

JUDGMENT / DECISION MAKING

HAVE YOU VOTED? ? ?

Voting for acceptance of the bylaws for the creation of a formal organization is now going on. All paid subscribers should have received a copy of the bylaws for ratification. Those eligible to vote are current J/DM Newsletter subscribers, who by voting, will become charter members should the bylaws be adopted. If you have not received your ballot, contact Steve Edgell. His address is on Page 2.

NEW IN THE NEWSLETTER. . .

In this issue we begin a new feature, Recent Developments in Audit (and Accounting) Judgment Research, by Ted Mock from the University of Southern California. We hope that the column will be useful as we continue to expand the coverage of judgment and decision making research in a variety of contexts.

MORE ON J/DM ELECTRONIC MAIL. . .

Because of the number of J/DMer's who may be reached via BITNET, we can now provide an electronic directory. The directory consists of electronic mail addresses of people who have informed the editor of their address (or users id). Since such a directory is of value to users with access to BITNET or other networks, it will be sent to any J/DMer who requests the directory from the editor via BITNET. The file will be sent via BITNET. The file will be updated whenever new addresses are available. However, the updated file will not be sent unless requested. BITNET is an academic computer network which includes over 1000 computers -- some as far away as Europe and Japan. The BITNET network also includes other networks -- NETNORTH in Canada, EARN (European Academic Research Network). If a site is not in BITNET, there is a good chance that it can be reached through a gateway between BITNET and another of the major computer networks such as ARPANET, CSNET, UUCP, CCNET, and MAILNET. Contact your local computing center for information on local access.

NEXT J/DM MEETING. . .

For those who like to plan ahead, the next J/DM Meeting will be held November 15-16, 1986 in New Orleans. Details will be in a forthcoming issue.

THANKS & THANKS. . .

For the past several years Gary McClelland has generously kept track of J/DMer's throughout the world. He kept address changes and provided the mailing labels which we use. The task of keeping track of the mailing list has been assumed by Steve Edgell. Thanks to Gary for his help over the years, and thanks to Steve for agreeing to undertake the task.

SUBSCRIPTION REMINDER. . .

If you have not paid for your 1986 suscription to the J/DM Newsletter, please remit your fee to the Editor using the subscription form on Page 9. Until further notice, subscription fees should be sent to the Editor.

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NEWSLETTER

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DEADLINE FOR SUBMISSIONS FOR THE NEXT J/DM NEWSLETTER: MAY 20, 1986

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FROM THE EDITOR. . .

The J/DM Newsletter welcomes submissions from individuals and groups. However, we do not publish substantive papers. Book reviews will be published. If you are interested in reviewing books and related materials, please write to the editor:

There are few ground rules for submissions. In order to make the cost of the J/DM Newsletter as low as possible, please submit camera-ready copy. This means that the copy should be typed single-spaced on white 8 1/2 by 11 paper. Please leave good margins -- 1 inch at the sides and bottom and 2 inches at the top. If possible, use a carbon or film ribbon. Please mail flat -- do not fold.

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Electronic Mail: The editor may be reached through BITNET at "castellan@IUBACS". (Some users may find it either necessary (or more convenient) to address the editor using only the first 8 characters, (castella).) BITNET addresses also can be reached from most of the university and research networks. I check for mail several times a day, and a prompt reply to electronic messages is assured.

RECENT DEVELOPMENTS IN AUDIT (& ACCOUNTING) JUDGMENT RESEARCH

COMPILED BY THEODORE J. MOCK

The following is a partial list of published articles within the auditing research (and to a lesser extent, accounting) literature that relate to judgment and decision making. The following list is taken from all issues of Auditing, A Journal of Practice & Theory and from Accounting, Organizations and Society, 1985 and 1986.

Wilner, Neil and Jacob Birnberg, "Methodological Problems in Functional Fixation Research: Criticism and Suggestions", Accounting, Organizations and Society, Vol. 11, No. 1, pp. 71-80, 1986.

Accounting researchers have long been interested in how users of accounting information process the information in making decisions. This paper reviews the methodology employed in accounting studies of "functional fixation." It concludes that flaws in the methodology used in these studies prevent us from determining if fixation exists. The paper offers an alternative methodology to the one currently employed.

