

JUDGMENT / DECISION MAKING

newsletter

January 1982

Vol. I, No. 3

THE 2nd JUDGMENT AND DECISION MAKING CONFERENCE...

The second Judgment and Decision Making Conference was held in Philadelphia November 14-15, 1981 immediately following the Meeting of the Psychonomic Society. The keynote speaker was Ward Edwards, whose talk was "Research on Inference and Decision: How we got to where we are."

Other talks on history were given by Brown Grier, "Early History of the Theory and Measurement of Risk," and Lola Lopes, "Risk as a Psychological Concept" with discussion by Duncan Luce.

The afternoon sessions were devoted to workshops, with Gary McClelland and Jim Shanteau leading a workshop on "Conjoint versus Functional Measurement." A second workshop, lead by Chuck Gettys and Ruth Phelps, was devoted to a discussion of "Predecision Processes."

On Sunday, Hillel Einhorn presented his latest ideas in his talk, "Intuition in Judgment and Choice." Discussants were Rebecca Pliske, Michael Birnbaum, and Tom Wallsten. This was followed by a workshop lead by Ward Edwards, Robin Hogarth, and Daniel Kahneman entitled "Biases and Heuristics Revisited."

Following the workshop, we heard the "Washington Report" given by Jeryl Mumpower from NSF, Ruth Phelps from ARI, and Martin Tolcott from ONR. Each gave their view of where the field of Judgment and Decision Making is headed.

...Chuck Gettys

FOR THOSE WHO MISSED THE CONFERENCE...

Cassette tape recordings are available for the talks by Ward Edwards, Brown Grier and Lola Lopes, and Hillel Einhorn. In addition, Brown Grier's talk from the 1980 Conference on the history of decision making is also available. Anyone desiring copies of the tapes should send \$5.00 for each talk wanted to Jim Shanteau. (His address is in the new directory.)

KUDOS FOR MEETING ORGANIZERS...

I believe that everyone who attended the 1981 Judgment and Decision Making Conference will agree that it went very well. Special thanks are due the speakers.

However, the greatest plaudits should go to Jim Shanteau, Chuck Gettys, and Lola Lopes who worked very hard to make the meeting a big success.

INSIDE THE Newsletter...

From the Editor	2
Medical Decision Making	
Book in Progress	2
New Books and Papers	2
Notes from the Business Meeting	3
Plans for the 1982 Conference	4
A Poem	4
Engineering Psychology	4
Bayesian Research Conference	5
J/DM Directory	7
IIASA Risk Task Group	12

FROM THE EDITOR...

The J/DM Newsletter welcomes submissions from individuals and groups. However, we do not publish substantive papers.

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 sides and bottom and 2 inches at the top. If possible use a carbon or film ribbon. Please mail flat--do not fold.

Subscriptions: The current rate for the J/DM Newsletter is \$2.00/year. This should cover the cost of about 4 issues. We are dedicated to keeping the cost at a minimum, but must emphasize that recent increase in postage rates will cause problems unless as many readers as possible pay. Please send your subscription to the editor. If you do not know whether or not you have paid for your subscription, check you mailing label. If it has a 0 or is blank, you have not paid for your subscription. Checks should be made payable to the Indiana University Foundation.

Mailing List: Please check your address on the label (and the directory, and report any corrections or changes to Gary McClelland. Because we shall use bulk mail, incorrectly addressed Newsletters will not be forwarded. Also, feel free to add names to the list. To be cost effective, we must have at least 200 names.

Mailing Labels: Some readers may wish to send reprint lists or other material to people listed in the directory. Gary McClelland has agreed to provide sets of mailing labels for \$5.00

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MEDICAL DECISION MAKING BOOK IN PROGRESS...

Steve Schwartz has provided the following help wanted item:
As part of their new series on Behavioural Medicine, Academic Press has asked me to contribute a book named Medical Decision Making. I would be interested in learning about any new work (published or not) in this area. Write: Steven Schwartz, Department of Psychology, University of Queensland, St. Lucia, Queensland 4067, Australia. (Air mail please.)

NEW BOOKS AND PAPERS...

Anderson, N. H. Foundations of Information Integration Theory. New York: Academic Press, 1981. ISBN: 0-12-058101-9

Kerr, N. L. & Bray, R. M. (Eds). The Psychology of the Courtroom. New York: Academic Press, 1981. ISBN: 0-12-404920-6

Kahneman, D. & Tversky, A. The psychology of preferences. Scientific American, 1982, 246, (1), 160-173. (January issue)

NOTES FROM THE J/DM BUSINESS MEETING...

During the meeting in Philadelphia, a session was devoted to what loosely might be termed the "business" of the J/DM group. The session was chaired by Jim Shanteau with assistance from John Castellan, Chuck Gettys, and Lola Lopes. There were 56 registered attendees at the meeting with several more unregistered guests; there were also a number of people from the Psychonomic Society Meeting who dropped in to hear one or more sessions. In terms of numbers, the meeting involved at least twice as many as the first one in St. Louis in 1980.

