

# Newsletter

http://www.sjdm.org Volume 29, Number 4 December 2010

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The SJDM Newsletter, published electronically four times a year (Vol 1 March, Vol 2 June, Vol 3 October, Vol 4 December), welcomes short submissions and book reviews from individuals and groups. Essays should: have fewer than 400 words, use inline citations and no reference list, not include a bio (a URL or email is ok). If you are interested in reviewing books and related materials, please email Dan Goldstein.

Advertising Rates: Advertising can be submitted to the editor. Inclusion of the ad and the space given to the ad is at the editor's discretion. The current charge is \$200 per page. Contact the editor for details.

Address Corrections: Please keep your mailing and/or email address current. Address changes or corrections should be sent Bud Fennema. Reports of problems in receiving or opening the pdf file should be sent to the editor.

**Society membership**: Requests for information concerning membership in the Society for Judgment and Decision Making should be sent to Bud Fennema.

### 1 Announcements

Robyn Dawes, SJDM President from 1988-1989, died December 14th, 2010. An obituary is online at http://www.cmu.edu/news/archive/2010/December/dec15\_dawesobituary.shtml

Please find the latest edition of SJDM's journal Judgment and Decision Making at http://journal.sjdm.org/

#### Jon Baron writes:

Several, changes in the by-laws http://sjdm.org/diff.pdf, were approved at the 2011 meeting. They were all designed to bring the by-laws into line with current practice. The executive committee also decided to allow only one abstract submission per presenter. The minutes are available in the members section: http://sjdm.org/members.html.

### Alan Reifman writes:

My Questionnaire Instrument Compendium has a new URL, which is: http://www.webpages.ttu.edu/areifman/qic.htm. I also have a new gateway to all of my academic webpages and blogs: http://www.webpages.ttu.edu/areifman/default.htm

### David Weiss writes:

I have developed a WORD add-in that JDMers might find useful. It is called Citation Checker. The main function is to compare citations and references within an APA-style manuscript, to ensure that every paper cited is in the references and vice-versa. I recently added a Conversion module that converts the citations and references from APA-style to other styles. This was inspired by my submitting a paper to Risk Analysis, a journal that uses numbered citations. Changing to numbered citations is a pain, especially when revisions call for adding a reference.

The program works quite differently from EndNote, whose mode of operation does not fit well with my way of writing a paper. Although Citation Checker has some functions that help with manuscript preparation, its main functionality comes into play after the manuscript is ready.

[See www.davidjweiss.com for details - Ed]

### Baba Shiv writes:

Journal of Consumer Psychology Special Issue: Brand Insights from Psychological and Neurophysiological Perspectives

Call for papers. Deadline January 31, 2010

The Journal of Consumer Psychology announces a call for papers on topics related to brands from psychological and neurophysiological perspectives. Consistent with its tradition of publishing consumer psychology research that is cutting-edge, conceptually and theoretically important, and advances knowledge, the Journal of Consumer Psychology solicits academic papers to emphasize its continuing interest in promoting such research and increasing its impact. The Journal's goal is to publish a special issue in January 2012.

#### Topics

The special issue will focus on two kinds of articles:

- 1. Invited papers on brands and branding from psychological and neuroscience perspectives. Topics for papers adopting neuroscience perspectives include: neural coding of valuation, multi-sensory processing using neurophysiological methods, motivational brain, risk-taking, epigenetics, neuroscience of wanting and liking.
- 2. Empirical papers that use psychological and neurophysiological methods (e.g., functional MRI (fMRI); electroencephalography (EEG), diffusion tensor imaging (DTI), eye-movement tracking) to advance our understanding of brands and branding. Consistent with the Journal of Consumer Psychology's goals (see C.W. Park's October 2008 editorial), emphasis will be placed not only on the fit with the special issue topic but in particular on the innovativeness and interest-generating potential of the manuscripts submitted.

Timeline and Review Procedures

Manuscripts to be considered should be submitted no later than January 31, 2011. The process to be followed in reviewing these manuscripts will be identical to that used for all JCP submissions. The review process for manuscripts to appear in this special issue or section will be concluded on the timeline needed to publish the papers in the January 2012 issue of JCP. Authors of relevant manuscripts that are currently under review or that may be submitted in advance of the due date should indicate whether they wish to have their paper designated for publication in this Special Issue, if their manuscript is accepted for publication.

Interested authors are also invited to clarify the fit of other potential topics through discussion with the special issue editors, Baba Shiv (shiv\_baba at gsb.stanford.edu) or Carolyn Yoon (yoonc at umich.edu).

#### Submission

Manuscripts should be submitted in electronic format according to the submission guidelines given on the Journal's web site (http://ees.elsevier.com/jcps/) and addressed to:

Baba Shiv and Carolyn Yoon, Editors

Special Issue on Brand Insights from Psychological and Neurophysiological Perspectives

Journal of Consumer Psychology

Time-sharing Experiments for the Social Sciences (TESS) is partnering with The Human Factors/Behavioral Sciences Division (HFD) of the Department of Homeland Security's Science and Technology Directorate to launch a special competition to fund survey experiments that will advance our understanding of questions central to HFDs mission. The deadline for this competition is JANUARY 21, 2011.

