

Society for Judgment and Decision Making

Newsletter

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A message from the president, Josh Klayman

Before getting to my column, I'd like to take a moment to welcome and to express appreciation to our new treasurer, Bud Fennema, and to our new newsletter editor, Warren Thorngate. The Society is very fortunate to have had these fine people volunteer to take on these two critical roles. Also, in this first issue under his direction, Warren has inaugurated a project to present integrative essays by some of JDM's leading senior members. This is a great idea, and I am particularly pleased that we can begin the series with the comments of two of JDM's most distinguished charter members, Sarah Lichtenstein and Ken Hammond.

Mind and Gut: Which Side Are We On?

Do people make decisions and judgments on the basis of thought or feeling, cognition or emotion, intuition or reasoning...? These kinds of questions have been kicking around in social psychology, cognitive psychology, and judgment and decision research for decades, often accompanied by controversy. George Loewenstein's presidential talk at the November meetings rekindled the old arguments and threw some new fuel on the fire. He suggested that we JDMers have largely been barking up the wrong tree, believing that decisions and judgments were based on deliberative reasoning, whereas actually that accounts for a small fraction of what makes us do what we do.

George brought considerable evidence to his case from his own research and that of many others, and I thought that what he said made a lot of sense. But George's

comments also revived some misgivings I have about "hot" vs. "cold", emotion vs. reason, etc. My complaints are not directed at George in particular: Some of these have been bugging me ever since Robert Zajonc's famous pronouncement that "preferences need no inferences" back in 1980. I'll present two of my pet peeves on the subject.

If it's fast or unconscious, it isn't cognition

Undoubtedly, decisions are subject to processes and influences of which the decision maker is not conscious. This is sometimes taken to mean that those processes and influences are something other than cognitive. Emotional or visceral, perhaps. But it doesn't make sense to contrast unconscious with cognitive; a lot of cognition is also unconscious. For example, people have extensive abilities to abstract and recognize patterns without awareness of how they use distinguishing features, or even which features they are using. Inferences about the visual perspective of a person standing in a different location in the room take place without any awareness of how the calculations are made. People in a given culture have a strong consensus about which items are better and worse examples of a given category, without much awareness of the bases for that judgment. Furthermore, processes like these are often extremely rapid, and many cognitive processes that are slow and conscious at first can become highly automated with practice. Conversely, processes that are visceral and emotional can be slow and conscious. For example, you are negotiating with an

agent for a timeshare in Arizona, and you gradually find yourself feeling anxious and wary. You don't know what the cues are you're picking up on, but you gradually and consciously know you feel like pulling out of the deal.

We've been giving too much attention to deliberative reasoning

I agree with the proposition that many judgments and decisions have little to do with a deliberative weighing of features and arguments. But has decision research missed this point? Consider some prototypical JDM topics. Representativeness, availability, hindsight bias, risk perception, loss aversion, miscalibration... None of these phenomena are proposed to arise from deliberate, conscious strategies. "Justifiability" is used in several different ways to describe influences on judgments and choices (by Tetlock, Shafir, Hsee, and others). Generally, people are assumed to be unaware of how this motivation is affecting them. Multi-attribute choice is often used as a prototype of the kind of deliberative reasoning people rarely do. But even in that domain, phenomena such as the use of noncompensatory evaluation, satisficing, and adaptation to task complexity are not presumed to come from conscious decisions about how to proceed. We've known for a long time that choices are prone to order effects, contrast effects, framing effects, context effects...mostly without the awareness of the decision maker, and often contrary to what the decision maker thinks he or she is doing.

In fact, I would make the case that very few JDM researchers do study deliberative processes of reasoning, such as attempts at scientific thinking and

argument construction. Even if such truly deliberative thinking represents only, say, 5% of how we make judgments and decisions, that 5% is biased toward the most difficult, most important, and least overdetermined judgments. So, I think these processes may be understudied, rather than overstudied. In any case, I don't think that JDM researchers have been overly preoccupied with deliberative reasoning.

Yes, there are some interesting distinctions

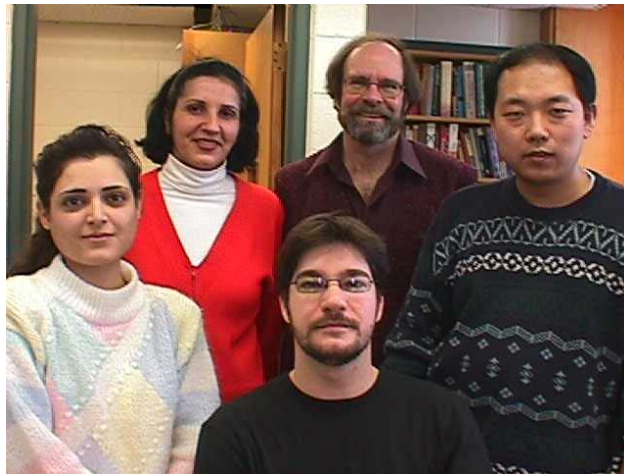
Despite caveats and misgivings, there is no doubt that there really are different ways of making decisions, and that the range of different processes should be acknowledged and appreciated. In that respect, there are a number of interesting and sophisticated treatments of the dimensions along which decision differ. For example, Ken Hammond and colleagues discuss a "cognitive continuum" from intuitive to analytical (see Chapter 6 of his 1996 book, *Human Judgment and Social Policy*). Robin Hogarth discusses many different aspects of the differences between intuition and other, more deliberative modes of thinking, and suggests that people continuously shift between modes and combine them in forming judgments and decisions (see his 2001 book, *Educating Intuition*). The Naturalistic Decision Making movement presents another viewpoint, connecting very rapid decisions made by experts to automated processes of pattern recognition and classification of situations and actions (see, e.g., the 1997 book *Naturalistic Decision Making*, edited by Caroline Zsombok and Gary Klein). "Image theory" is another systematic approach to understanding unconscious and non-

deliberative elements of decision making (see Lee Beach's 1998 book, *Image Theory*).

Judgment and decision making comes in a variety of flavors, and we need to understand them all in order to understand human behavior. Questions about how

different modes of thinking, feeling, and reacting combine in human judgment and decision making don't map well onto dichotomies like gut vs. head, fast vs. slow, hot vs. cold, cognition vs. emotion... That's good news for us JDM researchers.

A message from the editor, Warren Thorngate



Your editorial team, clockwise from bottom: Matthew Young, Maria Rasouli, Mahin Tavakoli, Warren Thorngate, Zhigang Wang

Taking my turn as editor of the Society's newsletter brings equal parts of gratitude, challenge and excitement. Steve Edgell, our previous editor, kept this newsletter going for several years, and deserves our collective appreciation. Thank you Steve! It is challenging to continue Steve's good work, and to build on it, as the Society develops and prospers. To meet the challenge, I am thankful for the able assistance of my four PhD students: Maria Rasouli, Mahin Tavakoli, Zhigang Wang and Matthew Young. We are all excited by the opportunity to glean and distribute interesting and important information about who is doing what in the study of human judgement and decision making, even if we employ Canadian spelling.

