

JUDGMENT / DECISION MAKING

newsletter

JUNE 1981

Vol. I, No. 1

Welcome to this, the first issue of the Judgment/Decision Making (JDM) Newsletter. This newsletter is intended as a vehicle to encourage greater communication and better cooperation among JDM researchers. It was organized and sponsored by a loosely-knit organization which, for lack of a better name, is known as the JDM group. We hope that you will find this effort to be of value and that you will help us to make the newsletter a success.

The present newsletter contains six parts:

- #1 An account by Jim Shanteau of the origins of the JDM Group.
- #2 A description by Chuck Gettys of the first meeting last fall of the JDM Group.
- #3 A preliminary presentation by Lola Lopes of the plans for a meeting this fall.
- #4 A Preliminary Directory of JDM Researchers organized by Gary McClelland.
- #5 A section on available papers, requests for information, job openings, newsworthy tidbits, and just plain gossip.
- #6 A statement by Newsletter Editor John Castellan of the rules of the newsletter.

This first issue of the JDM Newsletter is unusual in that future issues will be primarily devoted to listings of available papers, news items, gossip, etc. (i.e., part 5). In order to place the newsletter in some context, however, the first issue is concerned primarily with the who, what, and why of the JDM Group. Any comments or suggestions on the newsletter, the JDM Group, or the JDM Directory, will of course be very much appreciated.

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FROM THE EDITOR...

The first issue of the JDM Newsletter is a bit unorganized; we hope that the next issue will be more organized. We welcome submissions from individuals and groups, however, at this time we cannot publish substantive papers.

There are a few comments about submissions. In order to make the cost of JDM Newsletter as low as possible, please submit camera ready copy. This means that the copy should be typed, single-spaced on white 8½ x 11 paper. Please leave good margins -- 1 inch at sides and bottom and 2 inches at the top.

Since the frequency of publication depends in part on submissions, the JDM Newsletter will probably be published every two months. The next issue will thus be sent in August, so copy should reach us by the end of July.

Assuming we can get bulk mail rates, the cost of JDM Newsletter will be \$1.00/year. This will guarantee about 4-5 issues. After we get better pricing data, there may be a slight increase. However, we are dedicated to keeping the cost at a minimum. Please send your subscription to the editor. Checks should be payable to Indiana University Foundation.

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NOTES ON THE MAILING LIST...

The mailing list can expand and contract at will. However, in order to keep publication costs at a minimum, we would like to use bulk mailings, which require a minimum of 200 addressees. Therefore we need to add some people to the list. Please send new names, and corrections, to Gary McClelland.

THE ORIGINS OF THE JUDGMENT/DECISION MAKING GROUP...

...James Shanteau

While the idea of forming an organization of judgment/decision researchers has been around for several years, the specific impetus occurred last spring. Chuck Gettys and I were talking about some of the common problems we have as individual researchers. The source of many problems, we concluded, was the lack of communication with each other about ongoing research interests. This seemed to be a particular problem for those of us who are relatively isolated at our own institutions. There would seem to be more, however, that we can do to communicate with each other.

What Chuck and I decided was to look for ways of keeping in closer touch with each other and with others in the field. One mechanism for doing this would be a meeting of some sort; the obvious problem was finances. The solution we came up with was to have a meeting concurrent with some other convention that we might be likely to attend. The idea, of course, was to allow us to use this other convention as a justification (if one is needed) for obtaining funding. The convention wouldn't necessarily have to be of intrinsic interest to all judgment/decision researchers. The important thing was to select a convention that was convenient in terms of time, location, and justification value. Another consideration was that we felt that a meeting in the fall would be preferable. Most other meetings have been traditionally scheduled in the winter or spring and we wanted to reduce the possibility of crowding.

