  
   domain knowledge and, 119–121  
   preferences, 269–270  
*On Sophistical Refutations* (Aristotle), 169–173  
 opinion  
   blatant assertion and, 303  
   hindsight bias in, 242–243  
   intelligence and, 121–122  
   one- and two-sided arguments and, 119–121  
   psychological factors in, 130–132  
 opportunity costs, failure to consider, 279  
 opposite, ignoring of, 179–180  
 Oppositional Defiant Disorder (ODD), 201–202  
 originator/source of argument, 116  
   relationship to recipient, 117–118  
*Origin of Species* (Darwin), 12–13  
 overestimation bias, plausibility and, 154  
 oversimplification, 263–265  
 overstatement of claim, 179–180  
 paraphrase, misrepresentation with, 315–316  
 Pascalian probability theory, 161–162  
 peripheral route persuasion, 307–308  
 personalities, arguments and, 129–130  
 perspective  
   analogy and, 63–64  
   biases and, 210–211  
   shifting viewpoint stratagem and, 316–317  
 persuasion  
   aggregation or synthesis and, 90–93  
   argument and, 6–7, 8, 102–107  
   conviction and, 103  
   cosmetics/appearances and, 111–112  
   dissuasion *vs.*, 103  
   expectations and, 124–128  
   humor and, 308–310  
   individual differences and, 130–132  
   knowledge and, 132–133  
   logic and, 104–105  
   non-verbal cues and, 122–124  
   originator/source of argument and, 116  
   preferences and, 128–129

- promoted reflection and, 133–134
- psychological factors in, 130–132
- Persuasion Knowledge Model (PKM), 132–133
- petitio principii*, 171–172, 175, 176–177
- philosophy, induction and, 40–48
- Plausibility Analysis Model (PAM), 157–158
- plausibility theory
  - alternative causes or preventatives and, 145–146
  - antecedent and consequent relationship and, 140–145
  - believed intentions and, 150
  - counterexamples, unawareness of, 146
  - credibility of sources and, 146–150, 159–160
  - determinants of plausibility, 135–138
  - diversity of evidentiary support and, 153–154
  - emotions and, 154–155
  - framing effects and, 151–153
  - global fit and, 157–158
  - imagination and, 154
  - knowledge and metaknowledge and, 138–140
  - multiple factors in, 156–157
  - preferences and, 156
  - premises of argument and, 114–115
  - proxy effect and, 155–156
  - summary of research on, 158–163
- Plausible Reasoning* (Rescher), 162–163
- plausible reasoning, theory of, 158–163
- ploys in arguments, 315–316
- political contributions, 323–326
- polling
  - plausibility of assertions and, 139
  - proxy effect and, 155–156
- Pollyanna principle, 221–222
- positive messaging, framing effects and, 151–153
- positivity bias, 238–239
- possibility measurement, 158
- post hoc, ergo propter hoc*, 173–174
- postulate detection, 89
- postulational reasoning, 55–58
- predictions, 224
  - hindsight bias and, 241–242
- predispositions, arguments and, 129–130
- preemption
  - of criticism, 312
  - linguistic, 310–312
- prefactual assertion, 144–145
- preferences
  - in arguments, 128–129
  - biases and, 210–211
  - one-sided and two-sided preferences, 269–270
  - plausibility and, 156
- premature closure, 204
- premises in arguments
  - conversion of, 187–189
  - plausibility of, 114–115
- presentation of facts, 270
- prestige effect in argument, 116
- presumption-of-innocence principle, 216–218
- Primary Error Detection and Minimization (PEDMIN), 258–260
- Principles of Psychology* (James), 78–79
- probability theory
  - biased reasoning research and, 250–252
  - conditional assertions and, 26
  - inductive argument and, 19
  - plausibility theory and, 160, 161–162
  - truth or falsity and, 90
- probative logic, 59–62
- proclamations stratagem, 316–317
- proficiency, illusions of, 209–210
- projection, false consensus and, 228–235
- promoted reflection, 133–134
- promotion, by association, 109–111
- proof
  - blatant assertion, 302–303
  - frequent repetition, 303–304
  - by obfuscation, 304–305
  - selected instances, 301–302
- propaganda, 303–304
- prospection, induction and, 47–48
- proxy effect, plausibility and, 155–156
- pseudo-endowment effect, 205
- psychology
  - in arguments, 130–132
  - reification in, 201–203
- qualitative probability, 158
- quantitative evidence, framing and, 151
- quotations, out of context, 315–316
- ratio bias, 151–152
- rationality
  - argumentation and, 5–6
  - sunk costs and, 276–279
- rationalization, fallacies and, 205–206
- reality
  - hindsight bias and, 244–245
  - minimal mutations of, 144
  - self-serving bias *vs.*, 237
- reason
  - argument and, 7
  - fallacy and, 167
- reasoning
  - analogical, 62–68
  - argumentation and, 11–12, 13–14, 341–342
  - argumentative theory of, 8–9
  - argument evaluation and, 92–93
  - assumption and, 208–210
  - biases in, 249–260
  - bias reduction and, 333–336