Snowball, Doug, "Accounting Laboratory Experiments on Human Judgment: Some Characteristics and Influences", Accounting, Organizations and Society, Vol. 11, No. 1, pp. 47-69, 1986.

This paper assesses characteristics and influences associated with accounting experiments on human judgment. A sample of published articles was examined in terms of the growth, topics, designs and subjects that characterize this research area.

Jiambalvo, James and Neil Wilner, "Auditor Evaluation of Contingent Claims", Auditing: A Journal of Practice & Theory, Vol. 5, No. 1, Fall 1985.

This study provides empirical evidence on auditor evaluations of certain accounting uncertainties (contingent claims). The results indicate considerable disagreement across auditors which may result in auditors reaching different judgments (recommending different disclosures) under identical circumstances.

Willingham, John J. and William F. Wright, "Financial Statement Errors and Internal Control Judgments", Auditing: A Journal of Practice & Theory, Vol. 5, No. 1, Fall 1985.

This study investigates the empirical relationship between actual financial statement errors and internal control effectiveness judgments. The data reported here indicate no empirical association between errors detected by the audit process and judgments of internal control effectiveness.

Holstrum, Gary L. and Theodore J. Mock, "Audit Judgment and Evidence Evaluation - A Synopsis of Issues and Research Papers", Auditing: A Journal of Practice & Theory, Vol. 5, No. 1, Fall 1985.

This paper is a synopsis of the 1985 USC Audit Judgment Symposium. The Symposium was conducted jointly by the Center for Accounting Research and the Social Science Research Institute, both of the University of Southern California, and sponsored by the Deloitte Haskins & Sells Foundation.

Krogstad, Jack L., Richard T. Ettenson, and James Shanteau, "Context and Experience in Auditors' Materiality Judgments", Auditing: A Journal of Practice & Theory, Vol. 4, No. 1, Fall 1984.

This paper reports the results of an empirical study of materiality judgments. The findings show that, while focusing primarily upon "effect on net income," both auditing practitioners and students used contextual (nonfinancial) information in making the materiality judgments required by the experimental task.

Stephens, Ray G., "An Investigation of the Descriptiveness of the General Theory of Evidence and Auditing," Auditing: A Journal of Practice & Theory, Vol. 3, No. 1, Fall 1983.

~~This research provides empirical data concerning the effect on audit decisions of the weight of evidence and nonmaterial exception findings as specified in the normative framework of audit evidence evaluation developed by Toba (1975) and Kissinger (1977).~~

Reckers, Philip, M.J. and Joseph J. Schultz, Jr. "Individual Versus Group Assisted Audit Evaluations", Auditing: A Journal of Practice & Theory, Vol. 2, No. 1, Fall 1982.

In this study, a laboratory experiment was conducted to examine the choice shift phenomenon in audit situations. Also manipulated were - communication channel, advisory versus decisive subject capacity, audit client size, and accounting materiality.

Announcement, "The Cognitive Aspects of Accounting," Accounting, Organizations and Society, Vol. 10, No. 2 p. 127, 1985.

This announcement explains the decision of AOS to create an emphasis on cognitive (J/DM) aspects of accounting and auditing in its future publication policy.

Recent Developments in the Psychology of Judgment and Decision Making

Compiled by JAY CHRISTENSEN-SZALANSKI, PHD, MPH

Journal Articles

ABELLA R, Heslin R: Health, locus of control, values, and the behavior of family and friends. An integrated approach to understanding preventive health behavior. *Basic Appl Soc Psychol* 5:283-293, 1984. *Reports that people who value health and have an internal locus of control are more likely to engage in preventative health behavior; concludes that a person's health lifestyle is most influenced by close associates.*

ANDERSON EL: Quantitative approaches in use to assess cancer risk. *Risk Anal* 3:277-295, 1983. *Summarizes the experience of the EPA in developing quantitative risk assessment methods.*

