

CONTENTS

<i>Introduction</i>	vii
1. How I Got Started Teaching Physicians and Judges Risk Literacy	1
Part I. The Art of Risk Communication	
2. Why Do Single-Event Probabilities Confuse Patients?	9
3. HIV Screening: Helping Clinicians Make Sense of Test Results to Patients	12
4. Breast Cancer Screening Pamphlets Mislead Women	15
Part II. Health Statistics	
5. Helping Doctors and Patients Make Sense of Health Statistics	21
6. Public Knowledge of Benefits of Breast and Prostate Cancer Screening in Europe	94
Part III. Smart Heuristics	
7. Heuristic Decision Making	107
8. The Recognition Heuristic: A Decade of Research	140

Part IV. Intuitions about Sports and Gender

- | | |
|--|-----|
| 9. The Hot Hand Exists in Volleyball and Is Used for Allocation Decisions | 173 |
| 10. Stereotypes about Men's and Women's Intuitions: A Study of Two Nations | 200 |

Part V. Theory

- | | |
|---|-----|
| 11. As-If Behavioral Economics: Neoclassical Economics in Disguise? | 225 |
| 12. Personal Reflections on Theory and Psychology | 252 |

References 261

Index 301