Algorithms and Heuristics
Answer Key

1) **Representativeness Heuristic** – The representativeness heuristic is judging a situation based on how similar the aspects are to prototypes the person holds in his or her mind. If a person has a prototype of young people as violent, she or he might use the representativeness heuristic to judge the situation.

2) **Availability Heuristic** – People are overestimating the risk of flying due to the ease with which they recall information about planes crashing.

3) **Algorithm** – A recipe is an example of an algorithm as it is a foolproof step by step plan to get the correct desired outcome when followed properly.

4) **Availability Heuristic** – Eric was quickly & easily able to think of instances of people winning a raffle, so he overestimates that event as being quite likely.

5) **Representativeness Heuristic** – The description of Jonny is more representative of what many people think of motorcycle owners.

6) **Anchoring Heuristic** – The new evidence of his lower than expected grades causes Bob to lower his estimate of his odds of earning a 3.5 GPA. However, the "anchoring" of his original high estimate caused him to still make a fairly high (and probably unlikely) estimate of his odds.

7) **Representativeness Heuristic** – Your experience with kindergarten teachers is most likely with someone who is female.

8) **Algorithm –** This person is not using a mental shortcut (or heuristic), but instead is going through every possible move – ensuring the correct or best outcome.

9) **Anchoring Heuristic** – Her revised estimate is influenced by her original (very low) estimate, causing her to probably still underestimate the cost despite new information suggesting a much higher price.