About TESS. TESS is an NSF-supported infrastructure project that enables faculty, graduate students, and postdoctoral researchers to conduct original experiments on nationally representative samples at no cost to investigators. Investigators simply submit a five-page proposal, which is peer-reviewed. Successful projects are fielded by Knowledge Networks, a leading internet-based survey firm.

About HFD. HFD sponsors social and behavioral science research focused on a range of topics including understanding the causes of terrorism, and assessing the efficacy of efforts developed to counter it.

About the special competition. A number of surveys have been conducted on issues related to terrorism/extremist violence and governmental countermeasures, but these studies have not allowed for an in-depth, theoretically informed exploration of factors that may contribute to terrorism-related attitudes, beliefs, judgments, and behaviors. To fill this gap, HFD and TESS are partnering to sponsor a set of survey experiments.

We invite researchers from multiple social and behavioral science disciplines to submit brief proposals (5 page maximum) describing an experiment to test theoretically-derived hypotheses about the factors that affect individuals attitudes, beliefs, judgments and/or behaviors related to (a) terrorism/extremist violence and/or (b) government policies and measures to counter terrorism/extremist violence.

There are many social scientific domains that could be fruitfully brought to bear on these issues, and we seek applications from a broad range of scholars. Although far from exhaustive, potential areas of relevance include: - Attitudes and attitude change - Judgment and decision-making - Risk perception - Cognitive biases - Belief formation and change - Stereotyping and prejudice - Affect and emotions - Social and contextual factors (e.g., social networks, social roles) - Personality and individual differences - Policy preferences - Mass communication - Media effects

Proposals will undergo peer-review and will be assessed in terms of (a) scientific merit, (b) broader impacts, and (c) relevance to HFDs mission.

How to submit a proposal. Guidelines for proposals for the special competition are the same as for other TESS proposals. These guidelines are provided on the TESS website (http://tess.experimentcentral.org). The website also provides contact information for TESS staff and principal investigators for any additional questions.

### Dan Goldstein writes:

SJDMers can now get weekly JDM-relevant updates between newsletters by subscribing to Decision Science News decisionsciencenews.com by email. Visit this link to sign up. Exactly one email is sent per week, and unsubscribing is easy.

### Dan Goldstein writes:

I encourage Society members to try the R language for their statistical needs. Because it is powerful, completely free (in the sense of *libre* and *gratis*), and unencumbered by restrictive licenses, R has quickly become a lingua franca among statistical scientists. Because it runs on Windows, Mac, and Linux and can be downloaded and installed in minutes, it is ideal for teaching and for publishing code in journal articles. I've made a couple R video tutorials. Jon Baron has written an excellent guide for those interested in psychological research with R. The home of the R project is http://cran.r-project.org/.

### 2 Conferences

#### SPSP JDM Preconference

All are invited to participate in the 6th annual Pre-Conference on Judgment and Decision Making preceding the January 2011 Society for Personality and Social Psychology meeting in San Antonio, TX. The JDM pre-conference will be held during the day on Thursday, January 27, 2011. The goal of the JDM pre-conference is to highlight the emerging nexus of social, personality, judgment, and decision making research.

The meeting features an exciting lineup of invited speakers: Emily Balcetis, New York University Elizabeth W. Dunn, University of British Columbia Peter McGraw, University of Colorado at Boulder Alan Sanfey, University of Arizona Fritz Strack, Universitaet Wuerzburg Gal Zauberman, University of Pennsylvania Marcel Zeelenberg, Tilburg University Chen-Bo Zhong, University of Toronto

In addition to the speakers, the JDM preconference features a poster session. The deadline for poster submissions is November 15, 2010. With generous support from the NYU's Stern School of Business, the pre-conference will offer a limited number of competitive \$200 travel reimbursements to graduate students who are first author on a poster.

Registration is now open and will close when our space is filled or January 15th, whichever comes first.

For information regarding poster submissions, registration and more, please visit: http://www.andrew.cmu.edu/user/morewedg/SPSP/jdm.html

Organizers: Eugene Caruso, Carey Morewedge, Rebecca Ratner, & Kelly See

#### **SPUDM 2011**

European Association for Decision Making Subjective Probability, Utility and Decision Making Conference 23rd Biennial meeting

21st-25th August 2011 Kingston University London, Penrhyn Road Campus CALL FOR PAPERS

The European Association for Decision Making invites submissions for its 2011 Biennial SPUDM conference to be held at the Penrhyn road campus at Kingston University London (http://www.kingston.ac.uk).

We invite proposals for individual papers or posters, as well as proposal for workshops and symposia in any area dealing with basic and applied judgment and decision-making research, broadly defined. The conference's Keynote Speakers will be Professor Daniel Kahneman (Princeton University, USA; http://bit.ly/dZI5IV), Prof. Liz Robinson (Warwick University, UK; http://bit.ly/fGBe4K), and Prof. Peter Ayton (City University London, UK; http://bit.ly/gId7HU).

Submissions of individual papers/posters Oral presentations will be limited to 20 minutes, including 5 minutes for discussion. Submissions for individual empirical papers and/or posters should include:

- a short title (140 characters max. including spaces);
- the name of the presenting author, coauthors, their affiliations and email addresses;
- a long abstract specifying the aim, method, results and conclusions of the research (4500 characters max. including spaces)
- a short abstract (1800 characters max. including spaces).