I begin my editorial tasks following a 15-year, partial hiatus from our discipline. Disappointed at the time by the decline in Canadian research funding, and by the rising dominance of cognition and laboratory research in a discipline I was taught should study values and social action as well, I surrendered to the possibility of doing something useful by undertaking science policy research and higher education projects in the Third World. The years took me throughout South and Central America, then to Cuba and Iran, the latter something of a second home for about eight years. My experiences were wonderful, but little of use came from the activities that afforded them. Diverse projects, all well-

intentioned, would founder for overlapping reasons, many of which I could trace to difficulties of judgement and decision making. So when the projects ended last year, I decided to return to my intellectual home and learn what it now might offer someone interested in improving international development activities. I began to review more than a decade of developments in our discipline, then bought a ticket to Kansas City last November for my first SJDM conference in 20 years.

Like Rip Van Winkle awaking from his extended nap, I was both excited and a bit concerned by what I read and observed. Though cognitive aspects of judgment and decision making continue to dominate the research agenda, exciting new topics such as naturalistic decision making, temporal aspects of choice, and the role of emotion in judgment have emerged. Venerable topics such as individual differences in decision making, group decision making and conflict, are holding their own. Yet I was puzzled by the proliferation of adjectival variations such as medical, legal, consumer, organizational, family, policy and environmental decision making. The adjectives indicated that judgement and decision making research was flourishing. They also suggested that the research was, like a proverbial herd of cats, rushing madly off in all directions, and that any intellectual core of our discipline might soon lose its contributors or its audience (Why? See Thorngate, 1988, 1990).

Can a newsletter counter the centrifugal forces of the discipline it serves? Perhaps it can in small ways. My students and I discussed at length what we would like to accomplish during our editorial tenure. We now have a few ideas, many

concerned with developing a sense of community in a discipline showing the evolutionary equivalent of urban sprawl. Here are some topics we shall include in the newsletter as relevant material arrives:

- Articles about the history of judgement and decision making research;
- Articles about links with other disciplines;
- Debates about past, present or future research directions and methodologies;
- News about members of SJDM;
- Personal profiles of SJDM members, especially new ones;
- References, summaries, reviews of recent books and articles in JDM and cognate areas;
- News about funding opportunities, conferences, workshops, jobs;
- Information about courses and graduate programmes in JDM;
- Content suggested by readers.

In pursuit of the first two ideas, we are thankful especially for the contributions of two founders of our discipline for this our first issue. Sarah Lichtenstein gives us a wonderful account of some of her memories of the beginnings of the judgement and decision making area. Ken Hammond, far outlasting the Energizer Bunny and now writing a book on wisdom, reminds us of our connections to philosophy. Enthused by their contributions, we plan to solicit similar ones from other founders of our discipline to publish in issues to come.

No newsletter, this one included, can survive without interesting and useful content. We cannot produce it all. Like Sarah and Ken, you can help. Please send us newsletter content. Please send us ideas for newsletter content. Don't be shy! Have

you written a paper, manuscript, article, thesis or dissertation recently that you would like about 1,000 of your colleagues in our Society to know? Have you read something in an area beyond our discipline that you believe would give your colleagues new and useful ideas? Do you have a question, suggestion or doubt about a research topic or methodology in judgment and decision making? Would you like to offer your opinion about the state of our discipline or some part of it? Would you like to advertise your availability for a job? Let us know. Your newsletter words may not bring you tenure, but they will inform colleagues of you and your ideas, contribute to a sense of community, and take you off the Free Rider list.

Hoping to persuade you to submit newsletter content, we have decided to try an experiment. Until the replies subside, we shall offer in each issue a general question for you to answer by e-mail, then sample at random enough replies to fill 1-2 newsletter pages. A citation and 1-3 sentences explaining why you chose it would suffice. Here is our first question:

What do you think is the most important book or article about judgement or decision

The Start Of J/DM: A reminiscence by Sarah Lichtenstein

When I got my Ph.D. from the University of Michigan in 1962, my area was called "Mathematical Psychology." My dissertation, chaired by Ward Edwards, was on preferences among bets (based on a 1960 paper by Coombs and Pruitt). Its most prominent feature is its scarcity of references: just 14 -- in a dissertation! -- including one talk, one unpublished paper, and a statistics text. Not that I wasn't

making that has rarely, if ever, been cited in our literature?

Here is sample answer:

Slobodkin, L. B., & Rapoport, A. (1974). An optimal strategy of evolution. *Quarterly Review of Biology*, 49, 181-200. Makes the important distinction between economic rationality and biological rationality, reminding us that the former is primarily concerned with outcomes in the long run, while the latter is primarily concerned with ensuring a long run. Biological rationality might explain many ideas of Prospect Theory.

We look forward to your contribution!
Warren Thorngate,
warrent@ccs.carleton.ca

References

- Thorngate, W. (1988). On the evolution of adjudicated contests and the principle of invidious selection. *Journal of Behavioral Decision Making*, 1, 5-16.
- Thorngate, W. (1990). The economy of attention and the development of psychology. *Canadian Psychology*, 21, 62-70

trying. There just weren't many papers. There wasn't a field.

But Ward Edwards was determined to establish a new field in psychology. He did this in part by writing two review papers, *Psych Bulletin* in 1954 and the first Annual Review chapter in 1961. His most successful effort, in my view, was to start an annual conference in 1962. He

invited everybody he could think of (most of them were strangers to him and to each other when they first came) and urged them all to present papers. The conference was originally called the “PIP” Conference (for Probabilistic Information Processing) but was soon called the Bayesian Conference.

In the earliest years, the papers given were widely disparate, with many people talking about topics nobody else was familiar with. I remember Anatol Rapoport speaking on game theory and David Schum on Bayesian analyses of legal evidence. One year Dave unrolled an equation so long that it spread across the whole front of the room. Jim Naylor pleaded with us to submit papers to the journal he was starting (to be called Organizational Behavior and Human Performance and later dubbed “Organbehooper” by Len Rorer at ORI).

Ward encouraged congeniality with free booze (purchased from the “conference fee” we paid directly to Ward). During the socializing at one Bayesian Conference we got talking about how good it would be to exchange papers. This led to the organization of “The List.” I ran The List for its entire life. To be a member, you simply sent me your name and address. A couple of times a year I would send the list to all members. Your only obligation, as a member, was to send a copy of your preprints and reprints to all the other members. Thus it provided an immense impetus to the newly emerging field. There was only one rule: If you didn’t distribute anything for two consecutive years, I would cut your name from The List. Of course The List would be impossible today, with hundreds or thousands, instead of tens, of names. Now we have the Internet.

