

SOCIAL COGNITION (Part 6)

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Heuristics

A heuristic is a general strategy that might lead to the right answer (Woolfolk, 2010). Because many of life's problems (careers, relationships, etc.) are not straightforward and have ill-defined problem statements and no apparent algorithms, the discovery or development of effective heuristics is important (Korf, 1999). To simplify the amount of information they receive from the environment, people will use mental shortcuts.

Mental shortcuts are efficient and usually lead to good decisions in a reasonable amount of time when people use to make judgments quickly and efficiently. Kahneman and Tversky (1973) are the first proposed that heuristics are the principles that we use to allow us to make social judgment rapidly and with less effort. When making specific kinds of judgments and decisions, however, we do not always have a ready-made schema to apply. At other times, there are too many schemas that could apply, and it is not clear which one to use. So what do we do? The solution is by using 'Representativeness heuristic' and 'Availability heuristic'.