You will be asked to indicate your preferred mode of presentation (oral or poster) and for those requesting an oral presentation, whether you would be willing to present the paper as a poster if the sessions are oversubscribed. Stating that you are prepared to give a paper as a poster will not reduce your chances of getting an oral slot.

Submissions of symposia/workshops proposals: The scientific committee also welcomes submission for traditional peer-reviewed symposia as well as for practical, methodological and/or training workshops relevant to judgment and decision-making research. It is anticipated that one symposium will be featured as a plenary symposium. The selection of the featured symposium will be made by the scientific committee on the basis of its potential for contributing to the field and its breadth of appeal for conference attendees. The other accepted symposia and/or workshops will be timetabled in parallel sessions, as per previous SPUDM meetings.

Symposia and/or workshop submissions should include:

- a short symposium title (140 characters max. including spaces);
- the names of the convenor, affiliation and email address;
- the name of the discussant, affiliation and email address;
- a short abstract summarising the background, aims and objectives of the symposium;
- up to five contributing papers specifying:
  - a short title (140 characters max. including spaces);
  - the name of the presenting author, coauthors, their affiliations and email addresses;
  - a long abstract specifying the aim, method, results and conclusions of the research (4500 characters max. including spaces)
  - a short abstract (1800 characters max. including spaces).

Each symposia contribution should last no longer than 20 minutes to allow time for discussion at the end of the presentations. Deadline for all submissions is March 1, 2011.

All submissions must be made electronically via the conference website (http://spudm23.eadm.eu/). All abstracts will be reviewed by the Scientific Committee and decisions communicated to authors by April 15, 2011. Short abstracts of accepted submissions will be posted on the website and printed in the programme book. We look forward to meeting friends old and new in Kingston in August.

### Third Annual Meeting of the Academy of Behavioral Finance & Economics

Call for Papers & Participation

September 21-23, 2011, UCLA, Los Angeles, CA

http://www.aobf.org

Co-Sponsored By:

UCLA Anderson School of Management

Keynote Speaker:

Nobel Laureate in Economics Dr. Vernon Smith

Objectives and Scope. The Academy of Behavioral Finance & Economics offers a dedicated forum for exchange of research findings and professional advancement related to the fast-growing field of behavioral finance and economics. Given the well-recognized reality that "to make a decision, emotion is the necessary trigger (and) without emotion, one would be reduced to the state of an idiot savant who goes on endlessly calculating without the ability to make a choice" (Olsen, 2008), the objective of the annual conference is to encourage and distribute research and inquiry in the very promising area of Behavioral Finance and Economics.

Theoretical and empirical/experimental works that involve the application of psychology and neuroscience to all areas of financial decision-making and practice will be considered for presentation at the meeting. This includes, but is not limited to, the following areas:

- 1. Investment in and Workings of Financial Markets at all levels of functionality and capital allocation—including both public and private aspects;
- 2. Financial Management of Companies—both public and private entities;
- 3. Firm Entry and Exit Process-ranging from startup ventures to mature businesses;
- 4. Entrepreneurship, Innovation, and Venture Capital;
- 5. All other Business and Economic Endeavors that Involve Human Decision Making and Choice Under Conditions of Risk and Uncertainly;
- 6. Teaching and Learning–ranging from case development to other pedagogical issues.

Advances in Behavioral Finance & Economics: The Journal. A few carefully selected and further reviewed papers will be published in the Advances in Behavioral Finance & Economics: The Journal of the Academy of Behavioral Finance & Economics.

Award for The Best Doctoral Student Paper in Behavioral Finance. All papers submitted by doctoral students from across the world will be further reviewed by our Program Committee and five (5) best papers will be selected for special recognition at our 2011 ABF Annual Meeting. Recognition includes:

- 1. Presenting the "Award for the Best Doctoral Student Paper in Behavioral Finance",
- 2. Awarding a \$500.00 prize check that can be used toward the expenses of attending the conference,
- 3. Publishing the selected papers in the Advances in Behavioral Finance & Economics 2012.

Conference Proceedings. Abstracts of papers selected for presentation will be published in the Conference Proceedings.

Submission of Papers for Presentation. Please prepare: 1. a copy of your completed paper (or a detailed abstract) in PDF format where the cover page of your paper contains only the title (for anonymous review), and 2. a cover letter containing your affiliation and contact information. Email both documents to staff@aobf.org. Program decisions will be made by the Program Co-Chair, Professor A. Subrahmanyam, Anderson School at UCLA, in conjunction with Professor R. Yazdipour, Executive Director and Program Co-Chair, Academy of Behavioral Finance. Submission Deadline is May 15, 2011. Notifications of results will be emailed to all respondents by May 31st.

Special Sessions and Panels. Persons interested in organizing a Special Session or Panel should submit a letter of interest, along with a short bio using the deadline and instructions above.