With these factors in mind, we concluded that the Psychonomic Society meeting looked to be the most promising. Psychonomics typically meets in early November and is a meeting that a number of judgment/decision researchers attend anyway, e.g., the "Judgments and Decisions" session last fall had 13 papers. After contacting a few colleagues in the midwest, we decided to go ahead with a meeting immediately following the Psychonomic Society convention in St. Louis last November.

The results of that meeting are described by Chuck Gettys in the next section. At this point, however, it is worth emphasizing three facets that went into the planning for this meeting:

First, concerning format, we felt that the goal should be to maximize the exchange of ideas. The schedule, therefore, should be flexible enough to allow discussions about whatever is "hot." To allow such flexibility, there was an emphasis on making time available for open-ended workshops and informal discussion groups.

Second, both Chuck and I felt quite strongly that graduate students should be encouraged to attend. We all benefit when new judgment/decision researchers have the opportunity to interact with us "veterans". It is noteworthy that about a dozen graduate students attended the meeting last fall.

Third, a large block of time was set aside for discussion of business and organizational issues. If and when the JDM Group becomes institutionalized, then such discussion may be less time consuming. Until that point, however, we will have to continue to spend time talking about the mechanics of the JDM group.

Finally, Chuck and I attempted to handle all the details of the first meeting ranging from organizing the schedule to getting coffee service. Because of some unanticipated problems (e.g., the motel we were dealing with went through a change of management), we had to spend considerable time preparing for the meeting. Starting with this newsletter and the next meeting, there will now be a much larger diffusion of responsibility so that no one individual has to spend too much time. This means, of course, that volunteers are always going to be needed if JDM is to succeed.

THE FIRST JUDGMENT/DECISION MAKING MEETING...

...Charles Gettys

The first meeting of the Judgment/Decision Making group was held in St. Louis on November 15, 1980 immediately following the Meeting of the Psychonomics Society. Much to the surprise of the organizers, who had planned on attendance of approximately 20, at least 60 people were present at one time or another.

The Keynote speaker was Brown Grier whose address "Judgment and Decision Making: 2000 Years of History" traced the development of our area from the Mesopotamians to the last part of the 19th century. His talk was a fascinating account of the growth of thought on judgment and decision topics. Much of his material was based on new translations which were not available to the tradition historians of Psychology, e.g., Boring. It was clear that the roots of judgment and decision making are ancient and honorable.

Following Brown's presentation some time was devoted to introductions of the attendees and plans for the meeting. The next session consisted of simultaneous workshops where the attendees split into smaller groups and discussed such topics as "Rationality in Decision Making", Computers and Computer Aids in Decision Making" and "Applications of Judgment-Decision Techniques."

The final session consisted of a business meeting where the structure of our infant organization and plans for the future were discussed. Several major decisions were made by consensus:

First, we discussed the purpose and goals of our group. It was generally agreed that the Judgment/Decision Making Group should be primarily addressed to the needs of individuals interested in the psychological processes of judgment and decision making; no other organization in this country has this as its primary focus.

Second, it was decided that for the time being the group should meet immediately after the Psychonomic Society Meeting in the same locale to minimize the transportation costs of the members. Since the Psychonomic meetings move around the country, this should equalize any inequities of travel distance. Moreover, there was considerable interest shown in our group by the Psychonomic Society members.

Third, the sense of the members seemed to be that they preferred an informal organization modeled after the Mathematical Psychology Society. Meetings will be organized by an Executive Committee, ably assisted by whoever can be persuaded to help. Membership in the executive Committee will rotate among the membership with each individual serving for several years to provide continuity. The point was made that an infant organization needs a core of people who are willing to do the work, and that the continued involvement of the founders (Jim Shanteau and Chuck Gettys) was felt necessary. Lola Lopes volunteered to serve on the Executive Committee and was elected by acclamation. This triumvirate will make the plans for the next meeting at which time the membership will elect a new member of the Executive Committee and decide how long their terms should last. Anybody who would like to get involved in this process is welcome to volunteer their services. The current members of the Committee would like to pass the torch, still burning, as soon as practical.

