

Rules of Thumb: Heuristics

Heuristics are shortcuts or simple rules of thumb to make quick decisions. Below are ten heuristics in the form of rules gleaned from Gerd Gigerenzer's Gut Feelings (2007).

1. **Recognition Rule:** If you recognize only one of two or three choices, choose the one you recognize.
2. **Simplicity Rule:** Keep things as simple as possible.
3. **Incremental Rule:** Start small and build systematically (too much information overwhelms).
4. **Parsimony Rule:** Less is often more: a few good choices are better than a multitude of options.
5. **Information Rule:** Too much information causes difficulty; search only until you find a satisfactory option, then act.
6. **Intuition Rule:** Trust your intuition when thinking about things that are complex, difficult to predict, and when there is little information and time.
7. **Transparency Rule:** Be transparent in your interactions; transparency creates trust.
8. **Uncertainty Rule:** In uncertain environments, good judgments require ignoring information; don't allow uncertainty to paralyze you.
9. **Satisficing Rule:** Optimizing is impossible; learn to satisfice by selecting options that are both sufficient and satisfying.
10. **Framing Rule:** Frame problems positively for best results.