

Intuition

Intuitive decision-making is described as the process by which information, acquired through associated learning and stored in long-term memory, is accessed unconsciously to form the basis of a judgment or decision.¹ Intuition is based on the implicit knowledge of the decision-maker.

Followers of the heuristics-and-biases school of thought - developed by Amos Tversky and Daniel Kahneman - believe that intuitive judgments are derived from an “informal and unstructured mode of reasoning” that ultimately does not include any methodical calculation. Tversky and Kahneman identify [availability](#), [representativeness](#), and [anchoring](#) as three heuristics that influence many intuitive judgments made under uncertain conditions.²

Intuitive decision-making is far more than using common sense, because it involves additional sensors for perceiving and being aware of the information from outside. Sometimes it is referred to as gut feeling, sixth sense, inner sense, instinct, inner voice, spiritual guide, etc.³

Next: [BOGSAT](#)

¹ Betsch, Cornelia (2008). Intuition in judgment and decision making. New York: Lawrence Erlbaum Associates.

² Kahneman, Daniel (1982). Judgment under uncertainty: heuristics and biases. Cambridge New York: Cambridge University Press.

³ <http://timeforchange.org/definition-of-intuition-intuitive>.