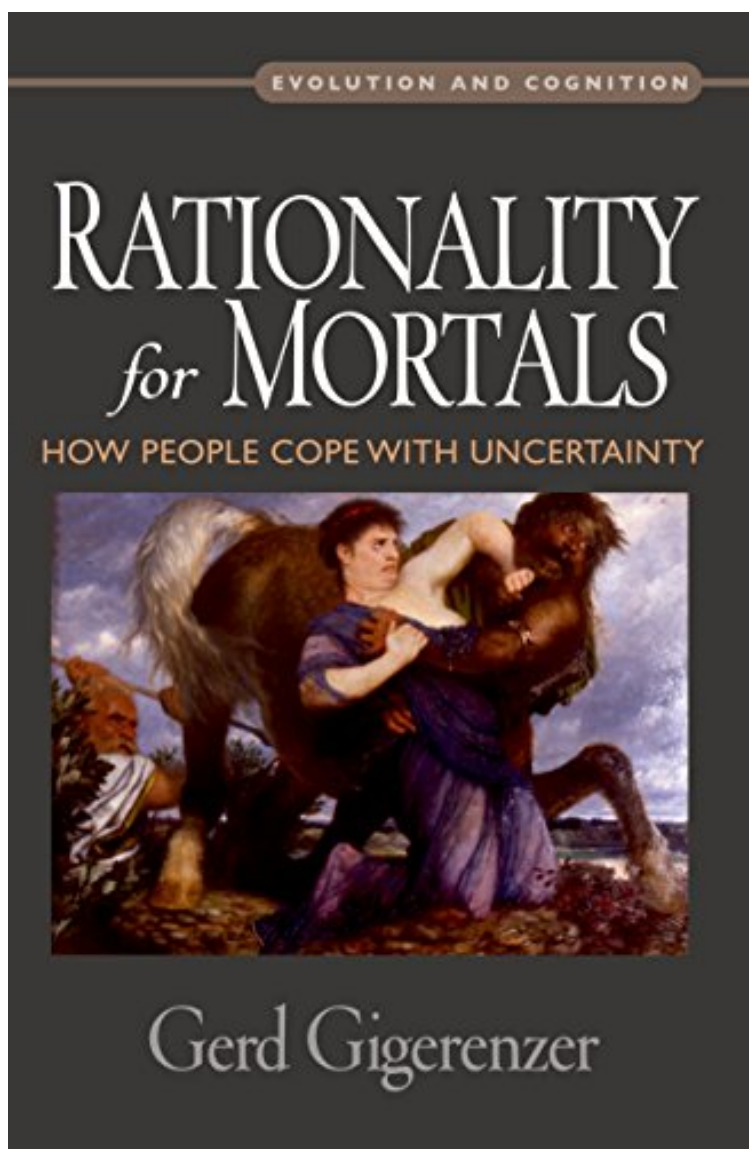


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Rationality for Mortals: How People Cope with Uncertainty



Par Gerd Gigerenzer
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Description :

Prsentation de l'diteurGerd Gigerenzer's influential work examines the rationality of individuals not from the perspective of logic or probability, but from the point of view of adaptation to the real world of human behavior and interaction with the environment. Seen from this perspective, human behavior is more rational than it might otherwise appear. This work is extremely influential and has spawned an entire research program.This volume (which follows on a previous collection, Adaptive Thinking, also published by OUP) collects his most recent articles, looking at how people use "fast and frugal heuristics" to calculate

probability and risk and make decisions. It includes a newly written, substantial introduction, and the articles have been revised and updated where appropriate. This volume should appeal, like the earlier volumes, to a broad mixture of cognitive psychologists, philosophers, economists, and others who study decision making. *Revue de presse* This book should be read by all scientists interested in understanding human behaviour on decision making, or in knowing the limits of human inference under uncertainty in order to provide statistical information in an understandable manner. (Marta Posada, *Journal of Artificial Societies and Social Simulation*) *Présentation de l'éditeur* Gerd Gigerenzer's influential work examines the rationality of individuals not from the perspective of logic or probability, but from the point of view of adaptation to the real world of human behavior and interaction with the environment. Seen from this perspective, human behavior is more rational than it might otherwise appear. This work is extremely influential and has spawned an entire research program. This volume (which follows on a previous collection, *Adaptive Thinking*, also published by OUP) collects his most recent articles, looking at how people use "fast and frugal heuristics" to calculate probability and risk and make decisions. It includes a newly written, substantial introduction, and the articles have been revised and updated where appropriate. This volume should appeal, like the earlier volumes, to a broad mixture of cognitive psychologists, philosophers, economists, and others who study decision making.