

## **Assignment Takeaway: Heuristics in Social Cognition**

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Heuristics are subconscious tools we use to make judgements and inferences about the world around us. Heuristics plays a role in events such as stereotyping others through representativeness, deciding whether something purchased was a “bargain” through anchoring and adjustment, deeming a situation to be more dangerous than it is through availability, or even avoiding making a beneficial change due to Status Quo. While heuristics constantly play a role in how we perceive things, they are often wrong.

The deep dive in heuristics has allowed me to begin seeing how they play a role in my everyday life. I tend to take on repair projects because the cost of the broken item is “too good to pass up”. Eventually, though, the cost of the repair itself, and the time spent, was not as valuable as I originally perceived. The most constant personal example is getting frustrated with other people while driving. Representativeness heuristics cause me to stereotype drivers as inconsiderate, lacking knowledge of the rules of the road, or even not having skills necessary to safely operate a vehicle. In reality, however, most people do not drive irresponsibly. I have been in situations where it was necessary to break the rules (emergencies) and not thought twice, but I do not give the same credit to other drivers.

This assignment was beneficial in the fact that I have a greater understanding of heuristics and how to recognize them. I feel that I can now make better inferences than I was before.