Fourth, the membership decided that a Newsletter would be very useful. John Castellan volunteered to edit the Newsletter. John will explain how to get your name on the mailing list elsewhere in this issue.

(continued on page 5)

The first meeting (cont)

Fifth, There was a clear desire to establish a name-and-address directory of judgment/decision researchers. After all, how can we better communicate if we don't even know who we are? Gary McClelland volunteered to put together a JDM Directory which is enclosed. Since there undoubtedly are some omissions and/or change of addresses that need correcting, please let Gary know for future editions of the Directory. (His address is of course in the JDM Directory.)

Finally, the consensus of the meeting was that the informal organization of the first meeting, planned for 20 attendees, was impractical given the probable size of the 1981 meeting. We will continue to experiment with various formats, but a more highly structured meeting is a certainty for 1981. The plans for this meeting are discussed below.

PLANS FOR THIS YEAR'S MEETING...

...Lola Lopes

The Psychonomic Society is holding its meeting this year at the Sheraton Hotel in Philadelphia on November 12-14. It seemed to be the consensus last year that arranging the JDM Meeting to follow Psychonomics was a good idea, and so we are currently planning to schedule the JDM program for Saturday, November 14 (all day) and Sunday, November 15 (until about 3 PM).

Most people who attended the JDM Meeting last fall appreciated the low room rates (relative to the Psychonomics hotel) that were made possible by holding the JDM meetings in a smaller hotel within walking distance of the main Psychonomics hotel. We will try for something similar this year, but are hampered by none of us having first hand experience with the Philadelphia metropolitan area. If you know of any small hotel convenient to the Sheraton (which is at 1725 John F. Kennedy Blvd.) please drop a note to Lola Lopes (Center for Cognitive Science, University of Chicago, 5848 University Avenue, Chicago, Illinois 60637) or call (312) 753-4713.

We are also gathering ideas for the program. We would like to keep open some time for informal information exchange, as was done last fall. But we would also like ideas for panels, speakers, debates, or whatever other formats seem interesting and useful. Please don't be shy about communicating your ideas and wishes. The more we know about what everybody wants--and the sooner we know--the better the program we can plan for everyone.

BRIEF NEWS AND RANDOM NOTES...

There was a symposium at the Western Psychological Association Meeting in Los Angeles on "Advances in Information Integration Theory". The participants were Manuel Leon, Diane Cuneo, Arthur Farkas, and Cheryl Graesser. The discussant was James Shanteau, and the symposium was chaired by Norman Anderson.

The Society for Medical Decision Making has issued a Call for Papers for its Third Annual Meeting in Philadelphia on October 19, 20, and 21. Abstracts must be submitted by June 12, 1981. Contact Randall D. Cebul, M.D., Chairman, Program Committee, Radioisotope Lab, Univ. of Cincinnati Medical Center, Cincinnati, Ohio 45267.

The Association for Consumer Research will meet October 22-25 in St. Louis. Contact Andrew A. Mitchell, GSIA, Carnegie-Mellon Univ., Pittsburgh, PA 15212.

A Post Doctoral Research Associate position is available at Ohio State. The work involves the analysis of organization of social information. Contact Thomas M. Ostrom, Department of Psychology, 404 West 17th Avenue, Columbus, Ohio 43210 for more information.

Management Science is inviting JDM researchers to submit papers in behavioral decision theory, organizational decision theory, organizational decision making, and applied areas. For more information, contact Arie Y. Lewin, Graduate School of Business Adm., Duke University, Durham, NC 27706.

The Journal of the Operational Research Society is devoting a special issue in the Spring 1982 to the use of Decision Analysis. The special issue will be concerned primarily with case studies, the lessons that can be learned, and the problems that are raised by these studies. Deadline for submissions is August 1, 1981. For further information contact Stephen Watson, University Engineering Dept., Control & Management Systems Division, Mill Lane, Cambridge, CB2 1RX, England.

