



Intuition Leading to Insight as a Decision Support Strategy

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Abstract: The problem of decision-making in ill structured situations is considered. An approach to solve such problems is proposed for the cases with the lack of measurable information related to a problem. The approach recommends insight-oriented intuition to apply. The paper presents a research frame which allows to tackle issues of identification of reliable intuition occurrence and the problem of measurability of potential of intuition of a decision-maker. The paper addresses the issue of implementation of intuition into decision-making process. The preliminary research results indicate that the measurement of potential of intuition is possible and the reliable intuition can be identified.

Pilot Study: Intuition potential measurement

Participants: 30 successful entrepreneurs and 30 analysts from sectors: Health Care, IT, Banking.

Theoretical Base: One of the ways of acquiring intuition is through gaining insight (Tolman, 1932). That is why, intuition potential could be assessed by measuring ability to gain insight.

Hypothesis: Successful entrepreneurs have a higher intuition potential (solve more insight problems) than analysts.

Results: Successful entrepreneurs solved more insight problems than analysts from the same sectors ($U=310,00$ ($p<0.05$)). We could assume that decision makers with high intuition potential could be identified.

Exploratory Study: Reliable intuition identification

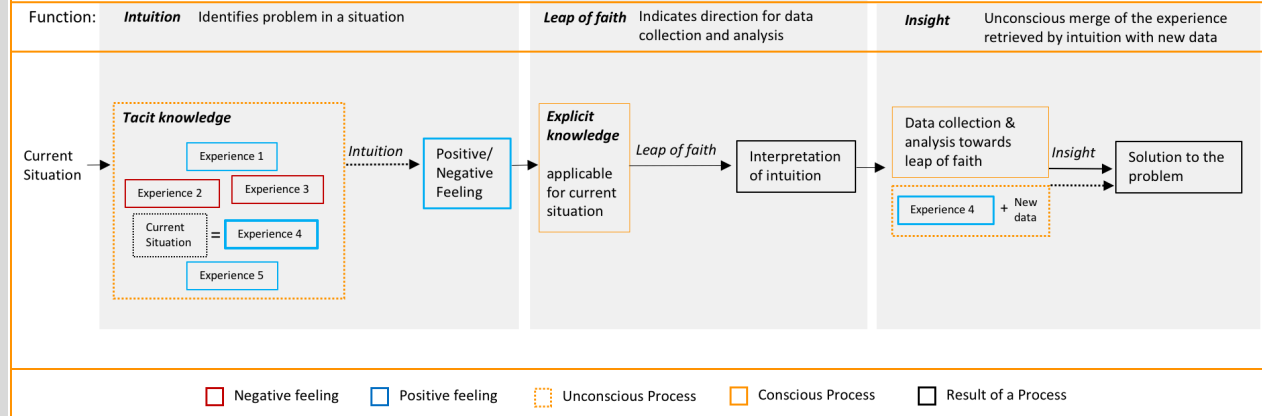
Participants: 19 Experts (avg. 12y experience): police criminal intelligence analysts, General Practitioners, executive search consultants.

Method: Observation and Interviews conducted using the Critical Decision Method (Crandall et al. 2006).

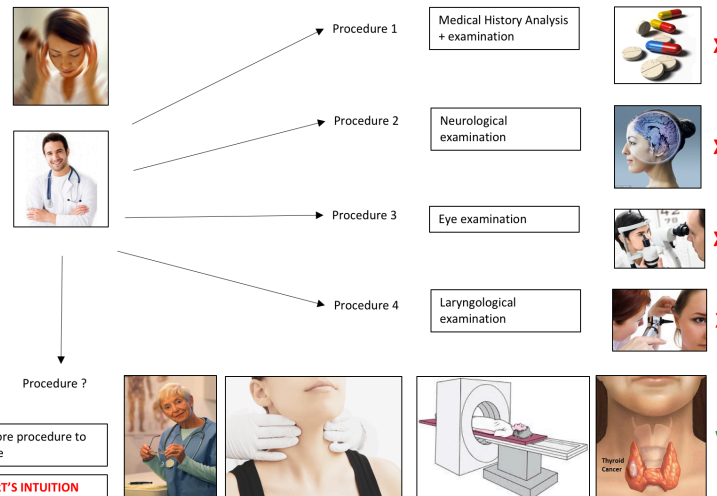
Hypothesis: Reliable intuition could be identified

Results: In the absence of measurable information related to a problem experts use intuition to identify a problem and they take leap of faith to interpret their intuition. Leap of faith provides them a general direction for data collection and analysis. While the process of data collection and analysis, they gain insight with a solution to the problem.

Hypothetical Model: Intuition Leading to Insight



Medical Case Study – expert’s intuition as a decision support in absence of procedures



Future Research – experiments that allow to identify intuition and insight while decision making

Hypothesis: In ill-structured situations decision makers use intuition to identify a problem they solve through insight

Experiment scenario – measurement possibilities

- Phase 1** Task relevant tacit knowledge acquisition (inspiration: Damasio (1994), Reber (1967))
- Phase 2** Intuitive problem identification (eye-tracking, skin conductance and heartbeat measurement)
- Phase 3** The process of data collection and analysis (eye-tracking, think aloud protocol)
- Phase 4** Insight occurrence identification (skin conductance and heartbeat measurement, think aloud protocol)

References

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