

CONTENTS

I	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
III	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 detection	211
	11. The modularity of social intelligence	226
V	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