In 1966, the University of Oregon recruited my then-husband, Ed, by dangling the possibility of a job for me in Eugene, at the Oregon Research Institute, where Paul Slovic worked. I had known Paul at Michigan, though he was three years behind me, because Ward was his dissertation chair, too, and we had co-authored a pre-PhD paper. (His wife, Roz, and I gave birth to our first children within eight days of each other in 1960. I had my second, and last, three months before my oral exam; Paul and Roz eventually had four.) After four years of dead-end jobs, I was delighted with the prospect of working with Paul. Ed and I came to Eugene and I got that job at ORI (funded by a five-year grant from NIMH which included in its funded budget not only the ORI staff but also two open research positions!).

My new colleagues at ORI (especially Len Rorer, Lew Goldberg, and Paul Hoffman) didn’t study decision making, they studied judgment. The primary concept wasn’t probability, it was correlation. (Paul, influenced by both, was doing correlational analyses of choices among bets.) Their favorite annual conference was run by Ken Hammond at Colorado. So I crammed new concepts, equations, and techniques and started traveling to Boulder as well as to Ann Arbor (later, Los Angeles) each year.

The Boulder Conference was more limited in scope than was the Bayesian Conference, with fewer newcomers and outsiders. But it did have one rivalry, between Ken Hammond and Norman Anderson, who had no conference of his own but always attended Ken’s. Ken was an admirer of Egon Brunswik (that’s

putting it mildly; he often spoke of the tears in his eyes as he climbed the stairs of the building in Germany where Brunswik had taught) so he believed strongly that the cues used in judgment studies should vary in the way they vary in the real world, that is, they should be intercorrelated across the stimuli. Norman insisted with equal fervor that the cues must be independent across the stimuli. This doesn't sound like much of a difference? It was a big thing at the time.

For many years I attended both conferences. I loved them, not only for the intellectual stimulation, which was intense, but also for the camaraderie. I made many "conference friends," people I was deeply fond of but never saw outside of conferences. Ken never provided a hospitality suite as Ward did but we managed to be congenial anyhow. I remember one year in Boulder we played a game that Hilly Einhorn and I invented: One person enumerated the names of a subset of conferees; the others tried to figure out the defining feature of the subset. This feature varied from "wears glasses" to "has published in *Psych Review*." I was awed by the brilliance of these people. They even got "is traveling east after the conference," which was especially tricky because Baruch Fischhoff was in the subset. As it happened, Baruch, who by that time had joined us at ORI, was not returning directly to Eugene, but was going to the East Coast for a few days.

It was these three men, Edwards, Hammond, and Anderson, who created J/DM as a recognized field of psychology. All three were leaders, even gurus. All three were passionate about spreading the word (though their words were different).

But they were not similar people. Ward was big, loud, outgoing, and sharply attentive to and receptive of others' ideas. Ken was always a gentleman, kind, composed, and quiet. If he ever met a person he didn't like, he reacted with polite silence. Norman was a prolific author. He was a tiger in papers and reviews, infamous for his letters, but quite shy in groups. One-on-one I found him sweet.

It took many years for the J (judgment) to be joined with the DM (decision making). Ward never attended the Boulder Conference nor Ken and Norman the Bayesian Conference. Few people attended both. I did; so did Paul and Hilly and Amos Tversky. I don't remember any others. The languages were entirely different and few were bilingual. (When Hilly first attended the Bayesian Conference in Ann Arbor, he presented a highly jargoned Lens Model paper that was met with stunned incomprehension.) Paul and I tried to bridge that gulf when we wrote that dense but oft-cited comparison paper in 1971. (Amos later told us he assigned it in the first week of his seminars just to weed out the slackers.)

The only time Ward, Ken, and Norman got together was at the once-only Monterey Conference. It was exceedingly generous of Ward to include Ken, Norman, and their followers, because the conference was a Dog and Pony Show to convince the Office of Naval Research to fund the research of the presenters. After each presentation, a dull and officious Navy man asked, "What does this have to do with the Navy?" Speaker after speaker mumbled and stumbled through an answer to this question until one (I vaguely recall it was Jim Naylor; Paul thinks it may have

been Hilly Einhorn) paused, then firmly replied, “Absolutely nothing.” Ward about swallowed his teeth.

My ten years at ORI were wonderful. Paul and I were doing interesting research and had great colleagues. And ORI had visitors. Scores of visitors, hundreds of visitors, coming from all over the US and Europe, staying only two days or up to a year. This hospitality might warrant naming ORI, as an institution, as an important agent in building J/DM.

Amos Tversky and Danny Kahneman visited from Israel for a year in 1971-72. I was astounded at how good their English was, considering that it was Amos’ second language and Danny’s third. And did they talk! When it was just the two of them, one would switch from Hebrew to English mid-sentence, apparently when a word came up that was better expressed in English. The other would continue in English and so the discussion would go, until, mid-sentence, one would switch back again. When Paul and I joined them, it was, of course, all English, at such a rapid rate that I rarely got a word in edgewise. They did a lot of research that year, gathering much of the data that would become their heuristics and biases papers. They established a machine-like data collection system. In the late afternoon, new data would arrive from the U of O campus. That evening they would analyze and discuss it, argue, and decide what they should try next. Amos, a night owl, would stay up late writing the new task. Danny, an early riser, would polish it and get it to the secretary for typing and dittoing. By early afternoon, the new experiment would be hustled off to

campus to be given to subjects, and the cycle would continue. I suspect that only one in five or one in ten of these tasks made it into print, but it was an amazingly efficient way to develop ideas, always with near-instant feedback from data.

Another early influence on the development of the field was the biennial conference in Europe. I don’t remember what it was first called; it later became SPUDM (Subjective Probability, Utility, and Decision Making – no one ever confessed to suggesting this acronym but I suspect it was an American or Brit with a wry sense of humor). I first attended it in Rome, in 1973; that was the second or third one. That Roman experience is worth a reminiscence of its own – the heat, the noise, the lodgings, the food, the Bulgarian bear, and the cholera scare. The roots of the conference trace back to Ward, via Larry Phillips, in England, who was one of Ward’s first two Ph.D. students, and Dirk Wendt, in Germany, who spent a year in Ann Arbor with Ward. Both were among the original organizers of SPUDM. The conference met in a different country each time, so the few American regular attendees (like me) got a nice sampling of Europe.

Three gurus, three conferences, and a List. That’s what built J/DM. I’m lucky to have been in it from the start.

For an excellent intellectual history of J/DM, I recommend Goldstein and Hogarth’s introduction to their edited volume, *Research on Judgment and Decision Making; Currents, Connections, and Controversies*, 1997.

[Sarah Lichtenstein can be reached at SarahL@Decisionresearch.org]

Philosophy – again? by Ken Hammond

The inevitable fate of psychologists -- and other scientists -- is to discover that the work they have been doing is embedded in a certain philosophical tradition, whether they like it or not. There has been a hiatus in the development of this tradition in psychology, however. Philosophers of science abandoned their interest in psychology about the time of the collapse of learning theory, a theory which, if irrelevant, at least had offered enough rigor and clarity to challenge a philosopher's critical talents. No psychological theory since that time has attracted serious attention from philosophers, a loss of interest that has been fully reciprocated by psychologists. Graduate students no longer read philosophy of science, and beyond a little journal and a small interest group (of which I am a member) there is little evidence of a once strong connection.