BAIRD IS, Thomas H: Toward a contingency model of strategic risk taking. *Acad Manage Rev* 10:230-243, 1985. *Presents a model of strategic risk taking; examines the impact of different variables on the propensity to take strategic risks.*

BECK KH: The effects of risk probability, outcome severity, efficacy of protection and access to protection on decision making. A further test of protection motivation theory. *Soc Behav Personality* 12:121-125, 1984. *Considers the efficacy of protection and access to protection as essential components for risk decision making.*

BORDENS KS, Bassett J: The plea bargaining process from the defendant's perspective. A field investigation. *Basic Appl Soc Psychol* 6:93-110, 1985. *Shows that defendants accepted a plea bargain primarily to minimize suffering.*

BRUCKS M: The effects of product class knowledge on information search behavior. *J Consum Res* 12:1-16, 1985. *Indicates that prior knowledge facilitates the acquisition of new information and increases search efficiency.*

BUSEMEYER JR: Decision making under uncertainty. A comparison of simple scalability, fixed-sample, and subsequent-sampling models. *J Exp Psychol (Learn)* 11:538-564, 1985. *Develops and tests two models that attempt to describe the learning and memory processes involved in decision making.*

COX LA JR: A new measure of attributable risk for public health applications. *Manage Sci* 31:800-813, 1985. *Shows how principles of risk accounting can be applied to attribute a risk among joint, possibly interacting, causes.*

CVETKOVICH G, Earle TC: Classifying hazardous events. *J Environ Psychol* 5:5-35, 1985. *Proposes a guide to the use and application of classifications of hazardous events.*

DANE FC: In search of reasonable doubt. A systematic examination of selected quantification approaches. *Law Hum Behav* 9:141-158, 1985. *Reports that an approach based on decision theory was the best to quantify jurors' estimates of reasonable doubt.*

DAVIDSON D: A new basis for decision theory. *Theor Decis* 18:87-98, 1985. *Proposes an approach to decision making that does not assume as given the identity of the objects, states, events or wagers among which a person makes a choice.*

DUHAIME IM, Schwenk CR: Conjectures on cognition simplification in acquisition and divestment decision making. *Acad Manage Rev* 10:287-295, 1985. *Discusses a number of simplifying processes that may be used in acquisition and divestment decision making.*

EVANS DR, Burns JE, Robinson WE, Garrett OJ: The quality of life questionnaire. A multidimensional measure. *Am J Community Psychol* 13:305-312, 1985. *Shows that the quality of life questionnaire has several desirable psychometric characteristics.*

FISCHHOFF B, MacGregor D: Judged lethality. How much people seem to know depends upon how they are asked. *Risk Anal* 3:229-236, 1983. *Reports that the ordering of different maladies was unaffected by the response mode used, but that the absolute estimates of lethality varied enormously.*

HAGEN O: Rules of behavior and expected utility theory. Compatibility versus dependence. *Theor Decis* 18:31-45, 1985. *Examines plausible implications of pre-Bernoullian theory of expected monetary value maximization.*

HALTWANGER J, Waldman M: Rational expectations and the limits of rationality. An analysis of heterogeneity. *Am Econ Rev* 75:326-340, 1985. *Investigates the differences among people's ability to process information, and the effects of those differences upon models of rational behavior.*

HAMMOND KR, Anderson BF, Sutherland J, Marvin B: Improving scientists' judgments of risk. *Risk Anal* 4:69-78, 1984. *Examines a technique to reduce scientific disputes by substituting the use of analytical cognition for intuitive judgments.*

HARDING CM, Eiser JR: Characterizing the perceived risks and benefits of some health issues. *Risk Anal* 4:131-141, 1984. *Examines different factors that affect a person's perceptions of benefits and risks.*

HARKNESS AR, DeBono KG, Borgida E: Personal involvement and strategies for making contingency judgments. A stake in the dating game makes a difference. *J Pers Soc Psychol* 49:22-32, 1985. *Finds that highly involved people tended to use more complex strategies and tended to be more accurate when solving judgment tasks.*

HARSANYI JC: Acceptance of empirical statements. A Bayesian theory without cognitive utilities. *Theor Decis* 18:1-30, 1985. *Proposes an alternative Bayesian theory of acceptance for empirical statements that does not include cognitive utilities.*