The National Conference on the Use of On-Line Computers in Psychology will hold its 11th annual meeting on November 11, 1981 in Philadelphia (the day before Psychonomics). The meeting has good presentations and exhibits concerning computer applications. Many papers in the past have dealt with decision making and judgment and related topics. The deadline for papers is July 15th. For further information, contact Alan M. Lesgold, 516 LRDC Building, 3939 O'Hara Street, University of Pittsburgh, Pittsburgh, PA 15260.

Visiting Scholarship, anyone? Lola Lopes and Gregg Oden are currently visiting the University of Chicago where they are Visiting Scholars at the Center for Cognitive Science. The University of Chicago has an exceptionally strong behavioral decision group in the Business School (headed by Hillel Einhorn) and is consequently an excellent place for JDM types to visit. Anyone who wishes to apply for a position as Visiting Scholar for next year can write or telephone for information to David McNeill, Department of Behavioral Sciences, University of Chicago, 5848 South University Avenue, Chicago, Illinois 60637. (312) 753-4710.

FEDERATION OF BEHAVIORAL, PSYCHOLOGICAL, AND COGNITIVE SCIENCES

A new Federation of Behavioral, Psychological and Cognitive Sciences has been formed. The Federation is an association of scientific societies with interests in basic research on problems of behavior, psychology, language, education, knowledge systems and their psychological, behavioral, and physiological bases.

The Federation will present the interests and points of view of its constituent societies to the executive and legislative branches of the U.S. government. It will be available for expert consultation on issues relevant to training and research in the sciences it represents. The Federation may also provide administrative and scientific services for its members. The Federation looks toward close cooperation with those scientific societies in the fields of the social sciences, psychology, education and the neurosciences that are already represented in Washington. It will join with them in presenting the views of its member societies on issues of science policy, national support for research, and education and training in the fields of science represented by the member societies.

The new Federation came into existence in Chicago on December 7, 1980 when representatives of 8 societies established the federation. The following societies are Charter members of the Federation:

American Educational Research Association
American Psychological Association
National Conference on the Use of On-Line Computers in Psychology
Cognitive Science Society
Psychonomic Society
Society of Experimental Social Psychology
Society for Mathematical Psychology
Society for Psychophysiological Research

Several other societies, represented at the meeting in Chicago, expect to become charter members in 1981, following their annual meetings.

The Federation issued the following initial statement of its *goals and principles*:

1. To educate the public, and private and public agencies on the need for basic research on behavior and cognition.
2. To encourage legislation and policy that enhances training and research in basic behavioral, psychological, psychobiological and cognitive processes.
3. To foster effective interactions between public and private funding agencies and the community of scientists and scientific societies.
4. To represent the view of its membership in the implementation of administrative policies, including issues of accountability, the protection of human and animal subjects, and peer review.
5. To provide sources of expertise and knowledge in the basic behavioral, psychological, and cognitive sciences.
6. To provide a national platform for issues of common concern.
7. To facilitate exchanges among constituent societies, including announcements of meetings, names of officers, lists of available services, and other items of organizational information that may be mutually helpful.
8. To establish channels of communication with other scientific groups, with representatives of the communication media, with educational groups, and with the general public.

The Federation will be incorporated in 1981 and intends to establish an office in Washington, D.C., headed by an Executive Director, during 1982. Membership in the Federation will be available only to bona fide scientific societies; there will be no individual memberships. For further information contact the President of the Federation:

Dr. George Mandler
Center for Human Information Processing
University of California, San Diego
La Jolla, California 92093
Tel.: (714) 452-3005.