The present gulf may close, however, when psychologists in the field of judgment and decision making discover, or are discovered by, the philosophy of pragmatism. The possibility of that discovery drew closer at the beginning of the 21st century when the nature and social relevance of pragmatism was made apparent in Menand's (2001), "The Metaphysical Club." This book made clear the origins of pragmatism in that "club" in New England following the disaster of the Civil War. The principal participants were to become famous in many ways, one of which was to legitimize Charles Sanders Peirce's idea of pragmatism. Its central theme of "probabilism" made the connection with psychology possible; indeed, one could, perhaps, go so far as to call this theme

"the end of certitude". And it was this theme that fueled the explosion of research in judgment and decision making in the latter half of the 20th century. (For a brief history of the origins of that research see Hammond, 1996).

Will a renewed mutual interest in philosophy of science (represented by pragmatism) and psychology (represented by the psychology of judgment), lead to a new productive synergy? Possibly. More to the point is the question of whether psychology *needs* an interested philosophy of science. In the view of this author, the answer is yes, for the following reasons.

The past role of philosophy of science in the development of psychology suggests that such philosophy provides psychology with a useful, because disinterested and competent, critical analysis of its theories and methodologies. It discovers strengths and weaknesses in psychological theory and links to data, and in the methodology it chooses for its inferential process. Philosophy of science also discovers historical sources as well as contemporary links that inform disciplines otherwise isolated. Specifically, pragmatism will show current judgment researchers their historical roots beyond procedural practices, as well as links to other fields and modes of thought that psychologists would never discover. Fortunately, Menand makes it easy and instructive to discover those historical roots.

But discovering the history of pragmatism is easier than discovering its principles and practices, so this is not the place to present them. (A good source is Menand, pp 337 - 375; Dickstein, 1998 provides a

recent overview by many authors.) But it can be said that the premise of uncertainty, as fact about the world, and the strong stand against certitude as a form of judgment, are fundamental. The founders, William James, Charles Sanders Peirce, and Oliver Wendell Holmes, among others, were clear about these two matters.

L. Siegel (2001), in his penetrating review of Menand's book, makes a third premise clear: "[Pragmatism's] animating principle is that truth is social and constructed rather than transcendent and objective. It holds that ideas prove their worth in action, and that the results of an idea are the best criteria by which to judge its merit. (p. 84)". When Siegel says that "ideas [must] prove their worth in action", we can translate that as: "our *judgments* must prove their worth in action"; that is, a judgment must prove its worth by virtue of its correlation with a criterion; if you say it's going to rain, we look for the occurrence of rain to prove the worth of your judgment. That is pragmatism in the 21st century. That is what it means to say "truth is social and constructed". And probabilistic. For we know that your judgment/prediction of rain, is only probabilistic; it will be correct only a part of the time because it is based on fallible indicators. Pragmatism will insist that there is no certitude regarding rain or anything else, and particularly none in the abstractions regularly put before us. These three premises are also premises of much, but not all, research in judgment and decision making (J/DM).

If all this indicates that pragmatism is highly compatible with a correspondence theory of truth, does that mean there is no room in pragmatism for the J/DM research that is compatible with a

coherence theory of truth? That's a problem for the philosophers.

Synergy. (The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects) The predominant fact of the interaction between philosophy and psychology during the 1940 -1960 period, the heyday of the learning theorists, is that it was a one-way relationship; philosophy was the teacher, psychology the student. However, if and when the relationship between philosophy and psychology becomes the relationship between *pragmatism* and *judgment and decision making*, it will be a truly synergistic relation; psychology -- that is, judgment and decision research -- will be a co-equal partner with philosophy, that is, pragmatism. After all, C.S. Peirce was one of the first probabilists and it was he who introduced the term, pragmatism (or, as he preferred it, pragmaticism). Not only did he know his mathematical statistics but he was also a methodologist, and he certainly was as interested in behavior as any psychologist of his day. William James gave the term and the idea visibility, but he always gave Peirce credit for the early work. Indeed, if Peirce hadn't made such a mess of his life, work in the field of J/DM would have started off with a much firmer foundation than James gave it, and would have moved faster than it did, for it was the psychology of judgment and decision making that really interested Peirce. (See Menand (2001) for a good description of Peirce's life and work; read Peirce himself to see how far he went with his ideas; for example, "Values in a Universe of Chance: Selected Writings of Charles S. Peirce (1839 - 1914)" ; Edited, with an Introduction by Philip P. Wiener.)

Modern J/DM's contribution will be to provide pragmatism with the kind of empirical referents and operational procedures it needs to disentangle itself from its increasingly verbal proliferation. And, fortunately, J/DM researchers are familiar with some matters that seem to baffle pragmatists. For example, Stanley Fish, and others prominent among pragmatists, have made the point that pragmatism actually has nothing to say to us (Dickstein, p. 420). Fish does this by distinguishing between a pragmatist *account* of behavior and a pragmatist *program*, thus "A pragmatist account is an account of decision making and change that dispenses with decision procedures, hard and fast rules, and comprehensive theories, and emphasizes instead hunches, luck, creative opportunism, being in the right place at the right time with right resources." That sounds like Fish is saying that J/DM research is irrelevant from the point of view of pragmatism since it is all so haphazard anyhow. He goes on to say "A pragmatist program is what might follow if, once you had a pragmatist account, you could something with it except prefer it to other accounts urged by Realists or proponents of natural law." But, it turns out, this is a false hope. For "...there is nothing you could do with it" (p. 420 in Dickstein). This sour note is followed by a meandering discussion that is supposed to prove that you can do nothing with it, but in fact is primarily merely a repetition of "there is nothing you could do with it". (Fish does give a good example of what he means, however, when he quotes Posner, thus:" As Judge Posner observes, a pragmatist account of judging doesn't direct judges to be pragmatists".)

J/DM researchers are familiar with this argument; it is often used against them,

and has eventuated into a tired old joke about the J/DM researcher who asks a colleague for help with an important decision, only to be asked why he doesn't use his knowledge of judgment and decision making for this problem. The punch line is always the same: "Stop kidding, George (or Tom); this is serious".

Fish's mistake is a common one; each theme overgeneralizes its range of application. And yes, it is true that some of the conditions Fish mentions sometimes occur; but they don't always occur. There are numerous occasions and conditions in which his remarks do not apply. That is why the principles and methods derived from J/DM research are widely taught and used in business schools and in the military, and why the National Science Foundation funds basic research in this field and the military funds applications, and why medicine has a journal devoted medical decision making. Thousands of empirical research articles defy Fish's declaration that "there is nothing you could do with it". Even Judge Posner's remark is wrong. For example, the mandatory sentencing program grows indirectly out of J/DM research, whether judges are cognizant of it or not. (See Hammond, 1996, pp 176 - 179.)

