

From Episodic and Semantic memory to Narrative and Propositional thought

The Power of Narrative: Who are you?

Loftus, E. F. (1992). When a lie becomes memory's truth: Memory distortion after exposure to misinformation. Current directions in Psychological Science., 1(4), 121-123.

5. Becoming plastic, again

**Important Point: We are not little logic engines**

Example: Risk assessment

A different example:

----- DEMO -----

Suppose that the US is preparing for the outbreak of an unusual flu. It is expected to kill 600 people. Here are two things that we can do.

If Program A is adopted, 200 people will be saved.

If Program B is adopted, there is a 1/3 chance that that 600 people will be saved and a 2/3 chance that no one will be saved.

----- End -----

The way the problem is **framed** is important.

A different issue: The case of Henry

----- DEMO -----

Henry is a short, slim man. He likes to read poetry. He has been active in environmental and feminist causes. Henry is a \_\_\_\_\_.

Here are some possibilities:

Rank order these candidate answers from most probable to least probable:

MOST PROBABLE \_\_\_\_\_ LEAST PROBABLE

- A. A truck driver
- B. Ivy League Classics Professor
- C. A course XXI major (humanities) or
- D. A course VI major (EE&CS)
- E. A truck driver who is a member of the Audubon Society & Mensa

----- END -----

What is the point here?

Money: A realm where logic and math should rule, right?

How much is a dollar worth? Bernoulli (One of them, 18th cent)

U (utility of the money) ~ = \_\_\_\_\_

Some gambling

(\$100, .5, -\$100) Do you want to play?

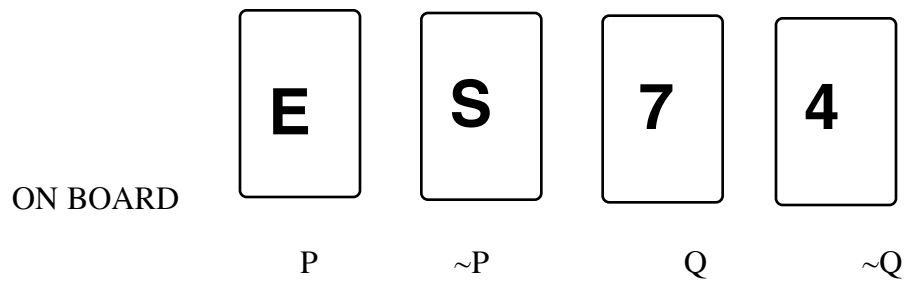
What is "Expected value"

How about (\$100, .5, -\$98)

The Wason selection task (if we have time):

If a card has an E on it, it must have a 7 on the other side.

Which cards do you have to turn over to check on the validity of this rule for these cards



Ref: Cosmides, L (1989) The logic of social exchange: Has natural selection shaped how humans reason? Studies with the Wason selection task. Cognition, 31, 187-276

A few more gambles to think about

Pick A or B

A: (4000, .8)

B: (3000, 1.0)

Pick C or D

C: (4000, .20)

D: (3000, .25)

PICK E or F

E: (1,000,000, .001) E=1000

F: (500, 1) E = 500

Would you pay \$1 for a 1 in a million chance to win \$100,000?