

Chapter 8

THINKING AND LANGUAGE

Section 1: What Is Thinking?

Section 2: Problem Solving

Section 3: Reasoning

Section 4: Decision Making and Judgment

Section 5: Language

Question: What are the three units of thought?

THREE UNITS OF THOUGHT

- **SYMBOLS** – objects or acts that stand for something else
- **CONCEPTS** – mentally grouping together objects, events, or ideas that have similar characteristics such as dogs, horses, etc.
- **PROTOTYPES** – examples of concepts that best exemplify that concept

Question: What steps can be used to solve problems?

THE ABCDEs OF PROBLEM SOLVING

- **A**ssess the problem
- **B**rainstorm approaches to the problem
- **C**hoose the approach that seems most likely to work
- **D**o it – try the most likely approach
- **E**valuate the results

Question: How do deductive reasoning and inductive reasoning differ?

DEDUCTIVE AND INDUCTIVE REASONING DIFFER

- Deductive Reasoning – a conclusion is arrived at by reasoning from a general principle to a specific conclusion
- Inductive Reasoning – a conclusion is arrived at by reasoning from many specific observations to a general principle

Question: What strategies can be made in decision making?

STRATEGIES IN DECISION MAKING

- Weighing the Pluses and Minuses – choosing among goals or courses of action to reach goals by using a balance sheet
- Shortcuts in Decision Making and Judgment – use *heuristics* or shortcuts
- The Framing Effect – refers to a way in which wording affects decision making

Question: What strategies can be made in decision making?

HEURISTICS OR SHORTCUTS

- *Representativeness Heuristic* – making decisions about a sample according to the population that the sample appears to represent
- *Availability Heuristic* – making a decision on the basis of information that is available in the immediate consciousness
- *Anchoring Heuristic* – making a decision based on certain ideas or standards that a person holds and which hold an anchor for the person

Question: What are the basic elements of language?

BASIC ELEMENTS OF LANGUAGE

- *Phonemes* – basic sounds of a language
- *Morphemes* – units of meaning in language
- *Syntax* – way in which words are arranged to make phrases and sentences

Question: What are the three units of thought?

