

# **SOCIAL COGNITION (Part 7)**

**Emellia Fahariah Binti Jamaludin, Farahiyah Binti Mohamad Zuki , Pazarina Binti Musa,  
Nazimah Binti Mohamad@Mohd Noor & Nor `Akmar Binti Yunus**

## **Representativeness heuristic**

Representativeness heuristic is a rule-of-thumb strategy for making judgment based on the resemblance of current information with others. People tend to judge the probability of an event by finding a 'comparable known' event and assuming that the probabilities will be similar. It seems like judging by how similar something is to a typical case. However Woolfolk (2010) said that representativeness heuristic can be explain by judging the likelihood of an event based on how well the events match our prototypes- what we think is representative of the category. Hence there are some examples of representativeness heuristic:

- If I meet three people from a company and they are all aggressive, I will assume that the company has an aggressive culture and that most other people from that firm will also be aggressive.
- If Eric lives in United States, has several tattoos, and often wears dark sunglasses and a leather jacket, is it more likely that he owns a motorcycle or a car? If people use the representativeness heuristic, they may judge that Eric is more likely to own a motorcycle. This happens because the description of Eric is more representative of motorcycle owners.