HILL D, Gardner G, Rassaby J: Factors predisposing women to take precautions against breast and cervix cancer. *J Appl Soc Psychol* 15:59-79, 1985. *Suggests that a composite model comprised of the theory of reasoned action and the health belief model was most useful at identifying beliefs that would be targets of persuasion to change health behavior.*

HOLDEN GW: Analyzing parental reasoning with microcomputer-presented problems. *Simulat Games* 16:203-210, 1985. *Examines parental reasoning processes in child rearing.*

ISAKSEN SG, Parnes SJ: Curriculum planning for creative thinking and problem solving. *J Creative Behav* 19:1-29, 1985. *Presents a model to use in planning the curriculum for creative learning.*

- JANOFF-BULMAN R, Timko C, Carli LL: Cognitive biases in blaming the victim. *J Exp Soc Psychol* 21:161-177, 1985. *Concludes that the hindsight bias is a cause of "blaming the victim" behavior.*
- KEREN G, Wagenaar WA: On the psychology of playing blackjack. Normative and descriptive considerations with implications for decision theory. *J Exp Psychol [General]* 114:133-158, 1985. *Concludes that the decision processes of blackjack players can best be described by the concept of bounded rationality.*
- KERSELL MW, Milsum JH: A systems model of health behavior change. *Behav Sci* 30:119-126, 1985. *Proposes a model of behavior change that incorporates physiological, environmental, social, and psychological variables.*
- KLEINMUNTZ DN: Cognitive heuristics and feedback in a dynamic decision environment. *Manage Sci* 31:680-702, 1985. *Reports that certain task characteristics are major determinants of when heuristics perform well or badly.*
- KLINGMAN A: Mass inoculation in a community. The effects of primary prevention of stress reactions. *Am J Community Psychol* 3:323-332, 1985. *Reports that children who were encouraged to practice techniques to cope with stress reported less anxiety and exhibited more cooperative behavior during inoculation.*
- KUNREUTHER H, Linnerooth J: Low probability accidents. *Risk Anal* 4:143-152, 1984. *Discusses the potential of different policy tools for facilitating negotiations among different interested stakeholders.*
- LEONARD-BARTON D: Experts as negative opinion leaders in the diffusion of a technological innovation. *J Consum Res* 11:914-926, 1985. *Examines the ability of some experts to block technological innovation by disseminating or legitimizing anti-innovation information.*
- LINDELL MK, Earle TC: How close is close enough. Public perceptions of the risks of industrial facilities. *Risk Anal* 3:245-253, 1983. *Examines different dimensions of risk to account for people's judgments of the minimum safe distance from hazardous facilities.*
- LYNCH JG JR: Uniqueness issues in the decompositional modeling of multiattribute overall evaluations. An information integration perspective. *J Marketing Res* 22:1-19, 1985. *Reviews how methods developed within the information integration paradigm can be used to study consumers' overall evaluation of choice alternatives.*
- MARKS G, Miller N: The effect of certainty on consensus judgments. *Pers Soc Psychol Bull* 11:165-177, 1985. *Presents evidence that people are more apt to attribute their opinions to others when they are highly certain as opposed to uncertain about their correctness.*
- MCCAULEY C, Durham M, Copley JB, Johnson JP: Patients' perceptions of treatment for kidney failure. The impact of personal experience on population predictions. *J Exp Soc Psychol* 21:138-148, 1985. *Reports that successful transplant patients gave higher estimates of the population success rate for transplantation than unsuccessful transplant patients gave.*