Terms and Conditions of Paper Acceptance. If your paper is accepted for presentation at the Annual Meeting, you agree to the followings:

- 1. The presenting author(s) will be required to present the paper in a professional manner and as assigned.
- 2. The presenting author(s) will be required to pre-register for the Conference within two weeks of the paper's acceptance by paying in full the due Conference Registration Fee of \$249.00. Only half of the paid registration fee (\$125.00) is refundable if cancellation is made within one month after the issuance of the Acceptance Letter. Otherwise, no refund will be issued. (There is a \$50.00 discount for doctoral students if payment made as instructed.) Payment must be made via our secure and fully Online Registration and Payment System. To register and pay the due fees, please click on the "2011 Conference" link our Web site www.aobf.org and select "Registraion.Conference.2011".
- 3. If the presenting author(s) does not register as stated above, the paper will be cancelled and the space will be released to the authors with accepted papers on the Waiting List. Letters of acceptance will be sent electronically by May 31st.
- 4. Each presenting author whose paper is accepted for presentation will be required to discuss another colleague's paper. Presenting authors will be sent a preliminary version of the program in mid-June, and asked to identify papers which they would like to discuss at the Meeting. Requests to discuss specific papers will be taken on a first-come, first-served basis. If a presenting author does not submit her/his choices for papers to discuss, the Program Chair(s) will assign her/him a paper.

Conference Time Line and Deadlines:

- 1. May 15- Last Day to Submit a Paper or a Proposal for a Special Session for 2011 Annual Meeting
- 2. May 31- Notifications of Submission Results will be emailed to all respondents
- 3. June 20- Presenters' Registration Fees are due- please refer to Acceptance Letters
- 4. July 15- Abstracts for the Proceedings of the Academy of Behavioral Finance & Economics-2011 Annual

Meeting book are due to the Academy's office; this is the deadline for being considered for inclusion in the said book. Files to be emailed to: staff@aobf.org.

- 5. July 20- Last Day to Register for the Conference at the rate of \$249.00 (\$199.00 for doctoral students). After this date rates will be \$299.00 (\$249.00 for doctoral students).
- 6. August 15- Full Papers are due to the Academy's office for forwarding to Session Chairs and Discussants. Files to be emailed to: staff@aobf.org.
- 7. August 22- Full Papers to be sent out by the Academy's staff to all Session Chairs and Discussants.
- 8. September 10- Electronic files of Presentations, in Microsoft Power Point format only, are due to the Academy's office (for uploading on conference computers and use at the time of the scheduled presentations). Files to be emailed to: staff@aobf.org.
- 9. September 21(Wednesday) 4:00 PM; Day 1 of the Conference- Afternoon Reception, Networking, and Orientation at UCLA's Covel Commons Conference Facilities: http://map.ais.ucla.edu/go/10/Parking and other information will be added under Logistics soon.
- 10. September 22 & 23 (Thursday and Friday): Full conference days, starting with breakfast at 7:30 AM and ending at 5:00 PM; at UCLA's Covel Commons Conference Facilities: http://map.ais.ucla.edu/go/1001440 Parking and other information will be added under Logistics soon.
- 11. September 23: (Friday) 5:00 PM Conclusion of the Conference
- 12. October 31st: Compete manuscripts are due for consideration in the Advances in Behavioral Finance & Economics: The Journal of the Academy of Behavioral Finance & Economics.

Submission instructions. Please prepare: 1. a copy of your final manuscript in PDF format where the cover page of your paper contains only the title (for anonymous review), and 2. a cover letter containing your affiliation and contact information. Email both documents to staff@aobf.org for further consideration.

### 2011 Boulder Summer Conference on Consumer Financial Decision Making St. Julien Hotel

Boulder, Colorado June 26-28, 2011

#### Conference Overview

Consumer welfare is strongly affected by household financial decisions large and small: choosing mortgages; saving to fund college education or retirement; using credit cards to fund current consumption; choosing how to decumulate savings in retirement; deciding how to pay for health care and insurance; and investing in the stock market, managing debt in the face of financial distress. This conference brings together outstanding scholars from around the world in a unique interdisciplinary conversation with regulators, business people in financial services, and consumer advocates working on problems of consumer financial decision making.

Our goal is to stimulate cross-disciplinary conversation and improve basic research in the emerging area of consumer financial decision-making. This research can inform our understanding of how consumers actually make such decisions and how consumers can be helped to make better decisions by innovations in public policy, business, and consumer education. Our format allows a very high level of opportunity for conversation and interaction around the ideas presented. Please see last year's program on the conference website to see abstracts of research by scholars in economics, psychology, sociology, behavioral finance, consumer research, decision sciences, behavioral economics, and law.

### Conference Format

We begin with two parallel conversation-starter sessions on emerging topics, followed by two days of plenary sessions: ten 75-minute sessions over the next two days. We begin with financial decision making of consumers in distress because of poor financial decision making or situational stress. We then turn our focus to more basic processes that guide everyday consumer financial decision making, both good and bad. Throughout the conference we schedule significant time for informal interaction outside of the sessions.

The conference co-chairs will select papers for presentation at the conference based on extended abstracts. Selected papers must not be published prior to the conference, but those researchers presenting their work at the conference must have a paper that is complete and available for review by discussants one month prior to the conference. Selections will be based on quality, relevance to consumers' financial decision-making, and contribution to breadth of topics and disciplinary approaches across the conference as a whole.

Registering for the Conference and Booking a Room

There are links on the conference website for booking at the St. Julien Hotel and for registering for the conference.

