

BUS 38911-01, Spring, 2004, Wednesdays 2:00-5:00
Research Methods for Judgment and Decision Making
Reid Hastie, Professor of Behavioral Science

Content

This course is a seminar aimed to teach researchers how to use common methodological paradigms to study judgment and decision making behaviors. The syllabus is tentative and may be adjusted to fit student needs and interests. The course will meet once a week for three hours in a seminar format. Students will be expected to complete several homework problem sets and to present those results in the seminar meetings.

The seminar is a “how to do it” course that will be most useful to students who are planning to conduct their own behavioral research. Whenever possible hands-on demonstrations and exercises will be provided to give students a working acquaintance with each methodology. At least 7 basic research paradigms will be introduced in the context of classic experiments that relied on those methodologies. So, the course should also provide a partial introduction to concepts and theoretical issues in the field of judgment and decision making, as well as to traditional methods.

Materials

Texts may include: N.H. Anderson, *Empirical direction in design and analysis*; J.S. Carroll and E.J. Johnson, *Decision research: A field guide*; R.W. Cooksey, *Judgment analysis: Theory, methods, and applications*.

Grades

Based on the quality of the problem sets, on a term paper demonstrating an application of some aspect of the course contents, and on participation in the seminar meetings.

Tentative Meeting Plan – BUS 38911-01, Spring, 2004
Meets Wednesdays, 2:00 – 5:00

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| March 31 | Introduction to Behavioral Research Methods |
| April 7 | Rating and Choosing Gambles |
| April 14 | Measuring Subjective Values and Probabilities |
| April 21 | Information Integration and Functional Measurement Methods |
| April 28 | Policy Capturing (including the Multiple Cue Probability Learning Paradigm) |
| May 5 | Think Aloud Verbal Reports on Judgment and Decision Processes |
| May 12 | Information Search in Choice (MouseLab Methods) |
| May 19 | Assessing Rationality and Optimality |
| May 26 | Individual Differences |
| June 2 | What have we learned? |

Psychophysiology

Brain Images

Eye Movements

Rating Scales, Questionnaires, Surveys

Web-based Experiments and Surveys

Probability Calibration (see Yates text) versus Coherence

Confidence versus Probability