CALL FOR MEMBERS

APA's RESEARCH SUPPORT NETWORK

APA IS ORGANIZING A RESEARCH SUPPORT NETWORK DESIGNED TO INCREASE FEDERAL SUPPORT OF PSYCHOLOGICAL RESEARCH. OUR GOALS ARE TO DISTRIBUTE TO MEMBERS INFORMATION CONCERNING CURRENT FEDERAL FUNDING AND SCIENCE POLICY AND TO PROVIDE MEMBERS OPPORTUNITIES TO MAKE A STRONG CASE TO POLICY MAKERS FOR THE VALUE OF RESEARCH IN PSYCHOLOGY. ALL RESEARCH PSYCHOLOGISTS ARE ENCOURAGED TO BECOME MEMBERS OF THE NETWORK. MEMBERSHIP IS FREE AND WILL INCLUDE A QUARTERLY BULLETIN ON NETWORK ACTIVITIES, CONTAINING UPDATES ON FEDERAL POLICIES AFFECTING PSYCHOLOGISTS. FOR FURTHER INFORMATION AND MEMBERSHIP FORMS, PLEASE CONTACT ALAN KRAUT OR VIRGINIA HOLT, SCIENTIFIC AFFAIRS OFFICE, AT THE ADDRESS AND PHONE NUMBER BELOW:

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CONSUMER JUDGEMENT AND CHOICE BEHAVIOR PUBLICATION LIST

Working Paper #17: Attitudinal Modeling of Travel Behavior: Application of the Information Approach of Experimental Psychology. I. P. Levin.	\$1.50
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Final Report #23: Interpersonal Factors in Carpooling. I. P. Levin.	\$2.00
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Technical Report #81: Carpooling: Attitudes and Participation. K. J. Dueker and I. P. Levin.	\$1.00
Technical Report #83: An Information Integration Analysis of the Tradeoff Between Convenience and Economic Factors in First Car and Second Car Buying. I. Levin, C. Clime and M. Gray.	\$1.00
Technical Report #86: The Development of Attitudinal Modeling Approaches in Transportation Research. I. Levin.	\$1.00
Technical Report #88: Functional Determinants of Mode Choice Behavior. R. J. Meyer, I. P. Levin and J. Louviere.	\$2.00
Technical Report #98: A Comparison of Additive Conjoint Measurement and Functional Measurement in a Study of Apartment Preferences. D. Curry, I. Levin and M. Gray.	\$1.00
Technical Report #100: Modeling Individual Residential Preferences: A Totally Disaggregate Approach. J. Louviere.	\$1.00
Technical Report #101: Evaluation of Interpersonal Influences in the Formation and Promotion of Carpools. I. Levin and M. Gray.	\$1.00
Technical Report #105: Laboratory Simulation of Transportation Mode Choice: Methods, Models and Validity Tests. I. P. Levin.	\$1.00
Technical Report #107A: Rural vs. Suburban Residential Choice: A Progress Report. M. Gray, J. Strathman, I. Levin and K. J. Dueker.	\$1.00
Technical Report #107B: Analysis of Selected Attributes of Housing Preference in a Small Metropolitan Region. J. Strathman, M. Gray, I. Levin and K. J. Dueker.	\$1.00