The conference will be held in the St. Julien Hotel & Spa. We have negotiated very attractive room rates for conference attendees (and families). Please note that the Conference has not guaranteed any rooms, rather they are on a "first come" basis. We encourage you to book your rooms as soon as you can. Boulder is a popular summer destination and rooms go quickly at the St. Julien Hotel!

### 49th Annual Edwards Bayesian Research Conference

The 49th Edwards Bayesian Research Conference will take place in Fullerton starting on the evening of Jan. 12 with a reception, followed by two days of talks on various topics in judgment and decision making. The talks are named after Rev. Bayes and Ward Edwards, who initiated the meetings and hosted them for 41 years.

These meetings are a congenial environment in which to exchange ideas on basic and applied research of both theoretical and empirical nature. The common denominator at these meetings is what is now called Behavioral Decision Making and certainly include the domain not only of Judgment and Decision Making, but also applications of decision theory to problems of normative and applied theory as well as descriptive theory.

The meetings will be followed by two Web Workshops. Those interested in attending the Advanced Training workshops on DRMS research via the WWW are encouraged to attend the Edwards Bayesian Meetings as well. Those accepted to the program can have their air fare and part of their hotel costs paid via the NSF grant that is supporting the workshops.

Workshop on Basic Techniques for Web-Research Jan 15, 2011. The one-day workshop on Jan 15 is for participants who may already know some basic HTML, but who want to learn the technique of Web forms and CGI that allow one to collect data via the Web. You will learn how to conduct a survey or questionnaire via the Web. We will cover content in Chapters 1-9 of Birnbaum's Introduction to Behavioral Research on the Internet). This book is available used via Amazon.com. Participants will also learn to build a basic Web site that includes invitation to participate, the Web forms to collect data, the CGI to save data, and the debriefing/thank you pages.

Workshop on Advanced Techniques for Web-Research: Logfile Analysis Jan 16-17, 2011. The two-day workshop on Jan 16-17 will cover advanced topics. It is intended for those who attended the one-day workshop or who already know how to run a simple experiment or questionnaire via the WWW and plan to operate their own Web server to manage their research. It will feature Prof. Ulf Reips, who will provide in depth instruction on how to

use and analyze server's logfiles. Reips will show how easy it is to turn on the free server on a Macintosh computer and to glean information from the logfiles that servers automatically collect. Every request for a file is time-stamped and logged, which means that as a visitor explores a Website, detailed information is available on that person's journey. Reips will show how this information can be used to analyze where and when, for example, a person drops out from a study. He will also show how his LogAnalyzer software can be used to analyze complex experiments with both within-subjects and between- subjects factors. The prerequisite for the two-day workshop is either of the following: Attendance at the Jan 15 workshop or a previous ATI workshop that covered the same material or familiarity with the content of Chapters 1-9 of Birnbaum's book cited above.

Those accepted to either workshop or both will receive a stipend to offset the major travel expenses to the conference and workshop. The stipend will cover the cost of a round trip ticket at economy fare purchased in advance plus one hotel cost (based on double occupancy) plus a small allowance. Other expenses (e.g., phone bills, bar bills, room service, ground transportation, etc.) will not be covered. If you prefer to room alone, you will receive reimbursement for half the room. Those accepting funding are expected to attend all sessions and complete the exercises in the lab. Those attending all three days of the workshops will receive one half of the hotel bill for three nights. Those attending for one or two days will be reimbursed for one or two nights, respectively.

Here are links for more information on the Edwards Bayesian Research Conference:

http://psych.fullerton.edu/mbirnbaum/bayes/

NSF-Funded Web-Research Advanced Training Workshops:

http://ati-birnbaum.netfirms.com/web-workshop\_Jan\_2011.htm

Links for more information and application and registration forms are available from the above URLs.

Contact Michael Birnbaum for more information. Email: mbirnbaum at fullerton.edu

The Sixth International Conference on Persuasive Technology will be held at Ohio State University (Columbus, OH, USA) from June 2-5th, 2011.

The 2011 conference program will build on themes from earlier conferences. Papers on research, theory, and methods from a wide range of disciplines are invited for submission. The conference is sponsored by the Department of Marketing and Logistics, School of Communication, Department of Computer Science and Engineering, Department of Psychology, Center for Resilience, and the Center for Automotive Research at Ohio State University.

An interdisciplinary Doctoral Seminar, sponsored by the Association for Consumer Research and the Society for Consumer Psychology, will follow the conference.

An overall goal of the conference program, conference activities, and subsequent publications will be the development and enhancement of global interdisciplinary connections on projects related to social science theories and the use of technology to reduce energy consumption, enhance pro-environmental behaviors (e.g., product choice, resource sharing, transportation choices, etc.) as well as to enhance exercise, healthy food choices, and medication adherence (as a few examples).

Selected papers from the conference may be published in special issues of high quality journal outlets.

Conference Co-chairs are Curtis P. Haugtvedt and David Ewoldsen

Full length papers (preferred), extended abstracts, or special session proposals should be submitted to Haugtvedt.1 at osu.edu by March 5th, 2011. All submissions will be peer reviewed.

