

Common heuristics in unconscious decision making

Name	Trigger feature	Heuristic
Familiarity	familiar setting or situation	If I've done it before then it's what I should do now.
Authority	credible expert opinion	If an expert believes it then it's what I should believe.
Social proof	behavior of people similar to myself	If people like me are doing it then it's what I should do.
Commitment/consistency	opportunity to validate prior actions or words	I should remain consistent with my prior opinions and actions
Liking/conformity	actions by a person or group that I like	If someone I like is doing it then it's what I should do to be accepted.
Scarcity	competition for a limited resource	If something is scarce then I should desire it. Sunrockice.com 2005

Decision making for wilderness leaders: strategies, traps and teaching methods
Ian McCammon, Ph.D.

Clue	Description	ALP TRUTH
Avalanches	In the area in the last 48 hrs.	
Loading	By snow, wind or rain in the last 48 hrs.	
Path	Identifiable by a novice.	
Terrain trap	Gullies, trees, cliffs or other features that increase severity of being caught.	
Rating	Considerable or higher hazard on the current avalanche bulletin.	
Unstable snow	Collapsing, cracking, hollow snow or other clear evidence of instability.	
Thaw instability	Recent warming of the snow surface due to sun, rain, or warm air.	Sunrockice.com 2005

Simple decision framework based on obvious clues. Add up the number of clues that apply to the slope. Acronym ALP TRUTH.