In short, the psychology of J/DM can be - and should be -- the empirical research component of pragmatism, and that pragmatism can be and should provide the philosophical context of the psychology of J/DM. And that is where the synergism that will expand the scope and power of both will be found.

References

Dickstein, M. (Ed.) (1998). *The Revival Of Pragmatism: New essays on social*

- thought, law, and culture*. Durham, NC: Duke Univ Press.
- Hammond, K. (1996). *Human Judgment and Social Policy: Irreducible uncertainty, inevitable error, unavoidable injustice*. Oxford: Oxford University Press.
- Menand, L. (2001). *The Metaphysical Club: A story of ideas in America*. New York: Farrar, Straus and Giroux.
- Siegel, Lee. (2001). *Cold verities: the chilly ethics of American pragmatism*. Harper's Magazine. October 2001.

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Passages

- Harold (Hal) Gerard, professor emeritus at the University of California, Los Angeles, died 16 January 2003. For more information, see http://www.today.ucla.edu/html/030211names_faces.html
- Harold H. (Hal) Kelly, professor emeritus at the University of California, Los Angeles, died 29 January 2003. For more information, see <http://theory.uwinnipeg.ca/ISSPR/isspr/msg00114.html>
- Paul Meehl, professor emeritus at the University of Minnesota, died 14 February 2003. For more information, see <http://www.startribune.com/stories/466/3659275.html>

Funding Source

The U.S. National Science Foundation (NSF) has just released a new solicitation for proposals on Human and Social Dynamics. This special competition inaugurates the Human and Social Dynamics (HSD) priority area at NSF. This priority area aims to develop and apply multi-scaled, multi-disciplinary approaches to better understand the causes and ramifications of change and to increase collective capabilities to anticipate its complex consequences. A related goal is to improve the understanding of the dynamics of behavior and the human mind. HSD also aims to advance knowledge of the cognitive and social structures that create and define change and to help people and organizations better manage profound or rapid change. In this initial year of a multi-year effort, the following topical areas will be emphasized: (A) **Decision Making Under Uncertainty (DMUU)**, a part of the President's Climate Change Research Initiative; (B) Enhancing Human Performance (EHP); and (C) Empirical Implications of Theoretical Models (EITM). This competition offers many opportunities for support of social and personality research. Please read the solicitation, which is posted at <http://www.nsf.gov/pubsys/ods/getpub.cfm?nsf03552>

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Conferences

Call for papers: SJDM annual conference, 10-11 November 2003

Submission Deadline: July 1, 2003

The J/DM program committee invites proposals for symposia, individual papers, and posters on any theoretical, empirical, or applied topic related to judgment and decision-making. This year's conference will be held in Vancouver, British Columbia, November 10-11, 2003. The keynote speaker will be Daniel Kahneman, 2002 Nobel Laureate.

Conference submissions should be made through the SJDM Submission System website located at: <http://sql.sjdm.org>. After completing a web-based submission you will receive a confirmation message via e-mail. For any technical problem with the submission process please contact our web masters Alan Cooke and Alan Schwartz at www@www.sjdm.org. Any other inquiries can be addressed to the chair of the organizing committee.

The members of the organizing committee for this year are:

Julie Irwin (Chair)	jirwin@mail.utexas.edu
Craig Fox	cfox@Duke.edu
Rami Zwick	mkzwick@ust.hk
Dan Ariely	dandan@MIT.EDU
Sandy Schneider	sandra@chuma.cas.usf.edu

Eligibility

- At least one author of each submitted presentation must be a J/DM member. Joining the J/DM Society at the time of submission will satisfy this requirement. (A membership form can be downloaded from the society website at <http://www.sjdm.org/>).
- Any individual may present at most one paper (but may be a co-author on multiple papers).
- Any individual may be the first author of at most one poster (but may be a co-author on multiple posters).

Students' poster competition

A US\$100 prize will be given to the best poster presentation whose first author is a student member of the J/DM Society. Joining the J/DM Society at the time of submission will satisfy the membership requirement.

Other Conferences

The 6th **International Conference on Naturalistic Decision Making**, 15-17 May, 2003, Hilton Garden Inn, Pensacola Beach, Florida. <http://www.coginst.uwf.edu/ndm6>

International Society of Political Psychology, 26th annual meeting, 6-8 June 2003, Boston, MA. <http://ispp.org/ISPP/meet.html>

Society for the Advancement of Behavioral Economics, "Behavioral Economics: The Next Step?" 28-31 July 2003, Cal-Neva Resort, Lake Tahoe, Nevada <http://www.usask.ca/economics/SABE>

10th Annual Conference on Social Dilemmas, 19-23 August 2003, Marstrand, Sweden.

<http://www.icsd2003.net>

The 19th Research Conference on **Subjective Probability, Utility and Decision Making** (SPUDM-19), 25-27 August 2003, Zürich, Switzerland. Local organisers are Roland Scholz and Renate Schubert. For more information, submission of paper proposals and registration visit the SPUDM-19 web site:

<http://www.uns.umnw.ethz.ch/spudm>

The 25th Annual Meeting of the **Society for Medical Decision Making**, 19-22 October 2003, Hyatt Regency on the Riverwalk, Chicago Illinois. <http://www.smdm.org>

19th Annual Meeting of the **Brunswik Society**, 6-7 November 2003, Vancouver (BC), Canada.

<http://www.brunswik.org>

The **Decision Sciences Institute** 7th International Conference to be held jointly with the 8th Annual Meeting of the Asia Pacific Region of the DSI. The joint meeting will be held on the campus of the China Europe International Business School in Shanghai, China, 04-08 July 2003.

<http://www.decisionsciences.org/intl03.htm>

The 17th International Conference of the **International Society on Multiple Criteria Decision**, 6-11 August, 2004, Vancouver, British Columbia, Canada. <http://www.mit.jyu.fi/MCDM/conf.html>

Employment

Post-Doctoral Training in Medical Decision Making and Health Services Research

The VA Center for Health Equity Research and Promotion (CHERP) supports two post-doctoral training positions for qualified individuals who wish to develop and enhance skills in medical decision-making research. Prior research on medical topics is not required. CHERP has sites in Philadelphia and Pittsburgh. Post-doctoral trainees will join a rich environment of scholars and educators in health services research at either the University of Pittsburgh School of Medicine and the VA Pittsburgh Health System and their affiliated centers and programs such as the Center for Research on Health Care, or the University of Pennsylvania School of Medicine and the Philadelphia VA Medical Center and their affiliated centers and programs such as the Leonard Davis Institute and the Wharton School.