- reasoning (cont.)  
 collaborative learning skills and, 336–338  
 creative *vs.* critical reasoning, 331–332  
 empirical, 55–58  
 enthymemes and, 93–94  
 evaluation of soundness in, 198–199  
 exploratory, 58–59  
 fallacious reasoning, 167, 174–175, 186–187  
 formal and linguistic difficulties and  
   confusions, 187–189  
   induction as type of, 42  
   informal reasoning, 338–339  
   justificatory, 58–59  
   laboratory research on, 249–253  
   logic and, 83–84  
   mathematics and, 48–52  
   non sequitur reasoning, 199–200  
   postulational, 55–58  
   probative logic and, 59–62  
   types of, 24–25  
 reasoning-why process, 205–206  
 rebuttal, 98  
 recipient/audience for argument, 117  
   relationship to originator, 117–118  
 red herrings, in arguments, 307–308  
*reductio ad absurdum*, 24–25  
 referendum, informal arguments involving,  
   86–87  
 refutational arguments, 119–121  
   ignorance of refutation, 171–172  
 reification, 201–203  
 reiteration effect  
   hindsight bias and, 243, 245  
   repetition and, 303–304  
 relevance  
   in arguments, 108  
   judgments of, 90  
 repetition, proof through frequency of, 303–304  
 Republican National Committee (RNC),  
   323–326  
 retrospective bias, 226–227  
*Rhetoric* (Aristotle), 291–293  
 ridicule, 308–310  
 “rights” rites, 316–317  
 rule-based induction, 52–55  
 Rutherford-Bohr planetary model, 67–68  
 salience, 279–280  
 science  
   abduction in, 35–37, 192  
   analogy and, 62–68  
   cosmetics/appearances using, 111–112  
   subjectivity in, 290  
*secundum quid* fallacy, 171, 176–177  
 seeing-that process, 205–206  
 selectivity  
   belief bias and, 213–214  
   in statistical analysis, 312–314  
 self. *See also* identity  
   arguing with, 116  
   as audience, 117  
 self-handicapping, 312  
 self-serving biases, 235–240, 256–257  
   research on, 253–255  
 semantic validity, 167–168  
 semi-logical fallacies, 192–193  
 shifting the burden, 179–180  
 shifting viewpoint stratagem, 316–317  
 slavery, debate over, 23–24  
 slippery slope arguments, 175, 322–323  
 social judgment research, biased reasoning and,  
   250–252  
*Social Science Citation Index*, 224–225  
 soundness, validity *vs.*, 71–72  
 source credibility, 146–150  
   believed intentions and, 150  
   Rescher’s plausibility theory and, 159–160  
 stakeholders in arguments, escalation of fallacies  
   and, 205  
 Standard Treatment theory, 180  
 state government, federal government *vs.*, 21–22  
 statistics  
   analogy and, 65–66  
   fallacies and, 181  
   selective use of, 312–314  
 stereotyping, 199–200  
 stratagems  
   arguments without arguments, 316–317  
   authority and, 293–296  
   blatant assertion, 302–303  
   camouflage/obscure intent, 317–318  
   cause-correlation relationship, 305–306  
   certification as signifier, 318  
   characteristics of, 291–293  
   common knowledge or numbers, 296–297  
   devious claims, 321–322  
   diversion, 307–308  
   diversity of, 293  
   emotion and, 297–298  
   frequent repetition, 303–304  
   fundraising, 323–329  
   ignorance and, 298–299  
   incredulity and ridicule, 308–310  
   indirect arguments, 321–322  
   linguistic ambiguity, 310  
   linguistic preemption, 310–312  
   misleading claims, 319–321  
   obfuscation, 304–305  
   ploys and entrapments, 315–316  
   preemption of criticism, 312



