

**TO:** Cheryl Chao, Team Writer  
**FROM:** Lisa Liang, Team Editor  
**DATE:** September 25, 2019  
**SUBJECT:** Review of your Definition – Heuristics

Hi Cheryl, I have reviewed your definitions of heuristics. As a reader with no background in psychology, it is very straight forward and easy to understand. You have done a great job effectively communicating to your intended audience. Please allow me to share my suggestions below:

**Examples:**

It is great that your expanded definition is simple and easy to understand. To further demonstrate the difference between intuitive and analytical decisions, you might want to consider adding examples. By giving specific examples of when intuitive and analytical decisions, the reader will have a better understanding of the term heuristics.

**Expansion Strategy:**

You have effectively used etymology, visual, comparison and contrast in your expanded definition. Though the term was well defined and contrasts were given, it would give readers a chance to reflective compare their understanding if you were able to give specific examples of intuitive and analytical decisions.

**Visuals:**

Great choice of visual as one of your expansion strategies. I was able to differentiate the difference between system 1 and system 2 of Dual Process Theory. However, I had to refer back to your definition to correlate system 1 with heuristics. As you have chosen heuristics to be your defining term, you might want to modify the image a little by labeling the word “heuristics” under system 1 in your visual.

Overall, you’ve done an excellent job of defining the term heuristics. Although simple and straight forward, I was still able to gasp a bit of history behind the term, as well as understand the term from a broader perspective through contrasting Dual Process Theory. It is great that you haven’t introduced new terms that stray away from the main defining word. I hope my recommendations above can help you in revising your definitions. Please don’t hesitate to contact me if you have any further questions.