

**Module 7 - Intuition**  
*The Power and Perils of Intuition*

1. Pascal – “ The heart has its reasons which reason does not know”
2. Intuition –
  - a. Knowing or sensing without the use of rational processes; **immediate cognition**.
  - b. Knowledge gained by the use of this faculty; a perceptive insight..
3. What do you know?
  - a. Give me a 7 letter word ending in “y” that means “a group of interacting individuals living in the same region and sharing the same culture?”
  - b. ACORN is to OAK as INFANT is to \_\_\_\_\_?
  - c. Which word in the following group does not belong: rose, lily, hyacinth, potato, tulip?
  - d. In the house that you grew up in, did the front door open at the left side or right?
4. Intuition
  - a. A sense of something not evident or deducible; an impression.
  - b. Does it have a role in psychology?
  - c. Why?/Why Not?
5. The Powers of Intuition
  - a. Thinking is partially controlled
  - b. Thinking is partly automatic
    - i. Schemas
    - ii. Emotional reactions
    - iii. Expert analysis
    - iv. Clinical loss (blindsight, prosopagnosia)
    - v. Facial recognition
    - vi. Subliminal stimuli
6. Schemas
  - a. schemas are complex organizations of cognitions
  - b. Emotional reactions
  - c. Expertise
    - i. “Given sufficient *expertise*, people can intuitively know the answer to a problem.”
    - ii. Implicit knowledge
      1. Performance improves--even when we are not aware that we have learned a procedure or fact.
7. Clinical loss (blindsight, prosopagnosia)
  - a. Blind sight
    - i. damage to cortex
    - ii. report no image
    - iii. answer correctly
  - b. Prosopagnosia
    - i. cannot recognize face
    - ii. heart rate increase to familiar faces
    - iii. Facial recognition

8. Subliminal Stimuli
  - a. Can subliminal tapes reprogram your mind?
  - b. How do you feel when you see someone you love?
9. In your small group, list the factors that cause memory to be inaccurate or distorted
10. Our Memory
  - a. We revise the past to suit our present views
  - b. We are less aware of changes in attitudes
  - c. We recall them more fondly
  - d. We don't accurately recognize how we have changed and the range of that change
11. Change
  - a. "People whose attitudes have changed often insist that they have always felt much as they now feel."
12. Reconstructing the Past
  - a. "The worse your current view of your partner is, the worse your memories are, which only confirms negative attitudes."
13. We overestimate the accuracy of our judgements
  - a. Overconfidence
    - i. "There is no reason anyone would want a computer in there home ." (Ken Olsen, president of Digital Equipment, 1977)
    - ii. 1949 edition of Popular Mechanics states that "Computers in the future may weigh no more than 1.5 tons."
    - iii. "Heavier than air flying machines are impossible." Lord Kelvin, British Rooyal Society, 1895
    - iv. "Reagan doesn't have the presidential look." UA executive, 1964 while filming Reagan's *The Best Man*