

## *Index*

- Action sampling 519–521, 525, 532–534, 536–540, 542  
 Adaptation Level Theory 44  
 Adaptivity 334, 336, 344, 353  
 Attitude  
   Attitude change 146  
   Attitude formation 227, 233  
   Attitude learning 140  
   Attitude similarity 27–28  
   Attitudes toward novel stimuli 143, 233  
   Biased attitudes 232  
   Risk attitudes 68  
 Autonomy 131, 134–144, 147–148
- Bayesian 96, 162, 167, 337, 347–348, 491, 506  
   Bayesian computation 485, 495, 498, 507  
   Bayesian inference 23, 166, 168, 170, 257, 467–468, 490–491, 494, 504, 506  
   Bayesian Information Criterion 192–193  
   Bayesian Marginal Model 250  
   Bayesian models 153–154, 159, 162, 165–166, 168, 170–171, 211, 336–338, 350, 370, 408, 467, 469, 472, 478  
   Bayesian posteriors 96, 283–284  
   Bayesian reasoning 81, 167, 256, 398, 471, 506  
   Bayesian Sampler Model 493, 496, 507  
   Bayesian sampling 18, 176–177, 493, 496–497, 503, 507  
   Bayesian updating 7, 17, 250, 337  
 Behavioral Economics 19, 511  
 Behavioral Science 3, 19, 80, 91, 490  
 Belief sampling 519, 526–532, 535–536, 538–540
- Brunswik 3, 31–32, 80, 179, 181, 202, 313  
   Brunswikian discriminability 326  
   Brunswikian Induction Algorithm for Social Inferences 211  
   Brunswikian samples 311, 314–317, 321, 323, 326, 329
- Brunswikian sampling 135, 311, 314, 318, 320, 328, 330  
 Brunswikian uncertainty 311, 313–316, 318, 323, 326–330
- Cognitive bias 10, 13–14, 19, 99, 260, 385  
 Cognitive science 107, 490, 504  
 Collective evaluations 277, 281, 283  
 Computational modelling 16, 20, 66, 291, 361, 514  
 Confirmation bias 13, 207, 216–217, 329, 526  
 Contingency learning 226, 245, 254, 256, 259
- Data sampling 519, 522–526, 528, 531, 533–534, 539, 541  
 Decisions from description 66, 68, 74, 80, 115, 117, 119, 125, 127  
 Decisions from experience 66–67, 116–117, 121, 124, 127, 289, 293, 297–298, 305  
 Description–experience gap 9, 66, 68–69, 71, 73, 76–77, 115–117, 290  
 Diagnosticity 3, 7, 223, 319, 321, 323–325, 328–329, 338  
 Distinctiveness 48, 222–224, 226, 228–232, 234–236, 238
- Efficient coding 50–54, 58  
 Evaluability 334–335, 346–348, 350, 352  
 Evaluative conditioning 131–132, 135, 138, 149  
 Evaluative learning 131–135, 140, 142–145, 147–149, 235  
 Exemplar-based memory 191, 193  
 Expectancy 72  
 Expected utility maximization 513–514, 516–517, 519, 521, 526, 536, 538–539  
 Experience sampling 207, 417  
 Exploration–exploitation tradeoff 72, 207, 213, 215–217, 470  
 Exploitation 101, 207–208, 210, 213, 215–217, 335

