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Representativeness Heuristic means that the more an individual seems to resemble or match a given group, the more likely they are to belong to that group. Availability Heuristic means that people judge probability, frequency, or extremity based on the ease with which and the amount of information that can be brought to mind. Anchoring and Adjustment Heuristic involves the tendency to use a number of values as a starting point to which we then make adjustments. Status Quo Heuristic is a short cut where people opt. to stick with their current situation. Sticking to what they know. Biased thinking.

An example of the Representativeness Heuristic is my cat Bonni. She doesn’t look like a normal breed of black cat when it comes to her physical appearance. She is skinnier, longer, has perkier ears, and a longer tail. She also has spots under her top black coat in the sunlight like a panther. I can conclude from this that she is not a normal cat breed. She is half savannah cat, which is an exotic cat breed. Rather than just a regular domestic cat, her dad is a savannah cat and looks just like a cheetah with spots. This makes her look so much different than a regular black cat that you would see every day.

An example of the Availability Heuristic would be the fact that people would rather try to ride on a motorcycle for the first time, whether they are driving or not, than to try to go skydiving for the first time. Even though it is way more likely to be severely injured from riding a motorcycle, people don’t think about that because publicity shows more fear towards skydiving.

An example of the Anchoring and Adjustment Heuristic would be a jeweler throwing a high price, then stating that they will give it to the customer for one hundred dollars cheaper. This makes it seem as though the customer would be getting a good deal on the jewelry. In reality, they really are giving it to them for the original price the jewelry should’ve been in the first place. Companies can also get into trouble for this. My Mom told me that Kohl’s got caught for doing this. Although companies are permitted to do this, you have to have the price raised for a certain amount of time in order to claim a sale on the item. You cannot raise the price and then two days later claim that its going on sale for its original price.

An example of the Status Quo Heuristic would be claiming that you like Cheetoh Puffs better than you like Cheese Curls, even though you have never even had Cheese Curls before. You are just saying this because you are used to buying Cheetoh Puffs, and that is that you’re comfortable sticking with due to you knowing that you wont waste your money because you already know that you like Cheetoh Puffs.

The use of the Representativeness Heuristic can lead to incorrect inferences by knowing that just because you resemble or have things in common with a certain group, doesn’t mean that its for you, or that you belong to that group as well. For example, just because Bonni is a black cat, that doesn’t mean that she is the same type of breed as my other cat named Clyde, who is also a black cat.

The use of the Availability Heuristic can lead to incorrect inferences because it can make you think or believe certain things are so bad, or unappealing, that you forget about what is truly bad. It makes you worry about the wrong thing. For example, someone could post something bad about you on social media, and you are so worried about everyone else seeing it and getting it deleted that you aren’t thinking about how you’re currently driving while on your phone and could get into a crash. You’re failing to think about what really matters.

The use of the Anchoring and Adjustment Heuristic can lead to incorrect inferences because you’re thinking that you’re getting a deal and saving money when really, you’re spending the same price that you would normally. For example, some dieting companies could say that they are coming out with a new flavor of protein bar. They may raise the calorie count and say that they are going to come out with a new flavor that has reduced calorie count. You might be tricked into getting the new flavor because you assume that what they are saying is true, and that it really has fewer calories when in reality they raised the original price.

The use of the Status Quo Heuristic can lead to incorrect inferences by you assuming bad things and having negative thoughts about certain brands because you are so used to what you purchase. This makes it so that you assume the one you buy is better and you won’t even want to try the other brand, company, etc. For example, If I like Hershey chocolate so much that I refuse to try Nestle, and I assume that Nestle isn’t as good. In reality, I wouldn’t know if I liked Nestle because I have never cared to try the brand of chocolate. I would be taking a chance of missing out on something I might like even better than Hershey chocolate because of assumptions and sticking to what I know instead of trying new things.

References

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