- Schopenhauer's discussion of, 350–354  
 selective proof, 301–302  
 selective statistical information, 312–314  
 slippery slope of, 322–323  
 straw man, 306–307  
 Thouless's dishonest tricks, 355–356  
 tradition and, 296  
 vanity and, 299–301  
 straw man in argument, 306–307  
 strength of argument, evaluation of, 85–86  
 subjectivity  
   in historical reporting, 287–290  
   in journalism, 284–287  
 substance, form *vs.*, 267  
 suggestion, repetition as trick of, 303–304  
 sunk costs, failure to write off, 276–279  
 Supreme Court (US), persuasive argument in,  
   106–107  
 survivorship bias, 218  
 syllogism, 6–7  
   abduction in, 35–37  
   Aristotle on, 28–29  
   atmosphere effect, 195–197  
   conditional syllogism, 197–198  
   deduction and, 18  
   equivocation and, 169–170  
   fallacies and, 165, 193–198  
   figural effects in, 194–195  
   form of, 77–78  
   *modus tollens* form, 74  
 symbolic logic, 30–31  
 synthesis, argument and, 90–93  
*System of Logic* (Mill), 173–174  
  
 technology, argumentation and, 343–344  
 theory, postulational and empirical thinking and,  
   57–58  
*Thinking about Thinking* (Keyser), 55–58  
 three-valued logic, 32–33  
 tradition, appeal to, 296  
 tragedy of the commons, biases and, 260–262  
 Transportation Model, narrative in argument  
   and, 112–113  
 truth  
   advertising and, 109–111  
   arguments and, 26  
   biases and, 258–260  
   illusion of, 303–304  
   judgments of, 90  
   logic and, 34  
   misleading truths and, 268  
   validity and, 78–80  
 truth bias, 216–218  
 two-sided arguments  
   domain knowledge and, 119–121  
   preferences, 269–270  
 two-valued logic, 32–33  
  
 umbrella validity, 167–168  
 underestimation bias, 218–221  
 universal audience, 117  
*The Uses of Argument* (Toulmin), 4, 97–101  
 validity  
   categories of, 167–168  
   conference of referential validity, 303–304  
   fallacies and, 164–169, 183–184  
   familiarity-validity relationship, 303–304  
   form of argument and, 72–75, 77–78, 107–108  
   frequency-validity relationship, 303–304  
   logic and, 20–21  
   plausibility and, 136–137  
   reasoning and, 83–84  
   soundness *vs.*, 71–72  
   truth and, 78–80  
 vanity, appeal to, 299–301  
 verbal fallacies, 168  
 victimhood, as argument stratagem, 310–312  
*Virginia Lectures* (Wisdom & Barker), 62–63  
 visual media, argument and, 109–111  
 vividness of information, 271–272  
  
 warrants, in arguments, 5–6, 97–101  
 Warren Commission Report, 22–23  
 weight, judgments of, 90  
*Who's Who in the World* (WW), 299–301  
*Will to Believe* (James), 43–44  
 wishful thinking, desirability bias and, 221–224  
 witnesses, credibility of, 146–150  
 words  
   meaning in arguments of, 82  
   playing with, 315–316