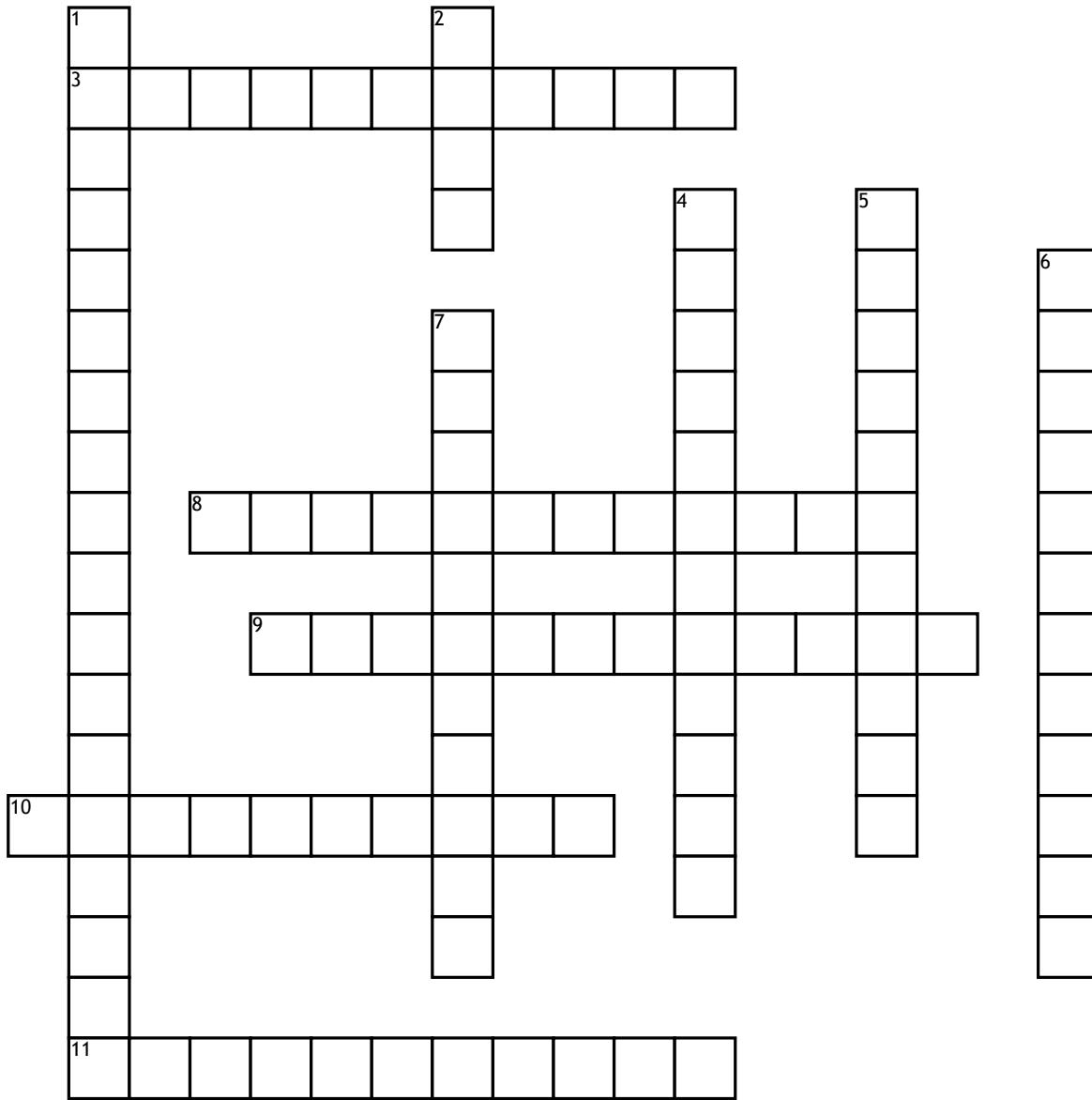


Judgement and Reasoning



Across

3. A heuristic where we rule out options based on certain aspects. _____ by aspects.
8. Why are people more sensitive to perceived potential losses?
9. Which heuristic involves estimating frequency based on ease of retrieving examples from long-term memory?
10. Cognitive shortcuts
11. Which heuristic involves considering options one-by-one and stopping when a satisfactory option is found?

Down

1. Which heuristic involves estimating category membership based on similarity, not probability?
2. Heuristics allow for _____ decision making
4. Because of the availability heuristic, people _____ the frequency of rare events
5. The _____ fallacy is the mistaken belief that the combination of 2 events is more likely than one event occurring on its own.
6. Which bias means people are more responsive to evidence that supports our existing beliefs?
7. The illusion of _____ involves the perception of a relationship between two things when none exists?