

CONTENTS

<i>Foreword</i>	<i>xi</i>
<i>Preface</i>	<i>xiii</i>

READER SURVEY	1
----------------------	----------

SECTION I: PERCEPTION, MEMORY, AND CONTEXT	13
---	-----------

Chapter 1: Selective Perception	15
Chapter 2: Cognitive Dissonance	22
Chapter 3: Memory and Hindsight Biases	31
Chapter 4: Context Dependence	38

SECTION II: HOW QUESTIONS AFFECT ANSWERS	49
---	-----------

Chapter 5: Plasticity	51
Chapter 6: The Effects of Question Wording and Framing	64

SECTION III: MODELS OF DECISION MAKING	77
---	-----------

Chapter 7: Expected Utility Theory	79
Chapter 8: Paradoxes in Rationality	84
Chapter 9: Descriptive Models of Decision Making	94

SECTION IV: HEURISTICS AND BIASES	107
--	------------

Chapter 10: The Representativeness Heuristic	109
Chapter 11: The Availability Heuristic	121
Chapter 12: Probability and Risk	131
Chapter 13: Anchoring and Adjustment	145
Chapter 14: The Perception of Randomness	153
Chapter 15: Correlation, Causation, and Control	162
Chapter 16: Attribution Theory	174

SECTION V: THE SOCIAL SIDE OF JUDGMENT AND DECISION MAKING	189
Chapter 17: Social Influences	191
Chapter 18: Group Judgments and Decisions	205
SECTION VI: COMMON TRAPS	215
Chapter 19: Overconfidence	217
Chapter 20: Self-Fulfilling Prophecies	231
Chapter 21: Behavioral Traps	241
<i>Afterword: Taking a Step Back</i>	253
<i>Further Reading</i>	262
<i>References</i>	264
<i>Credits</i>	293
<i>Indexes</i>	
<i>Author Index</i>	295
<i>Subject Index</i>	299