- Exploration–exploitation tradeoff (cont.)  
 Exploration 19, 82, 96, 163, 207–208, 214, 216, 289, 295, 305, 327, 335, 408, 485, 541
- Flat priors 3
- Forecasting 385, 394, 402
- Fourfold pattern of risk attitudes 68
- Frequency estimates 399
- Generalized Context Model 178–180, 183, 186–189, 192, 195, 199
- Heuristics 3, 5, 10, 18, 80, 155, 247, 359–360, 378, 490, 494, 504, 507  
 Availability heuristic 10, 405–406  
 Heuristic sampling 380  
 Representativeness heuristic 498  
 Social-circle heuristic 370–372, 397, 405–407
- Hot Stove Effect 90–93, 95–101, 103, 105–109, 115, 122, 251–252, 266–270, 278, 282–285
- IBL Model 289, 292–293, 295–299, 302–303, 307–308
- Impression formation 92, 134, 311–312, 314, 316–318, 322–323, 325–326, 328
- Inductive reasoning 153, 156
- Information costs 334–338, 342, 347–349, 351–353
- Instance-Based Learning Theory 289–290
- Intergroup bias 237, 417–418, 423, 431
- Intuition processes 180–183, 185–186, 188–189, 191–193, 195, 197, 199–200, 202
- J/DM Separation Paradox 115–117, 127
- Mechanistic account 3
- Mere presentation effect 115, 117, 119–121, 124–125, 127
- Metacognitive 353  
 Metacognitive deficit 346  
 Metacognitive myopia 17  
 Metacognitive task 352
- Minimal groups 417–418, 423–424, 428
- Motivated reasoning 417
- Motivated sampling 417–419, 422, 425–426, 428, 430
- Multiple-cue judgment 177–178, 181, 183, 186, 188, 199–200, 202
- Negativity bias 10, 14, 92, 94–95, 98, 108–109, 237, 277
- Online rating 95, 268, 271, 274, 278  
 Online rating systems 268
- Opportunity costs 122, 334, 338–339
- Optional stopping 311, 316, 334, 337
- Overgeneralization 120, 125, 127
- Polarization 14, 318–319, 377, 417, 428, 436–438, 441, 447, 453–455, 458–460
- Positive testing 19, 207
- Precise/Not Precise (PNP) Model 177–178, 180, 182–184, 186–188, 191, 195, 197, 199–202, 204
- Prediction error 187, 211, 292, 296, 307–308
- Preparedness  
 Conceptualization of preparedness 131, 133, 148  
 Preparedness in evaluative learning 131, 135, 144
- Probability weighting 35, 41, 55, 68
- Property induction 154–155, 160
- Pseudocontingency 207, 245, 247–251, 254–256, 260–261
- Range Frequency Theory 35–36, 45–50, 52, 54
- Rationality 3, 67, 80–81, 223, 227, 346, 467  
 Bounded rationality 5, 359, 493  
 Ecological rationality 66, 359–360, 378, 381
- Regression effect 11–13, 97, 270, 400  
 Regressiveness 11, 13
- Relative rank 16, 38–39, 41, 43–45, 47, 50–51, 57  
 Relative rank effect(s) 45  
 Relative Rank Theory 57  
 Relative ranked position 35–37, 39–40, 42, 45–46, 48–49, 51, 57–58
- Reward pursuit 207
- Risk taking 9, 66, 72, 79, 84, 100, 102–103, 106  
 Financial risk taking 78, 86
- Root-memory 201–202
- Saliency 66–67, 75
- Sample distribution 49, 299, 521, 524–526, 529–532, 534–535, 537–538, 540, 542
- Sampling assumptions 154–157, 170
- Sampling distribution 9, 520, 533, 535, 538, 540
- Sampling frames 154, 157–158, 160–163, 165–168
- Sampling paradigm 69–70, 75, 121–122, 289–293, 296, 305, 307–308, 325, 491, 504
- Sampling strategies 3, 200, 214, 253, 255–256, 258, 312, 334, 350, 353, 378, 380, 419, 421–422, 428, 430, 473
- Hedonic sampling strategy 255  
 Heuristic sampling strategy 380  
 Information sampling strategy 255

*Index*

551

- Selection bias 170–171  
 Skewness 8, 16, 249, 254, 378, 380, 388  
 Small samples 8, 13, 17, 56, 66–67, 71, 80,  
   121–122, 134, 208, 311, 314, 319, 352,  
   491, 497, 505, 525  
   Functionally small samples 67  
   Inference from small samples  
     49–50  
   Reliance on small samples 35, 70–71, 85, 87,  
     111, 115, 117, 121–123, 126–127, 342,  
     497  
   Small samples hypothesis  
     115, 122  
 Social feedback 437  
 Social judgment 359, 377, 381,  
   385–389, 391, 398, 402, 405–406, 408,  
   525  
 Social media 267, 377, 436–438, 440, 450,  
   459–460  
 Social memory 359–363, 370, 373–376, 381,  
   397, 407  
 Social sampling 359–363, 369–373, 376–377,  
   381, 385, 389–390, 393, 401  
   Social Sampling Model 17, 360, 371, 385,  
     389–391, 393–394, 396–399, 401–402,  
     407–408  
   Social-Circle Model 359, 362–363, 366,  
     369–373, 375, 377, 381, 397, 405, 407  
 Thurstonian uncertainty 311, 313, 315–317,  
   320–321, 325–330, 380  
 Trade-off  
   Cost–benefit trade-off 334–336, 347, 352  
   Speed–accuracy trade-off 334–335, 339–342,  
   345–347, 349, 351  
 Underweighting of rare events 70, 74, 76, 115,  
   117, 121, 124–125, 127  
 Valence 7–8, 131–132, 134, 136–144, 146,  
   148–149, 222, 229, 237, 245, 251–252,  
   260, 278, 325, 421, 441