

1. Even if utility-maximization is an extremely effective way to predict decision-making, it can also be very difficult to calculate quantitatively in practice, since "expected value" may involve emotional or future "utilities" that are not easily understood or that cannot be articulated at the time the decision is made.
2. Confirmation bias may influence people to discount evidence or even cause people to fail to recognize new information as relevant evidence in a decision-making process.
3. The size and space limitations of working memory actually represent a benefit by allowing storage and retrieval to be fast, efficient, and uncluttered.
4. The sophistication of human language profoundly influences the success of the phonological rehearsal loop.
5. The mind is more effective when it can break down continuous phenomena into discrete parts.
6. Because knowledge is distributed across a mental network rather than locally mapped, this may contribute to having redundant ways to retrieve and process a certain piece of information.
7. Although mental resources are limited, the specific capacity of total resources available is not a fixed amount; rather, it can vary across different points of time, partially depending upon a person's physical state.
8. In order to achieve automaticity for a task, one must cross a threshold from attending to the individual elements of a complex task to knowing the task as a unified whole.
9. The more we seek to understand new information at a deep level, the more likely it is that we will be able to retrieve it later.
10. During the use of the phonological loop to store lists of items in memory, items that are phonologically similar can be more easily confused.
11. Learning happens when we encounter an element of a situation that does not match the norms framed in our own schema, because it causes us to have to refine our schema.
12. The greater the consequences of an event with personal meaning, the more my memory of it is likely to be clear and rich in detail.

13. The physical context in which memories were created can serve as a stimulus for retrieving the memory.
14. Even when source memory fails, familiarity can help us to keep important information "active" in memory such that we pay greater attention to it.
15. This idea suggests a general principle about memory that a particular piece of knowledge can be used more flexibly as its degree of fan becomes higher (in a PDP network), even though this means that the activation signal becomes weaker along each connection.
16. Prototypes can serve as a backup system when exemplar knowledge is insufficient.
17. Experts can show proficient recall without using brute-force memory search because they have already developed highly-organized systems for storing new, meaningful patterns.
18. Being an expert is not by itself a guarantee that one can teach another to become an expert as well.
19. Problem-solving may be enhanced if one has a sensitivity to situations in which "moving backwards" may be more effective than moving directly toward the goal.
20. Analogies can be an effective tool for problem-solving, particularly if the analogy is formed from the relationship of deep meanings of the new and past situations rather than from their surface features.
21. When experts are planning a next move in a problem-solving situation, the expert's fast reaction is an indicator of performance, as experts are already observing and planning the next future move by the time that they are engaged in the current move.
22. Spending a lot of time doing a certain activity is a necessary but not sufficient requirement for attaining high-performance expertise.