More details about the conference will be available at Persuasive2011.org. Information regarding past conferences can be found at Persuasive2010.org. Please contact Curt Haugtvedt (Haugtvedt.1 at osu.edu), or 614-292-6228 with questions or suggestions.

#### 6th International Shared Decision Making Conference

19-22 June 2011

Bridging the gap between research and practice: patient pull or clinician push? Hotel Crowne Plaza, Maastricht, The Netherlands

Call for abstracts. The ISDM executive committee cordially invites people working in the area of Shared Decision Making for Abstract submission and Registration for the 6th International Shared Decision Making conference. The deadline for submission of abstracts is 14 January, 2011. Please visit our website http://www.isdm2011.org/ for more information about the abstract submission process and guidelines.

Theme. The conference theme 2011 is: Bridging the gap between research and practice: patient pull or clinician push? Will we join the patient revolution? Should we rely on the patients? pull to translate and implement SDM research into practice? Or should we push clinicians? The ISDM executive committee encourages submissions dealing with the following topics: \* Patient pull: patient-mediated implementation of SDM \* Clinician push: training and facilitating clinicians to perform SDM \* Implementation of SDM in different levels of the healthcare system \* The patients' perspective of SDM and Decision

Support Interventions \* Clinicians' perspective of SDM and Decision Support Interventions \* Development and evaluation of Decision Support Interventions \* Measurement of the concept of SDM \* SDM in different cultural settings \* SDM and decision support interventions for special populations (e.g. children, underserved, or end-of-life decisions) \* SDM and clinical practice guidelines \* Ethical aspects of SDM

Abstracts for oral presentations, poster presentations, workshops, symposia, and contributions to the exhibition are welcome.

Registration. All presenting authors are required to register for the conference. The early bird registration fee is set at EUR490 for senior participants and EUR290 for (PhD) sutdents. The early bird registration deadline is 4 March, 2011. The fee will cover attendance at the full conference programme, the proceedings, the welcome reception, lunches and refreshments during the session breaks. Please visit the conference website to register: http://www.isdm2011.org/

We look forward to your submissions, and we'll see you in Maastricht! http://www.isdm2011.org/

### The Hebrew University of Jerusalem

is hosting a conference for PhD students on Judgment and Decision Making. The conference will be held at Hebrew U on February 10th from 9:00 am to 4:00 pm. For more info and to submit abstracts (until January 20th) please visit the conference site https://sites.google.com/site/jdmphdconf/english or email us phd.jdm.conf at gmail.com.

The Lauder School of Government, Diplomacy and Strategy and the New School of Psychology at IDC Herzliya, Israel, will host an international academic conference on Behavioral Decision Making, from May 30 to June 1, 2011.

Confirmed keynote speakers include: Tom Gilovich, Jack Levy, Paul Slovic, and John Payne.

The conference will be held on IDC Herzliya campus.

Here is a link to the website of the conference

### 2011 NeuroPsychoEconomics Conference

Call for papers May 26/27, 2011 Munich, Germany

### http://www.jnpe.org

Please be invited to submit a paper to the 2011 NeuroPsychoEconomics Conference in Munich, Germany. The conference will he held from May 26-27, 2011 at the Technical University of Munich, TUM School of Management (Arcisstrasse 21, 80333 Munich, Germany). Conference chair is Isabell Welpe, Professor of Strategy and Organization, TUM School of Management. The deadline for submissions is February 15, 2011.

The conference theme of 2011 is: Excellence in Neuroeconomics–Striving for Impact in Economics, Management, and Marketing Research. Keynote speech given by Elke Weber, Columbia University, addresses the topic: "Query Theory: Understanding preference construction to facilitate effective policy and decisions".

### 2nd Summer Institute in Cultural Neuroscience

http://culturalneuroscience.isr.umich.edu/home.htm

July 18-29, 2011

Center for Culture, Mind, and the Brain University of Michigan Ann Arbor, Michigan Application Deadline: March 15, 2011

We invite you to apply to attend the second annual Summer Institute in Cultural Neuroscience at the University of Michigan in Ann Arbor. SICN is a two-week program that provides graduate students as well as faculty with an overview of core topics and recent research developments related to cultural neuroscience in order to prepare them to start their own empirical investigations. Attendees will have an opportunity to develop their own research ideas in cultural neuroscience through interactions with peers and faculty members. SICN lectures on culture, brain, or both will be delivered by world-renowned scholars. Each scholar will discuss his or her work and place it in a broader scholarly context. Lectures will be followed by small group discussions.

The topics to be covered include: \* Cultural psychology \* Culture, self, and brain \* Culture, cognition, and brain \* Neuroeconomics and culture \* Decision neuroscience and culture \* Co-evolution of culture and genes \* Stereotyping, racial bias, and brain processes \* New approaches to culture and personality

Confirmed faculty lecturers include: Joan Chiao, Northwestern University Steve Cole, UCLA Joe Kable, University of Pennsylvania Douglas Kenrick, Arizona State University Shinobu Kitayama, University of Michigan Jason Moser, Michigan State University Daphna Oyserman, University of Michigan Denise Park, University of Texas at Dallas Thad Polk,

University of Michigan Andreas Roepstorff, University of Aarhus. Co-Directors: Shinobu Kitayama (kitayama at umich.edu) and Carolyn Yoon (yoonc at umich.edu)

Complete applications are due by midnight on March 15. You will be notified of the status of your application by March 31, and will have until April 30 for early registration, and June 15 for regular registration.

