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When is Intuition a Reliable Problem-Solving Strategy?

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Poster Presentation P38

WHEN IS INTUITION A RELIABLE PROBLEM-SOLVING STRATEGY?

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This study tests the hypothesis that problem attributes affect how appropriate the strategy of intuition is for solving problems (Hammond et al., 1987; McMackin & Slovic, 2001). The study investigated the appropriateness of strategy (intuition, analysis, or no strategy) when solving everyday problems with varying levels of complexity and social content.. It was predicted that highly social and complex problems would be solved more accurately using intuition than analysis. Results indicate that there was no significant effect for strategy condition. However, further analyses indicate that individual differences in intuitive and analytical cognitive style affect the accuracy of problem solving, in particular for problems that are highly complex and non-social.