The Psychonomic Society will hold its 1982 meeting in Minneapolis and it was proposed the the J/DM Conference continue to meet at the conclusion of Psychonomics. After some discussion, the consensus was that this would indeed be the best arrangement. Therefore, the 1982 Conference will be scheduled for the Saturday and Sunday following the Psychonomic Society Meeting. (See Page 4 for preliminary plans concerning the meeting.)

It was suggested by Tom Wallsten that next year we wait until the conclusion of the Psychonomics Society Meeting before convening the J/DM Conference. (This year the Saturday morning session of the J/DM Conference overlapped with some paper sessions of the Psychonomics Society Meeting which was felt by some to be an unnecessary conflict.) Steve Link suggested that we contact the program committee for the Psychonomics Society Meeting about the feasibility of them scheduling their paper session(s) on Decision Making on Saturday morning (it was on Thursday morning at the 1981 meeting. This would allow individual papers to be presented in conjunction with the Psychonomic Society Meeting and would encourage greater interaction between J/DM members and the Psychonomic Society. After a short discussion, it was decided that in 1982 the J/DM Conference would start at noon on the Saturday following the Psychonomic Society Meeting, and we shall request that they schedule their Decision Making session on Saturday morning.

There was a presentation concerning the kind of assistance needed in order to organize the next conference. The following committees were named:

Hotel and Local Arrangements--Lola Lopes, Tom Mehle, Bill Wright

Program--Jim Shanteau, Chuck Gettys, Mike Birnbaum, Eric Johnson,
Tom Nygren

Although we have named people to committees, there is still a need for volunteers, and suggestions concerning the program are welcome from anyone.

The J/DM Newsletter was described by John Castellan. J/DM members were encouraged to make use of the Newsletter to announce meetings, list job openings, enlist help in research, describe interesting articles, etc. The format for submissions was discussed--these are described on Page 2. Jerry Busemeyer volunteered to assist with the preparation of the Newsletter.

There was some discussion about what to call ourselves. While it was agreed that we did not want to become a formal organization at this time, there was a desire for a better label. Ward Edwards suggested the label Judgment/Decision Making Conference, which was met with general approval.

NOTES FROM THE J/DM BUSINESS MEETING (con't)...

The last order of business concerned reactions of J/DM attendees to the journal situation. There was discussion about whether people were having difficulty getting papers published and whether existing journals were meeting our needs. After hearing various points of view, it was decided to approach Jim Naylor, editor of *Organizational Behavior and Human Performance* (OBHP), to discuss his plans. Specifically, are there any plans to split OBHP? Is there any possibility of a name change for OBHP to more accurately reflect the decision making content? Is there any change of getting a price break similar to that available to members of the Society for Mathematical Psychology who subscribe to the *Journal of Mathematical Psychology*?

PLANS FOR THE 1982 J/DM CONFERENCE...

The 1982 J/DM Conference will be held on November 13-14 in Minneapolis. We will be meeting again in conjunction with the Psychonomic Society Meeting, with the first J/DM session scheduled to begin on Saturday after the last Psychonomics session. The Psychonomics hotel will be the Hyatt Regency in Minneapolis. Since it was convenient last year for us to hold our meetings at the same hotel as Psychonomics, we will try for the same arrangement next fall. Bill Wright (now at the School of Business at the University of Minnesota in Minneapolis) will be the local arrangements chairman. Suggestions concerning accommodations can be sent to either him or me.

...Lola Lopes

HEURISTICS & BIASES REVISITED

In the beginning was God.
Then along came Ward with log odds.
K & T cried, "Halt! Processes are at fault,
And Bayes turned over in the sod.

Now nobody knows what to do,
Since the normative model's askew.
What track should we take
To define a mistake,
Since the options we have are so few?

The field clearly needs a new view.
Will learning or causality do?
Framing say some, and feedback's not dumb,
And each may provide a new cue.

...Robin Hogarth & Hillel Einhorn

THE SOCIETY OF ENGINEERING PSYCHOLOGISTS...

The purpose of The Society of Engineering Psychologists, Division 21 of the American Psychological Association, is "...to promote research, development, application, and evaluation of psychological principles relating human behavior to the characteristics, design, and use of the environments and systems within which human beings work and live."

Many of the professional interests of J/DM people are shared by many industrial/organizational and engineering psychologists. Their membership roster includes many names well-known to J/DM'ers. To learn more about the Society write to Harold P. VanCott, BioTechnology Inc., 3027 Rosemary Lane, Falls Church, VA 22042.