Participation fees are \$1,250 for graduate students or post-docs, and \$1,950 for faculty. Discounted rates for early registration (by March 31) are \$1,050 for graduate students or post-docs, and \$1,750 for faculty.

Participants are responsible for their own travel and accommodation costs. We do not offer any scholarships or financial assistance.

For application forms and information, go to http://culturalneuroscience.isr.umich.edu/home.htm or contact: Natalie Dushane Center for Culture, Mind, and the Brain University of Michigan 426 Thompson Street, 6114 ISR Ann Arbor, MI 48106-1248 (734) 764-4112 Email: nadushan at isr.umich.edu

### GOR 2011, the General Online Research conference 14-16 March, 2011

Call for presentations and abstract submissions

Deadline for poster submissions: 31 January 2011

Submissions at http://conftool.gor.de/conftool11/index.php?page=login

Further information at http://www.gor.de/gor11/

The German Society for Online Research (DGOF) invites participation in its 11th annual conference. Topics of interest include Social Media Research, Market Research, Research Methodology, and Surveys. The theme of this year's conference encourages the submission of presentations on:

- -Online research methodology with a focus on data quality
- -Applied market research with a focus on the advantages of the online mode and best practice case studies
- -Social Media Research and Civil Society

The program committee invites presenters from the private sector, official statistics, the government and academia. The quality is maintained by a double blind peer reviewing system. We look forward to receiving your abstract submission.

We are pleased to announce the 1st International Conference on Comparative Decision Making Studies (Sponsored by University of Kentucky Research Foundation and National Science Foundation, Interface between Computer Science and Economics & Social Sciences program), which will be held at the Hyatt Regency Conference Center in Lexington, KY, USA. The conference will begin at 8:30am on the morning of Friday, May 13th, and will conclude after lunch on Sunday, May 15th, 2011.

This conference includes five oral sessions and two poster sessions covering the wide variety of interdisciplinary projects on decision making analysis and tools that differ in levels of system complexity (including societies, organizations, complex and simple organisms, and abstract systems), levels of analysis (mechanistic, developmental, functional, and cultural/evolutionary), study subjects (humans, non-human animals, plants, and electronic systems), and disciplines (social sciences, computer science, biological sciences, business/economics, medicine, education, and agriculture). During the oral sessions fifteen high profile scholars will present the results of their innovative research projects and their views on interdisciplinary decision making research in general. Poster presentations will be selected from the openly submitted abstracts on the basis of scientific merit and relevance. Social events throughout the conference provide ample opportunity for informal interactions.

Invited Speakers: Dr. Izak Benbasat (University of British Columbia); Dr. Bertram Bruce (University of Illinois at Urbana-Champaign); Dr. Mark Dean (Brown University); Dr Itiel Dror (Cognitive Consultants International, CCI); Dr. Edmund Fantino (University of California - San Diego); Dr. Joseph Y. Halpern (Cornell University); Dr. Stephanie Kane (Indiana University); Dr. Evelyn Korn (Philipps-Universitaet Marburg); Dr. Ifat Levy (Yale University); Dr. James Morrow (University of Michigan); Peter Neufeld (Innocence Project at the Benjamin N. Cardozo School of Law, Yeshiva University); Bruce Schneier (BT); Dr. Jerry Skees (GlobalAgRisk, Inc. and University of Kentucky).

We encourage abstracts to contain new and unpublished materials. The abstracts must be submitted electronically to cdms-conf at lsv.uky.edu by the February 15th. Selection of material for poster presentation will be made by the organizers; the decisions will be announced by March 15th. We will make talk abstracts, slides, papers, and poster presentations freely available through our website.

Pre-registration is open at http://www.uky.edu/cdm/conf/registration.php

We are eager to have as many young people as possible attend since they are likely to benefit most from this meeting. We will sponsor 10 graduate students and postdocs, members of underrepresented groups. Apply in writing to cdms-conf at lsv.uky.edu stating need for financial support by March 1st- preference is given to those submitting abstracts.

# 3 Essay

# QUEST FOR PRESCRIPTIVE DECISION RESEARCH Rex Brown

A 1986 NAS panel reported that decision research was being used in very few of the many situations where it should be helpful. Since then progress has been only modest. In particular, deciders still make little use of quantified ADT (applied decision theory), which once held great promise. A notable exception is biases and heuristics, which have led to an important "cognitive vigilance" movement. By and large, decision aid improvements have come from practitioners tinkering, not from scholarly research. As a decision aider trained in statistical decision theory, I would like to learn of any behavioral research and researchers focused on practice and to urge work on seemingly neglected issues. No doubt researchers will get to some issues without urging by practitioners. For example:

- 1. What is the impact on decider happiness of unaided decision practices (such as intuition, pattern recognition, heuristics, consultation with others, and "sleeping on it")?<sup>1</sup>
- 2. How does action mediate between judgment and happiness? (I know I should diet, but I don't.) However, issues straddling descriptive and normative science may get neglected because Inter-disciplinary research seems to do less for academic careers than mono-disciplinary research.
- 3. Does quantitative modeling train informal judgment?
- 4. How well are alternative ADT features adapted to human capabilities? (How well can humans provide hypothetical probabilities for Bayesian updating?)
- 5. What decision language has connotations that better communicate decision analysis to lay deciders? ("Average personal preference" for "subjective expected utility"?)
- 6. Does there exist an ideal decision, which would conform to totally coherent quantified probabilities and utilities, fitted to the messy contents of a decider's mind at the time? Furthermore, some issues are not as timeless as scientists may want.
- 7. How do/should deciders integrate decision aid (such as applied decision theory, decision rules and lateral thinking) into their informal reasoning?

