

Module 8 - Reasons for Unreason

1. “What good fortune for those in power that people do not think”
2. Snap Generalizations Are Sometimes Wrong
 - a. Preconceptions control interpretations
 - b. Swayed by anecdotes rather than statistics
 - c. Misperceive correlation and control
 - d. Beliefs can generate conclusions
3. The truth is out there...
 - a. “We respond to reality not as it is but to reality as we construe it.”
 - b. Behavior follows perception, different perceptions; different behaviors
4. Reason/Unreason
 - a. Two thirds of what we see is behind our eyes
5. Our Preconceptions control our interpretations – please read these aloud
 - a. MAC DONALD
 - b. MAC HENRY
 - c. MAC MAHON
 - d. MAC HINERY ???
6. “We often are swayed more by anecdotes than statistical facts”
7. Availability Heuristic
 - a. Estimate probability based on how easy it is to think of something
 - b. If already in memory, we presume event common place
8. Availability Heuristic
 - a. Three jumbo jets full of passengers crashing every day would not equal tobacco’s deadly effects.
9. Illusory Correlation
 - a. We expect to find relationships
 - b. We use random events to confirm our beliefs
 - c. “halo effect”
10. *Illusion of Control*
 - a. We misperceive correlation and control
 - i. Cloud seeding
 - ii. Gambling
 - iii. Regression toward the Average
11. Schemas and Expectancies
 - a. Self-fulfilling prophecy
 - i. Lead us to act in ways that produce behaviors that confirm our beliefs - “Behavioral Confirmation”

12. Development of Self-Fulfilling Prophecy
 - a. Perceiver forms expectations about the target
 - b. Perceiver acts toward the target based on the expectations
 - c. Target interprets the perceiver's actions and responds so that his or her behavior is consistent with perceiver's expectations

13. Our Beliefs Can Generate Their Own Confirmation
 - a. Self-fulfilling prophecies
 - b. Teachers expectations affect student performance
 - c. Rosenthal (1994) -- Four Factor Theory
 - i. *Climate* - warmer climate for special students
 - ii. *Input* - given more material and cues
 - iii. *Output* - given more time to respond
 - iv. *Feedback* - given more informative feedback

14. Base Rate
 - a. How often a behavior or trait occurs in a given population.

15. Base Rate Fallacy
 - a. Our experience with one member of a group influences our beliefs about the population that individual is a member of

16. Overconfidence phenomenon
 - a. We overestimate the accuracy of our judgments