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MEMORANDUM TO: Scientists interested in Bayesian research,
inference, decision making, evaluation, and the like

FROM: Ward Edwards *We*

DATE: October 6, 1981

SUBJECT: 20th Annual Bayesian Research Conference

This year we are not late. The conference will be February 11 and 12, at the Valley Hilton Inn. Information about how to get there is attached. For those flying in to Los Angeles International, you can take an airport service bus directly to the hotel. However, the last such bus leaves LAX 4:30 pm. Thereafter, you can take the Van Nuys Flyaway bus to its terminal in Van Nuys, and get either a hotel shuttle or a cab from there.

Our agenda only evolves; it never goes through revolutionary change. Once again we will give papers to one another and argue a bit about research on inference, evaluation, and decision processes and problems, and about successes and failures in decision making system design. No doubt multiattribute utility will continue to be lively. The topic of risk has re-entered the agenda in recent years in a form quite different from that of the early 1970's. I hope that the medical decision makers and Aiers have been active, and know that the fuzzy-set advocates have been.

Ground rules are the same. If you indicate on the accompanying questionnaire that you must talk or want to talk, you should assume that you are on the program unless you hear otherwise. If you check the block that says "schedule me if time permits" you should assume that you will not talk, unless you hear otherwise. We do sometimes have last minute cancellations, so bring your viewgraphs with you anyhow. In previous meetings the agenda has been overcrowded, but the current research funding situation may reduce our attendance somewhat this year; if so, more of those who say "schedule me only if time permits" will be scheduled. As usual, I will rewrite the title of your talk unless the one originally proposed at least makes me smile. The solution to the problem of my lack of imagination, love of puns, and generally flagging sense of humor is for you to use yours by giving your talk a funny title.

Our hospitality room will be Room 412; it will be open on Wednesday and Thursday nights.

Last year, as you will recall, I reduced SSRI's subsidy to the meeting. This year I must do more of the same. The registration fee will be \$18 per person. But, as usual, the facilities of the hospitality room will be free, as will be the coffee and the meeting room.

I hope you can respond soon. In any case, please have your responses to me by January 15; late responses or late changes produce hassles with the hotel. Also, if other appropriate invitees whom I did not have the wit to invite occur to you, please get their names and addresses to me soon, so that I can send them invitations.

I look forward to seeing you in Room 412 of the Valley Hilton at about 6:30pm on February 10--or else in the meeting room the following morning.

QUESTIONNAIRE
CONFERENCE ON BAYESIAN RESEARCH

February 11 and 12, 1982

NAME: _____

AFFILIATION: _____

PLEASE FILL OUT AND RETURN TO:

Ward Edwards, Director
Social Science Research Institute
University of Southern California
University Park - DRC 101
Los Angeles, CA 90007

RETURN BY JANUARY 15

1. Will you attend:

Yes, for sure

Yes, if I can talk my employer into financing the trip

No

2. What accommodations would you prefer:

Valley Hilton Inn

I will make my own accommodations

3. Valley Hilton Inn:

Single Room: \$54.00

Double Room: \$64.00

4. What nights would you like these reservations:

Wednesday and Thursday (nights of Feb. 10 and 11)

Wednesday, Thursday, and Friday (nights of Feb. 10, 11, and 12)

Thursday and Friday (nights of Feb. 11 and 12)

Wednesday night only (Feb. 10)

Other (please specify)

5. Will you speak? About what?

6. Check one:

I must speak to have trip financed

I must speak

I would like to speak

Schedule me only if time permits

7. Please add any other comments you have (Other appropriate invitees, please include address, special arrangements, etc.)

PLEASE NOTE THAT ONCE AGAIN IN ORDER TO HOLD BLOCK RESERVATIONS, THE QUESTIONNAIRE MUST BE RETURNED NO LATER THAN JANUARY 15. A TOTAL COUNT OF RESERVED ROOMS MUST BE GUARANTEED TO THE HOTEL TWO WEEKS PRIOR TO THE MEETING. YOUR PROMPTNESS WILL BE GREATLY APPRECIATED.

REGISTRATION FEE FOR THIS YEAR WILL BE \$18.00. PLEASE RETURN WITH THIS FORM--MAKE PAYABLE TO: Dr. Ward Edwards.

Receipts will be available at the conference.

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An international institute, IIASA is well qualified to tackle technologically based problems with policy implications. It can provide the necessary forum for comparing national policies. In this regard, IIASA has a great deal of experience in organizing collaborative networks of people and institutions that can provide the necessary expertise and information for policy studies. In addition, IIASA is in a position to host a workshop, summer study, or conference, where the opinions and experience of experts closely involved with policy and risk estimation issues can be aired.

Most importantly, IIASA is an institute for systems analysis. The problems involved with risk are multi-dimensional and multi-disciplinary, requiring insights from technical experts as well as inputs from a broad range of social scientists and policy analysts. A systems approach to LEG siting, for example, necessarily views the problem of introducing a large-scale technology within the context of general economic and social policy.

Interested people may write to IIASA at the address above. We plan to publish a list of reprints in the next issue of the J/DM Newsletter.

INSIDE THE Newsletter -- A NEW DIRECTORY AND OTHER INFORMATION OF INTEREST

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