

2 Thinking, bias, and how questions shape answers – Part 2

Name: _____ Class: _____ Date: _____

Vocabulary 词汇

Write each word three times. 把每个单词抄写三遍。

English	中文	Write it 3 times (English)
heuristic	启发法	_____
availability heuristic	可得性启发法	_____
Framing	框架效应	_____
Confirmation bias	确认偏误	_____

Recall

- You have guessed an answer because it "felt right" and been wrong.
- You have noticed that people remember the news stories that scared them.
- You know a question can be asked in a way that pushes you towards one reply.

New ideas

Read these first. Each idea has a short worked example. Then do the Practice below.

■ 1 Fast shortcuts

A **heuristic** 启发法 is a mental shortcut that is usually right and sometimes badly wrong. The **availability heuristic** 可得性启发法 judges how likely something is by how easily an example comes to mind, which makes vivid and recent events seem more common than they are.

Worked example. People overestimate the danger of plane crashes because crashes are reported and safe flights are not.



Framing 框架效应 means the same information changes a decision depending on how it is worded. A treatment described as "90% survive" is chosen more often than one described as "10% die", although the two say the same thing.

Worked example. A shop selling "95% fat free" yoghurt sells more than one selling yoghurt with "5% fat".

■ 3 Confirmation bias

Confirmation bias 确认偏误 is the tendency to look for and remember evidence that fits what you already believe. It is not lying: the person genuinely does not notice the contrary cases.

Worked example. Someone convinced a friend is unlucky remembers every mishap and forgets the ordinary days.

Watch out: A heuristic is not the same as a bias. The heuristic is the shortcut; the bias is the systematic error it produces in particular situations.

Practice

2.1 Define a heuristic. [1]

2.2 Explain how the availability heuristic makes rare events feel common. [2]

2.3 Define framing. [1]

2.4 Two treatments are described as "90% survive" and "10% die". State what the difference in response demonstrates. [2]

2.5 Define confirmation bias. [1]

2.6 Explain why confirmation bias is not the same as deliberate dishonesty. [2]

2.7 Distinguish a heuristic from a bias. [1]
