

Chapter 10: Thinking and language

concepts - mental groupings

↳ prototypes - mental image / best example of a category

solving problems: algorithm - methodical, logic rule to solve a problem

↳ step by step procedure

↳ heuristic - simple thinking strategy (speedier but more error prone)
Availability - specific memory representative - stereotypes

sudden realization solution: INSIGHT

obstacles
to
problem
solving

confirmation bias - search for info to confirm one's preconceptions

fixation - inability to see a problem from a fresh perspective

↳ functional fixedness - only recognize familiar functions

representative heuristic - judge likelihood in terms of prototypes

availability heuristic - judge on how mentally available info is

overconfidence - overestimate accuracy of our knowledge

framing - the way we present an issue (ex. 75% lean instead of 25% fat)

Belief bias - beliefs distort logic

Belief perseverance - cling to our beliefs

Language - spoken, written, signed communication

phonemes - smallest sound unit (40)

morpheme - smallest unit that carries meaning (word / part of word ex. pre-)

grammar - system of rules

semantics - rules we use to derive meaning (ed ending means past)

syntax - rules to order words

babbling stage - various sounds 4 months

one word stage - age 1-2 single words

two word stage - age 2 2 word statements

telegraphic speech - uses nouns/verbs "big doggy" "want juice"

thinking + language

↳ linguistic determinism - language determines how we think

↳ thinking in images

overgeneralization → grammar rules