Funding is allocated year-to-year, although fellows generally remain in the program for two years. Fellows are provided with an annual stipend of \$37,000 and a small research budget. There are no teaching, service, or payback requirements. New positions are expected to open up for a start date of 10/1/03. The application deadline is April 1, 2003. Applicants must be US citizens and must have completed a Ph.D. in psychology, economics, management, sociology, or a related field before the fellowship begins. Physicians are not eligible to apply. Applicants should send a letter detailing their interests, a curriculum vitae, and two or three letters of reference to Marti Trudeau, RN, MPA, CHERP Asst. Director, Philadelphia VA Medical Center, 3900 Woodland Avenue, Philadelphia, PA 19104-4155 or send e-mail to martha.trudeau@med.va.gov.

Minutes of the Executive Board Meeting

Society for Judgment and Decision Making

November 23, 2002

Announcements

Election Results

President elect: Eric Johnson

New member of Executive Board: Rami Zwick

Congratulations and welcome! Thanks to David Budescu, Past-President, and Reid Hastie who will be rotating off the Board.

Financial Report & Discussion

Current finances

Sandy Schneider reported that the finances are in good shape after having increased dues to \$35 (regular members) and \$10 (student members). In addition, the society received a fee discount (approximately \$2,000) for the Orlando meeting after complaining about the inability to hear the speakers when a band began playing in an adjoining room. Also, this year, we are grateful to members of the program committee and executive board for bringing LCD projectors for Powerpoint presentations. This saved the society about \$3,000 in rental fees.

Expenditures for Secretary/Treasurer, Newsletter Editor, Webmaster

The assistant to the secretary/treasurer received \$2,200 for her help with all business related to membership. It may be necessary to increase that amount to finish out the year (also see discussion of replacing secretary/treasurer below). The newsletter editor received \$2,000 for an assistant and \$1,000 for related expenses. The editor may require a bit more in expense money for the December newsletter. The webmaster received \$500 to cover expenses related to maintaining the website.

Conference expenses and video projector

The conference is expected to run about \$25,000 this year, which is typical. Audio/visual fees continue to be quite expensive. Although part of the rationale for the dues increase last year included being able to afford this A/V expense, avoiding the rental of LCD projectors is an excellent way to conserve the society's resources and to keep conference costs reasonable.

Auditing of SJDM finances

The SJDM finances have not yet been audited. This should be a priority for the incoming secretary/treasurer

Membership Report & Discussion

Membership count

Membership is up by almost 50, with a count of 907 members. The increase is due at least in part to new members affiliated with EADM (European Association for Decision Making), with whom we have had an agreement providing for reduced membership dues. There has also been a subtle increase in the number of student members.

Conference pre-registration count

Pre-registration counts have returned to normal since last year's downturn caused by 9/11. We expect approximately 260.

Joint EADM membership

The count is continually changing and being updated, but the last count suggested approximately 90 joint members of EADM and SJDM. Again, the agreement to provide reduced dues for members of both societies has increased membership in both societies.

The process is currently quite cumbersome. After discussion, it was decided that a better arrangement is to simply have each society deal with only their own dues. SJDM will allow EADM members to join for half price, and EADM can allow SJDM members to join for half price. That way the societies are not required to co-mingle funds. Routine updates between societies can still be used to help ensure that the system is working. The secretary/treasurer will work with EADM representatives to make this change.

New Business

Change of Publisher for Book Series

Bill Goldstein reported on the publication committees continuing work to secure a new publisher for the book series. Currently, there is an agreement in principle with Erlbaum (LEA), but the details are still being negotiated for obtaining rights to the existing books from Cambridge University Press (CUP). Bill Webber of LEA spoke to Phil Laughlin of CUP, and both optimistic about reaching a mutually agreeable arrangement. Sometime in early 2003, they will try to come to agreement and then draft a new contract. The two series books that are still in preparation will be published by CUP, and rights to these and other series books will not be transferred until after the initial marketing and sales so that CUP still has an incentive. The

transfer will probably take place about 6 months before the first new LEA book in the series comes out, at which time LEA will begin promoting the entire series. Royalties are likely to be about 10 % for the 1st 1000 copies sold, with gradual increases as sales go higher.

Currently authors receive 80% of these royalties, and 20% goes to the society. Early on, some authors contributed all of the royalties to the society, but because many authors were choosing not to publish with the series, it became standard for the society to only receive a small share. The board discussed the split and decided to stick with a standard of 20% for the society to encourage authors to contribute more if they would like.

Josh Klayman recommended keeping the logo for the series as is, and the Board Members agreed. Compliments to the committee for doing such a great job in finding a new publisher.

Current publications are selling fairly well. Two more books are coming out in early 2003. One proposal is in now, and we are going to receive terms soon from LEA to seek endorsement from publications committee. There will be a continuing effort by the publications committee to actively facilitate the review process and avoid perceptions of being another bureaucratic hurdle.

Replacement of Newsletter Editor

We are thrilled to have Warren Thorngate as our incoming newsletter editor. Welcome! Many thanks to Steve Edgell for his service over the past three years.

Replacement of Secretary/Treasurer

Despite efforts, it has not been possible to identify a new secretary/treasurer, potentially because the position has become too work intensive. After reviewing a list of current responsibilities, the Board discussed providing more resources so that an assistant could take on more of the responsibilities. The Board voted to increase the allotment for an assistant to \$5,000 (with max of \$20 per hour) in order that the bulk of the work could be transferred to a reliable university employee as part of his/her position.

In addition, the Board agreed to add a new appointed member to the Executive Board. This position will be the Conference Manager, and will be responsible for all of the coordination functions associated with the conference itself (e.g., arranging for rooms, lunch, registration, etc.) Sandy Schneider offered to serve in this capacity for one year in order to establish and differentiate these functions from those of secretary/treasurer. The Board endorsed this plan.

Addition of Webmaster as Board Member

The Board also discussed and agreed to add the Webmaster as an appointed member to the Executive Board. Alan Schwartz will be invited to serve.

Voting Procedures (Move to Electronic)

The Board voted to hold elections electronically next year if the Webmaster can coordinate this.

Federation News

Hal Arkes presented his report to appear in the December newsletter.

Ongoing Committees: Personnel and Reports

Program Committee (report in December newsletter)

Marlys Lipe (through 2002) *2001 Chair*

Rami Zwick (through 2003) 2002 Chair

Julie Irwin (through 2004) *2003 Chair*

Craig Fox (through 2005) *2004 Chair*

New member: Dan Ariely

Student Poster Committee (report in December newsletter)

J.D. Jasper (chair)

Ad hoc committee members solicited annually. New members are always needed.

Beattie International Travel Award Committee

Peter Ayton

Josh Klayman (chair)

Martin Weber

This year's awardees are Kirsten Volz and Boris Maciejowski.

Einhorn Award Committee

Eldar Shafir (through 2002) 2002 Chair

Rick Larrick (through 2004) *2004 Chair*

Mike Doherty (through 2006) *2006 Chair*

A new member will be needed in 2003.

This year's award winner is Robin LeBoeuf.

