

Abstract for Seminar at the Interdisciplinary Center for Economic Science (ICES) at George Mason University, November 16, 2007.

Exploring the link of ecological rationality between ICES and ABC

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It has been observed in labs and in the field that people use rules of thumb (heuristics) to solve their decision making problems. A specific heuristic is invoked when its corresponding triggering conditions arise in the environment. Heuristics are successful if they conform to the structure of the environment in which the problem exists. An efficient mechanism of matchmaking between heuristic strategies and certain environmental structures is embedded in our adaptive capabilities. The science of heuristics studies the function of these simple rules, specifies where they work, and inquires into their limits. I present some findings of the fast and frugal heuristics program that illustrate how process models are developed in this tradition. In addition, I discuss some possibilities for the way in which the research agendas of ‘reconciling constructivist and ecological rationality’ and ‘developing the science of fast and frugal heuristics’ can inform and enhance one another. Both of these programs share a notion of ecological rationality as the degree of adaptation to the environment.