**Assessment – Design a pamphlet for understanding of Quasirationality.**

**Assignment**

Develop an eye-catching **four-page leaflet** aimed at the general public that introduces them to the concept of *quasirationality* in decision-making. The leaflet should:

1. Define the concept of quasirationality,
2. Deal with any misconceptions regarding the concept,
3. Provide examples of important decisions that are best made using quasirationality (as opposed to intuition or analysis alone), and
4. Identify research questions that psychological scientists still need to answer about quasirationality.

**Suggested format**

Newsletter style (A4 size) using Word online formats (see ‘new file’ in Word, choose ‘Newsletter’ for choice of formats.

Choose a format that is eye catching. The aim is to produce a leaflet that people will want to read further. The title should be clear.

**Some suggested readings:**

Dhami, M. K., Belton, I., & Goodman-Delahunty, J. (2015). Quasi-rational models of sentencing. *Journal of Applied Research on Memory and Cognition, 4,* 239-247.

Dhami, M. K., & Thomson, M. (2012). On the relevance of cognitive continuum theory for understanding management judgment and decision making. *European Management Journal, 30*, 316-326*.*

Hammond, K. R. (2010). Intuition, no! . . . quasirationality, yes! *Psychological inquiry, 21*, 327–337.

Mosier, K. (2009). Searching for coherence in a correspondence world. *Judgment and Decision Making, 4*, 154-163.