Publications Committee

Jonathan Baron (through 2002, Chair 2001)

William Goldstein (through 2003, Chair 2002)

Barbara Mellers (through 2004, Chair 2003)

Terry Connolly (through 2005, Chair 2004)

A new member needs to be added to this committee. Terms will be increased to four years to allow for a straightforward rotation of membership.

Other Business

There was a brief discussion of a possible new journal, but there may not be sufficient need given current outlets such as OBHDP and JBDM.

There is a continuing need to solicit book projects for the JDM Series.

Adjourn

Minutes of the Annual Business Meeting Society for Judgment and Decision Making November 23, 2002

Announcements

Election Results: President elect: Eric Johnson

New member of Exec Board: Rami Zwick

New Newsletter Editor and Secretary/Treasurer: Warren Thorngate

New Committee members (Program: Dan Ariely, Publications: TBA)

Welcome!

Acknowledgments

The Castellan Service Award was presented to Steve Edgell for 3 years service as Newsletter Editor and to Sandy Schneider for 3 years service as Secretary/Treasurer. Thanks also to new, continuing, and retiring committee members.

New Business**Replacement of Secretary/Treasurer (and creation of Conference Coordinator position)**

S/T position has grown in complexity—needs greater assistance and fewer responsibilities

The Board decided to provide more substantial support to the S/T. So the new S/T will be provided up to \$5,000 to secure assistance in recording dues, updating the membership, processing registrations, and balancing the books.

PLEASE let us know if you are interested in taking over as S/T. It is mostly an overseeing position provided you can secure a good and reliable administrative assistant.

[Note. Since this meeting, we are delighted to report that Bud Fennema has agreed to serve as the new Secretary/Treasurer. Welcome—and many thanks!]

The Board approved the creation of a new position of Conference Coordinator. The Coordinator will reduce the burden on the S/T by coordinating meeting rooms, refreshments, etc., printing the program, assisting with onsite registration, and providing agenda and minutes for the Board and Business meetings. During the period of transition, Sandy Schneider has agreed to stay on in that capacity.

Addition of Board Members

The Board recommends that both the Webmaster (Alan Schwartz) and the new Conference Coordinator (Sandy Schneider) positions be added to the membership of the Board. The composition of the Board would then include 10 people: 6 elected members (past, present and upcoming presidents + 3 regular members) and 4 appointed positions (S/T, Newsletter Editor, Webmaster, Conference Coordinator).

As this requires a change to the bylaws, we need to take a vote.

Motion: To add the Webmaster and Meeting Coordinator to the Executive Board.

Votes in Favor: approximately 80; Opposed: 0; Abstentions: 0

Passed unanimously.

Election procedures

This year we plan to conduct elections electronically on our website. Details will be available in upcoming newsletters.

SJDM/EADM Joint Memberships

In order to simplify the method for recording and tracking joint memberships, we will institute a new policy such that all international members of EADM can become members of SJDM at a reduced rate of \$17. We will ask EADM to institute the complementary policy whereby its US members of SJDM can join EADM at half price. In this way, both members and societies can better keep track of funds and membership as each society only collects dues for its own group, though maintaining a relationship through reciprocal reduced rates.

Other

Jim Shanteau commented on the JDM reception held on Saturday night: "The reception sponsored by OK/JDM was a grand success, with well over 100 JDM'ers in attendance. This was our way of welcoming you to our part of the United States. The Oklahoma/Kansas JDM group was founded in the 1980's by the late Chuck Gettys to encourage JDM research in the central states. The meetings each April are always informal and highly interactive -- the style that Chuck preferred. Anyone interested in JDM work is welcome to participate. The reception was made possible by contributions from many OK/JDM members: Rob Hamm, Marlys Lipe, Julia Pounds, and Larry Bailey from Oklahoma; Rickey Thomas, John Raacke, Jan Crow, and Jim Shanteau from Kansas; plus honorary OK/JDM members Dave Weiss from California, Mike Dougherty from Maryland, and Gary McClelland from Colorado. We encourage other regions to form their own local JDM chapters -- we would be happy to share our experience and advice. We also encourage other regions to sponsor opening night receptions when JDM comes to your part of the country."

David Weiss reminded members about the Bayesian conference in February. (A notice also appears in the December newsletter.)

Treasurer's Report (Sandy Schneider)

This year is all good news.

Membership: 907, up almost 5%, mostly EADM, some new students and better dues collections.

Conference attendance is at an all time high (despite estimates) – almost 100 onsite registrations --for a total of approximately 285.

Finances are also in great shape. About \$15K cushion, approximately \$4K in Beatty fund

The dues increase has helped, also we received a discount from Orlando due to the noise problems last year.

Rami Zwick's and George Loewenstein's willingness to bring their own projectors for the society's use also saved about \$3,000 this year. Nevertheless, this meeting will still be expensive.

Thanks for patience this year given the unexpected transition in the assistant to the S/T.

Program Committee Report (Rami Zwick) See December newsletter

Publication Committee Report (Bill Goldstein) See Executive Board minutes

Federation Report (Hal Arkes) See December newsletter

NSF Update (Deborah Frisch, DRMS Program Director)

JDM related funding opportunities at NSF [see also the NSF [Funding Source](#), above]

Formal

1. SBE priority area – Human and Social Dynamics \$10 million
 - a. Climate Change Research Initiative: Decision Making Under Uncertainty (CCRI: DMUU) / \$5 million per year x 5 years. 3-5 centers plus smaller grants / improve quality of decision making re: climate change/variability given current state of knowledge
 - b. Empirical Implications of Theoretical Models (EITM) / \$1 million / encourage more collaboration between empirical researchers and formal modelers
 - c. Enhancing Human Performance (EHP). \$4 million / gain a better understanding of everyday human performance and action and of how such performance is influenced by rapid change
2. Multidisciplinary Research into Critical Infrastructure and Related Systems . \$1 million special competition – deadline 3/1/03. DRMS and Infrastructure and Information Systems (IIS) program (Engineering) / basic research into the mitigation, preparedness, response and recovery of societies to disasters and extreme events affecting critical infrastructure and related systems / *at least one investigator from engineering and at least one investigator from a social science discipline.*

Informal

Collaborations between psychologists and economists

Employment opportunitiesPaid:

DRMS Program Officer, Two positions:

- Permanent
- Rotator (1-2 years)

One expert in JDM, one expert in Risk

Unpaid:

DRMS panelist

Einhorn Award (presented by Eldar Shafir) and Recipient Presentation

Robyn A. LeBoeuf, Identity-Based Choice and Preference Inconsistency

Adjourn

Recent publications

Environmental Decision Making

Dale, V., & English, M. (Eds.) (1998). Tools to Aid Environmental Decision Making. New York: Springer-Verlag, 1998 Identifies and presents tools to environmental decision-makers to help them improve the quality and clarity of this vital process. The tools described range from software to policy approaches, and from environmental databases to focus groups.