- METZGER MA: Biases in betting. An application of laboratory findings. *Psychol Rep* 56:883-888, 1985. *Reports on the existence of three cognitive biases in the natural world of the gambler.*
- NAU, RF: Should scoring rules be 'effective'? *Manage Sci* 31:527-535, 1985. *Concludes that effective forecast scoring rules implies a transitivity property that is difficult to justify behaviorally.*
- RANSHAW JE, Stanley G: Psychological adjustment to coronary artery surgery. *Br J Clin Psychol* 23:101-108, 1984. *Reports that ability to cope with stressful events was a significant predictor of outcome.*
- SECHREST L: Evaluating health care. *Am Behav Sci* 28:527-542, 1985. *Discusses how to generate good-quality information to evaluate the organization and delivery of health care.*
- SEXTON TR, Young DR: Game tree analysis of international crises. *J Policy Anal Manage* 4:354-369, 1985. *Examines the sensitivity of the outcome of a game to the players' preferences and to mutual perceptions of those preferences.*
- SHERMAN SJ, Cialdini RB, Reynolds KD: Imagining can heighten or lower the perceived likelihood of contracting a disease. The mediating effect of ease of imagery. *Pers Soc Psychol Bull* 11:118-127, 1985. *Suggests that judgments of the difficulty of imagining a disease's symptoms paralleled judgments of the likelihood of contracting the disease.*
- SHRIVASTAVA P, Grant JH: Empirically derived models of strategic decision-making processes. *Strat Manage J* 6:97-113, 1985. *Explores the relationship between strategic decision-making models and organizational learning systems.*
- SINN H-W: Psychophysical laws in risk theory. *J Econ Psychol* 6:185-206, 1985. *Derives specific hypotheses on the shape of a rational agent's risk preference function from three different psychophysical laws.*
- SLEET DA: Application of a gaming strategy to improve nutrition education. *Simulat Games* 16:63-70, 1985. *Discusses the use of games to engage students in decisions regarding different aspects of nutrition.*
- STARR C: Risk management, assessment, and acceptability. *Risk Anal* 5:77-101, 1985. *Explores the relationship between the quantitative analysis of risk assessment and the allocation of funds for the management of risk.*
- SVENSON O, Fischhoff B: Levels of environmental decisions. *J Environ Psychol* 5:55-67, 1985. *Uses decision analysis to anticipate ways in which the perceptions and decisions of individuals and public authorities are intertwined and in conflict.*
- VINOKUR A, Burnstein E, Sechrest L, Wortman PM: Group decision making by experts. Field study of panels evaluating medical technologies. *J Pers Soc Psychol* 49:70-84, 1985. *Concludes that the quality of the outcome is determined by the existence of an interaction process, a decision procedure, and a chairperson who facilitates an exchange of relevant information.*
- WELLS GI: Experimental psychology and the courtroom. *Behav Sci Law* 2:363-373, 1984. *Reviews the evolution of the law-relevant literature in experimental psychology; outlines some problems with the application of experimental psychology to the legal profession.*
- WEINSTEIN ND: Why it won't happen to me. Perceptions of risk factors and susceptibility. *Health Psychol* 3:431-457, 1984. *Reports on different factors that people see as important in determining their susceptibility to risks.*
- WHITTEMORE AS: Facts and values in risk analysis for environmental toxicants. *Risk Anal* 3:23-33, 1983. *Presents examples showing how values enter virtually every part of risk analysis.*
- WINOGRAD E, Soloway RM: Reminding as a basis for temporal judgments. *J Exp Psychol [Learn]* 11:262-271, 1985. *Concludes that reminding provides a direct basis for later judgments of the relative recency of events.*

