## CONTENTS

| 1  | Where Do New Ideas Come From?                                  | 1   |
|----|--|-----|
|    | 1. From tools to theories: A heuristic of discovery            | 3   |
|    | 2. Mind as computer: The social origin of a metaphor           | 26  |
|    | 3. Ideas in exile: The struggles of an upright man             | 44  |
| II | Ecological Rationality   | 57  |
|    | 4. Ecological intelligence                                     | 59  |
|    | 5. AIDS counseling for low-risk clients                        | 77  |
|    | 6. How to improve Bayesian reasoning without instruction       | 92  |
| Ш  | Bounded Rationality  | 125 |
|    | 7. Probabilistic mental models                                 | 129 |
|    | 8. Reasoning the fast and frugal way                           | 166 |
| IV | Social Rationality   | 199 |
|    | 9. Rationality: Why social context matters                     | 201 |
|    | 10. Domain-specific reasoning: Social contracts and cheating   | 011 |
|    | detection  11 The module its of assist intelligence            | 211 |
|    | 11. The modularity of social intelligence                      | 226 |
| ٧  | Cognitive Illusions and Statistical Rituals                    | 237 |
|    | 12. How to make cognitive illusions disappear                  | 241 |
|    | 13. The Superego, the Ego, and the Id in statistical reasoning | 267 |
|    | 14. Surrogates for theories                                    | 289 |
|    | References   | 297 |
|    | Name Index   | 329 |
|    | Subject Index  | 337 |