Resource: <http://www.environmental-center.com/publications/springer/0387985557.htm>

Becker, D.R., Harris, Ch.C., McLaughlin, W.J., & Nielsen, E.A. (In Press). A

participatory approach to social impact assessment: the interactive community forum . *Environmental Impact Assessment Review*. Introduces the Interactive Community Forum as a method of social impact assessment that seeks community members' judgments of social impacts. The authors count the advantages of this method to integrate local knowledge into an Environmental Impact Statement and inform environmental decision-making through a modified public involvement process.

Harremoës, P. (in press). Ethical aspects of scientific incertitude in environmental analysis and decision making. *Journal of cleaner production*. In decision-making related to the environmental issues, it is assumed that there is a well-established, scientific basis for the decisions, but the authors argue that in relation to risk assessment and sustainability, ignorance plays a far greater role than normally acknowledged by natural scientists and engineers.

Marcus, A., Geffen D.A., & Sexton k. (2002). Business–Government Cooperation in Environmental Decision-Making. *Corporate Environmental Strategy*, 9 (4), 345-355. Reviews the movement toward greater cooperation in environmental decision-making between business and government, showing both advances that have taken place and limits to further progress.

Ball, D.J. (2002). Environmental risk assessment and the intrusion of bias.

***Environmental International*, 28 (6), 529-544.** Advances an alternative explanation, namely, that the disenchantment has more to do with procedural than technical matters. Also notes that the intervention of bias in decision making is rife, and is found as much in professional as in public approaches.

Smith, E.P., Lipkovich, I., & Ye, K. (2002). Weight-of-Evidence (WOE):

Quantitative Estimation of Probability of Impairment for Individual and Multiple Lines of Evidence. *Human and Ecological Risk Assessment*, 8 (7), 1585-1596 Environmental decision-making is often based on integrating the information from multiple lines of evidence, which is a complex process. A quantitative approach to the combination of multiple lines of evidence through calculation of weight-of-evidence, is presented.

Glimcher, P.W. (2002). Decisions, Decisions, Decisions: Choosing a Biological Science of Choice. *Neuron*, 26 (2), 323-332. Discusses developments in the neurobiological theory of choice, and behavioral ecology and the new schema they imply.

Gowdy, J.M., & Mayumi, K. (2001). Reformulating the foundations of consumer choice theory and environmental evaluation. *Ecological Economics*, 39 (2), 223-237. Doubts about some aspects of consumer choice theory, raised by the burgeoning field of environmental valuation, are examined. General validity of the Walrasian system and methodological individualism are some of these aspects.

Medical Decision Making

- Prosser, L. A., Kuntz, K. M., Bar-Or, A., & Weinstein, M. C. (2002).** The relationship between risk attitude and treatment choice in patients with relapsing-remitting multiple sclerosis. *Medical Decision Making, 22(6)*, 506-513. Evaluates risk attitude as a patient characteristic related to treatment choice for patients with multiple sclerosis (MS). The results show that more risk-seeking patients were less likely to choose treatment compared with more risk-averse patients.
- Sorum, P. C., Stewart, T. R., Mullet, E., Gonzalez-Vallejo, C., Shim, J., Chasseigne, G., Sastre, M. T., & Grenier, B. (2002).** Does choosing a treatment depend on making a diagnosis? US and French physicians' decision making about acute otitis media. *Medical Decision Making, 22(5)*, 394-402. Explores which kind of decision making model would better describe physicians' treatment choices in a simulated clinical task. The results show US and French primary care physicians followed the classic sequential processing model (in which the treatment choice follows and depends on the diagnostic judgment), but a substantial minority used instead an independent processing model (in which the treatment choice depends on an independent assessment of the diagnostic and other cues).
- Corso, P. S., Hammitt, J. K., Graham, J. D., Dicker, R. C., & Goldie, S. J. (2002).** Assessing preferences for prevention versus treatment using willingness to pay. *Medical Decision Making, 22(5) Suppl.*, 92-101. Public opinions suggest that citizens would favor spending a higher proportion of all health care dollars on prevention rather than treatment. The results imply that treatment is more strongly preferred by society than prevention when the health context is the same and benefits of each are held constant.
- O'Connell, J. M., Towles, W., Yin, M., & Malakar, C. L. (2002).** Patient decision making: use of and adherence to telephone-based nurse triage recommendations. *Medical Decision Making, 22(4)*, 309-317. Assesses patient adherence to the medical advice and information provided by telephone-based nurse triage services to assist patients in making decisions about their medical needs. The results show that the percentage of callers who adhered to triage recommendations to use hospital emergency services, physician office services, or self-care advice was 79.2%, 57.4%, and 65.8%, respectively.
- Gurmankin, A. D., Baron, J., Hershey, J. C., & Ubel, P. A. (2002).** The role of physicians' recommendations in medical treatment decisions. *Medical Decision Making, 22(3)*, 262-271. Examines the role of physicians' recommendations in a new decision-making paradigm, in which physicians share decision-making responsibility with their patients. The results show that physicians' recommendations can lead people to make decisions that go against what maximized health and against what they would otherwise prefer.
- Gyrd-Hansen, D., Kristiansen, I. S., Nexoe, J., Nielsen, J. B. (2002).** Effects of baseline risk information on social and individual choices. *Medical Decision Making, 22(1)*, 71-75. Analyzes preferences for risk reductions in the context of individual and societal decision making. The results indicate that baseline risk information can influence preferences in different choice settings; and presentation of baseline risk information may induce framing effects that lead to nonoptimal resource allocations.
- Schapira, M. M., Nattinger, A. B., & McHorney, C. A. (2001).** Frequency or probability? A qualitative study of risk communication formats used in health care. *Medical Decision Making, 21(6)*, 459-467. The communication of probabilistic outcomes is an essential aspect of shared medical decision making. The results indicate that graphic discrete frequency formats using highlighted human figures had greater salience than continuous probability formats using bar graphs when presenting risk information to patients.
- Baron, J., & Ubel, P. A. (2001).** Revising a priority list based on cost-effectiveness: the role of the prominence effect and distorted utility judgments. *Medical Decision Making, 21(4)*, 278-287. Suggests two new reasons for people objections to the results of cost-effectiveness analysis when the analysis produces a ranking of options based on both cost and benefit: the prominence effect, in which people give higher priority to treatments with higher benefit even when they also had higher cost, and distortion of utility judgments.
- Hunink, M. G. (2001).** In search of tools to aid logical thinking and communicating about medical decision making. *Medical Decision Making, 21(4)*, 267-277. Discusses the theory of constraints introduced by Eliyahu Goldratt in the business world that provides a set of tools for logical thinking and communication that could potentially be useful in medical decision making.
- Sumner, W., & Nease, R. F. (2001).** Choice-matching preference reversals in health outcome assessments. *Medical Decision Making, 21(3)*, 208-218. Health outcome utility assessments generally assume procedural invariance. This study indicates that preference reversals are a potential source of confusion for health outcome utility assessment and informed consent.

Political & Policy Decision Making

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