Recent Articles in the Journal of
Medical Decision Making

Compiled by Jay J.J. Christensen-Szalanski, PhD, MPH

Boom R, Gonzalez C, Fridman L, et al: Looking for "indicants" in differential diagnosis of jaundice. Med Decis Making 6:36-41, 1986. Reports on a algorithm that accurately differentiates the cause of patients with jaundice.

Centor RM: A visicalc program for estimating the area under a receiver operating characteristic (ROC) curve. Med Decis Making 5:139-148, 1985. Presents a method to adopt an electronic spreadsheet for evaluating ROC curves.

Centor RM, Schwartz JS: An evaluation of methods for estimating the area under the receiver operating characteristic curve. Med Decis Making 5:149-156, 1985. Reports on the comparable accuracy of a non-parametric technique and a maximum-likelihood-estimation technique for evaluating ROC curves.

deDombal FT, Clamp SE, Softley A, et al: Prediction of individual patient prognosis. Value of computer-aided systems. Med Decis Making 6:18-22, 1986. Tests different decision support systems that accurately predict individual patient prognoses.

Doubilet P, Begg CB, Weinstein MC, et al: Probabilistic sensitivity analysis using Monte Carlo simulation. A practical approach. Med Decis Making 5:157-177, 1985. Reports on an easy to use method for probabilistic sensitivity analysis in which uncertainties in all values are considered simultaneously.

Dunn VH, Pauker SG: An ambiguous renal cyst in a patient with a prior nephrectomy. What to do when there is only one more to lose? Med Decis Making 6:49-62, 1986. Demonstrates the use of two alternative decision models of prognosis based on the declining exponential approximation of life expectancy.

Fryback DG: Decision maker, quantify thyself! Med Decis Making 5:51-60, 1985. Discusses several issues regarding the quality of physicians probability judgments.

Gustafson DH, Fryback DG, Rose JH, et al: A decision theoretic methodology for severity index development. Med Decis Making 6:27-35, 1986. Reports that an additive multiattribute utility technique could be used to develop a transportable severity index of heart disease.

Hilden J: The non-existence of inter-personal utility scales. A missing link in medical decision Theory? Med Decis Making 5:215-228, 1985. Discusses the problem associated with averaging utility scales across individuals.

Miyamoto JM, Eraker SA: Parameter estimates for a QALY utility model. Med Decis Making 5:191-213, 1985. Discusses a utility model for quality adjusted life years.

Orient JM, Kettel LJ, Lim J: A test of a linear discriminant for identifying low-risk abdominal pain. Med Decis Making 5:77-87, 1985. Reports on the accuracy of a decision rule for identifying nonspecific abdominal pain.

Rifkin RD: Maximum Shannon information content of diagnostic medical testing. Including applications to multiple non-independent tests. Med Decis Making 5:179-190, 1985. Examines the increase in information available from a diagnostic test by grading the test results into many outcomes rather than simply positive or negative.

Shwartz M, Pliskin JS, Grondahl H-G, Boffa J: A deep model of the incidence of dental caries on proximal surfaces. Med Decis Making 6:42-48, 1986. Validates a model to generate an individual's probability distribution for new carious lesions in a year.

Tierney WM, Fitzgerald J, McHenry R, et al: Physicians' estimates of the probability of myocardial infarction in emergency room patients with chest pain. Med Decis Making 6:12-17, 1986. Reports that physicians' numeric estimate of the probability of infarction was a good univariate discriminator of infarction; suggests that physicians seemed to maximize the accuracy of patient classification rather than the sensitivity or specificity of their decision.

Tuhrim S, Reggia JA: Feasibility of physician-developed expert systems. Med Decis Making 6:23-26, 1986. Concludes that physicians can learn to use domain-independent software to implement medical expert systems without the assistance of a knowledge engineer.

Wigton RS, Hoellerich VL, Patil K: How physicians use clinical information in diagnosing embolism. An application of conjoint analysis. Med Decis Making 6:2-11, 1986. Observes considerable variation among physicians' use of clinical information in diagnosing pulmonary embolism; reports that the variation is not affected by experience.

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WANTED. . .

IBM/PC AND APPLE PROGRAMS FOR JUDGMENT AND DECISION MAKING:

We are in the process of developing a micro-computer laboratory for courses in judgment and decision making at the University of California, Santa Barbara. We are eager to learn of programs that have been written by colleagues at other institutions that could be adapted for this purpose. Examples of the types of programs that we are interested in include utility measurement, multiattribute evaluation, inference from noisy data, covariation estimation, bargaining and negotiation, subjective probability calibration, game theory exercises, and group decision making. The programs could be intended for either teaching or research. If you have or know of programs that could be shared, would you send me a description of them including costs and any restrictions on duplicating the programs. If the response to this request justifies it, we will compile a list of the available programs and circulate it to all who are interested. Please send the information to David Messick, Department of Psychology, University of California, Santa Barbara, CA, 93106.

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INSIDE...

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J/DM NEWSLETTER

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