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
Chapter 8

Section 1: What Is Thinking?

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

- Assess the problem
- Brainstorm approaches to the problem
- Choose the approach that seems most likely to work
- Do it – try the most likely approach
- Evaluate 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.
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?

Thinking → Symbols → Concepts → Prototypes