**Judgment: Drawing Conclusions from Experience:**

- Directed thinking – The ways people draw conclusions or make decisions
- Thought processes are divided into judgment, reasoning, decision making, and problem solving
- Judgment – The process of extrapolating from evidence to draw conclusions
- Heuristics – A strategy for making judgments quickly at the price of occasional mistakes
- Availability heuristics – Strategies for judging how frequently something happens (or how common) based on how easily examples of it come to mind
  - Frequency estimates – Assessments of how often you’ve encountered a particular event or object
  - Mental dictionary is organized by starting letter
- Representativeness heuristic – A strategy for judging whether an individual, object, or event belongs in a certain category based on how typical of the category it seems
  - Members of the category are homogeneous
- Dual-Process Theory – The proposal that judgment involves two types of thinking: a fast, efficient, but sometimes faulty set of strategies, and a slower, more laborious, but less risky set of strategies
  - Intuition v. Reasoning, Association-driven v. Rule-driven, Peripheral rout to conclusions v. Central route, Intuition v. Deliberation, etc. are all synonyms for Dual-Process
  - System 1 – Fast, automatic type of thinking but occasionally faulty
    - Relied on when thinking about probabilities (20% of people)
  - System 2 – Slower, more effortful thinking but more accurate
    - Relied on when thinking about frequencies (2/10 people)
    - Used for quantified evidence
    - Courses relating to statistics and the dangers of small sample sizes in psych studies, for instance, cause people to perform more System 2 thinking

**Social Cognition:**

- Attribution – Why people behave the way they do
- Causal attribution – An inference about what caused a person’s behavior
- Situational attributions – Attributions that explain someone’s behavior in terms of the circumstances rather than aspects of the person
- Dispositional attributions – Attributions that explain someone’s behavior in terms of factors internal to the person, such as traits or preferences
- Individualistic cultures – Cultures in which people are considered fundamentally independent and which value standing out by achieving private goals
  - People behave according to internal thoughts, feelings, and preferences
- Collectivistic cultures – Cultures in which people are considered fundamentally interdependent and which emphasize obligations within one’s family and immediate community
  - People behave according to situations or expectations of others
- Fundamental attribution error – Tendency to attribute behaviors to a person’s internal qualities while understanding situational influences but not attributing it directly to them (typical with Western countries)