

The Wikipedia article on Dedre Gentner says "the cost of missing a truly deep analogy is preferable to the risk of overlooking a real danger". In that comparison, how are costs compared to risks?

They aren't being compared on the same scale — Gentner's point is that *evolution favored avoiding false negatives in danger detection*, so the "risk" of overlooking danger outweighs the "cost" of missing a deep analogy. [Wikipedia](#)

How "cost" and "risk" function in that sentence

The Wikipedia passage summarizes Gentner's *kind world hypothesis*, which argues that humans evolved in environments where **misidentifying danger could be fatal**, while **failing to notice a deep structural analogy rarely was**. The key asymmetry is:

- **Missing a deep analogy** → a *lost cognitive opportunity* (a "cost").
- **Overlooking a real danger** → a *potentially lethal outcome* (a "risk").

Gentner's claim is that natural selection tuned human cognition to **prioritize rapid, surface-level danger detection** over **slow, structure-level reasoning**, because the consequences of error were vastly different. [Wikipedia](#)

Why the comparison is asymmetric

The two terms refer to different kinds of consequences:

Term	Meaning in Gentner's context	Severity
Cost	Lost chance to notice a deep analogy; reduced learning or insight	Low
Risk	Possibility of failing to detect real danger; potential harm or death	High

The comparison is therefore **not** between two quantities of the same type (e.g., dollars vs. dollars). It is a **value-based prioritization**: evolution prefers false positives ("that rustle might be a tiger") over false negatives ("that rustle is nothing"), because the latter can kill you.

Why this matters for analogy research

Gentner uses this evolutionary framing to explain why humans often rely on **surface similarity** rather than **deep relational structure** when making quick judgments. The bias is adaptive: superficial cues often correlate with real threats, and the penalty for ignoring them is high. [Wikipedia](#)

Bottom line

“Cost” and “risk” are not being compared as equal categories; the sentence expresses an evolutionary tradeoff: losing an analogy is unfortunate, but missing a danger is catastrophic.

Thank you for that clarification, which I substituted for the unclear phrasing in the article.

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