CONSUMER JUDGEMENT AND CHOICE BEHAVIOR PUBLICATION LIST--CONTINUED

Technical Report #108: Assessing Tradeoffs in Plan Evaluation: A Behavioral Approach. J. Louviere and J. Baker.	\$1.00
Technical Report #111: On the Interregional and Intercultural Transferability of Disaggregate Choice Models: Some Selected Comments. J. Louviere.	\$1.00
Technical Report #112: Behavioral Analysis of Destination Choice: Theory and Empirical Evidence. J. Louviere and R. Meyer.	\$1.00
Technical Report #113: The Aggregate Effects of Induced Changes in Consumer Information-Processing. D. J. Curry and J. J. Louviere.	\$1.00
Technical Report #117: New Applications of Attitude Measurement and Attitudinal Modeling Techniques in Transportation Research. I. P. Levin.	\$1.00
Technical Report #118: Functional Measurement of Qualitative Variables in Mode Choice: Ratings of Economy, Safety and Desirability of Flying vs. Driving. I. P. Levin and R. D. Herring.	\$1.00
Technical Report #119: A Descriptive Model of Constrained Residential Search. R. Meyer.	\$1.00
Technical Report #120: Perceived Versus Actual Modal Travel Times and Costs for the Work Trip. I. P. Levin, J. J. Louviere, R. J. Meyer and D. H. Henley.	\$1.00
Technical Report #125: A Theory of Destination Choice Set Formation Under Information Constraint. R. J. Meyer.	\$1.00
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Legislative Environmental Advisory Group 79-5: The Applicability of Social Judgment Theory for Determining Public Policy on Land Use. P. M. Muchinsky.	\$2.00
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Reprint #10: Behavioral Analysis and Transportation Planning: Inputs to Transit Planning. F. Horton and J. Louviere, <u>Transportation</u> .	\$.50
Reprint #19: Ride Sharing: Psychological Factors. K. J. Dueker, B. O. Bair and I. P. Levin, <u>Transportation Engineering Journal</u> .	\$.50

AVAILABILITY OF PREPRINTS AND A JOB ANNOUNCEMENT FROM GETTYS

We are starting a new project investigating the processes used to generate acts and outcomes and would like to correspond or exchange preprints with anybody who has similar interests. To get the ball rolling, I have included the citations for our most recent work on hypothesis generation, a highly-related topic. If you would like any of these preprints, please write me at the address given below, and I'll send you a copy. Please request preprints by the author's names and titles of the papers.

I have also included a job announcement which will appear this spring in the APA monitor. I would be grateful if you would bring it to the attention of anybody who you think might be appropriate for the job.

Casey, J., Mehle, T., and Gettys, C. A partition of group performance into informational and social components in a hypothesis generation task. TR 3-3-80

Gettys, C., Manning, C., Mehle, T., and Fisher, F. Hypothesis Generation: a final report of three years of research. TR 15-10-80

Manning, C., and Gettys, C. The effect of a previously-generated hypothesis on hypothesis generation performance. TR 8-5-80

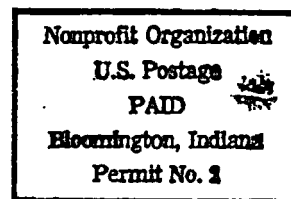
Mehle, T. Hypothesis generation in an automobile malfunction inference task. TR 25-2-80

Research in Cognitive/Memory Processes

The Decision Processes Laboratory at the University of Oklahoma has a unique opportunity for a Post-doctoral Research Associate with expertise in long-term memory and cognition and/or problem solving. The successful applicant will join a federally-funded project performing basic research in pre-decision processes investigating how solution strategies are formulated. Duties will include the conceptualization, planning and execution of research and the day-to-day supervision of two to three graduate students and a completely computerized laboratory. Applicants should have competence in cognitive psychology with an emphasis on long-term memory or problem solving as demonstrated by publications in this area, and demonstrated skills in using computers for research. An ability to invent new research paradigms and synthesize new ideas from cognitive psychology, decision theory, and other areas is also essential. This research will examine the processes involved in problem formulation, and should be exciting to a scientist with a preference for high-risk, high-payoff research in uncharted areas.

The salary for this soft-money position will be \$17,000 and \$18,500 for the first and second years of employment, respectively. Employment beyond this period is possible, as is occasional teaching at the graduate level. The starting date is Sept. 1, 1981 and interviews will be by telephone or at MPA in Detroit. Interested applicants should send a vita, pre-prints/reprints, and three letters of reference to: Charles Gettys, Decision Processes Laboratory, Department of Psychology, The University of Oklahoma, Norman, Oklahoma, 73019, (405) 325-3227. An affirmative action/ equal opportunity employer.

JDM Newsletter
Department of Psychology
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