<sup>&</sup>lt;sup>1</sup>Gilbert's work on predicting happiness has led me use real experience analogs to elicit value judgments instead of thought experiments.

### 8. How successful have past decision-aiding efforts been?

Although leading scholars have acknowledged the need for prescriptive research <sup>2</sup> and professional decision aiders have clamored for it<sup>3</sup>, little has come of it. I would like to hear from JDMers interested in this lonely field<sup>4</sup>.

### 4 Jobs

HEC Lausanne

Assistant Professor (tenure track) in Organizational Behavior

Apply before: 10 January 2011 here: https://www.hec.unil.ch/candidatures/postuler?id=47

The Faculty of Business and Economics (HEC Lausanne, http://www.hec.unil.ch) of the University of Lausanne invites applications for a Tenure Track Assistant Professor in Organizational Behavior to begin August 1st, 2011 or a mutually agreed upon date. We seek applicants with strong research and teaching potential in Organizational Behavior. The teaching load (four hours per week) is so that the incumbent can focus on doing research and publishing. The usual tenure track duration is four years.

Some background information: The OB Department is currently composed of five professors who have broad interests in various topics related to organizational behavior such as leadership, workforce diversity, decision making, and behavioral economics. For more information on the department, please follow this link: http://www.hec.unil.ch/ob/home

We supervise several doctoral students, have an MSc Management specialization in OB, an OB brownbag seminar series, and are very active in research at an international level. Our university has recently built a superbly-equipped laboratory for conducting experiments, including neuroscience experiments (we have two EEGs and a NIRS) that is housed in our building. Furthermore, the Faculty has a strong Economics department with which we have solid links in areas related to personnel and labor economics.

Lausanne is in a fantastic location, on the shores of Lake Geneva and Switzerland has an unsurpassed quality of life. The Faculty of Business and Economics has a solid reputation in Switzerland and Europe.

<sup>&</sup>lt;sup>2</sup>Bell, D.E., Raiffa, H., and Tversky, A. Descriptive, normative and prescriptive interactions in decision making. In Decision making, Bell et al. CUP, 1988.

<sup>&</sup>lt;sup>3</sup>Brown, RV, and Vari, A. Towards an agenda for prescriptive decision research: The normative tempered by the descriptive. Acta Psychologica, 80, 33-47 1992.

<sup>&</sup>lt;sup>4</sup>I would appreciate JDM input on the draft overview of an elementary primer of decision tools I am completing, whose behavioral content is regrettably thin.

Requirements: Candidates should hold a PhD in Management, Organizational behavior, Applied psychology, Economics, or a related area. Teaching will be at the Bachelor (language of instructions is generally French) and Master (language of instructions is generally English) level, and include courses such as introductory and advanced organizational behavior and business statistics. Within our department, we mainly speak English. Candidates should be able to speak English and French; however, if they do not speak French they will have an adjustment period of two years in which to learn the language. For further information on the post see: https://www.hec.unil.ch/candidatures/offres/details?id=47

Equal-opportunity notice: Given its commitment to providing access of women to academic positions, the University strongly encourages women to apply.

For further information on the position, please contact Prof. Joerg Dietz (jorg.dietz@unil.ch), Prof. John Antonakis (john.antonakis@unil.ch) or Prof. Franciska Krings (franciska.krings@unil.ch) who are members of the selection committee. The selection committee is chaired by Associate Dean Prof. Maia Wentland (mwf@unil.ch).

Applications are invited for a post-doctoral position to contribute to a better knowledge or understanding of the psychology of risk, and work on individual and collective behaviors when facing risks or uncertainties. The post-doctorate fellow(s) would be based at the Department of Psychology at Kingston University London under the supervision of either Dr Gaelle Villejoubert or Dr Petko Kusev.

Applicants should have successfully defended their PhD thesis or expect to have done so before January 2012. If shortlisted, applicants will then be invited to submit a full proposal to bid for funding.

To apply, please send a CV including a list of publications and a letter summarising the research completed for your PhD as well as a proposed programme of research for your post-doctoral studies (2 pages maximum) to Dr Gaelle Villejoubert (g.villejoubert at kingston.ac.uk) by the 6th of January 2011.

Applications should provide evidence for your academic excellence, the innovative nature and originality of your research and the feasibility of your project.

The posts will be to start 1 January 2012 or as soon as possible thereafter.

Closing date: 6th January 2011

For more information about Dr Villejoubert's research, visit: http://fass.kingston.ac.uk/faculty/staff/cv.php?staffnum=688

For more information about Dr Kusev's research, visit: http://www.kusev.co.uk/Dr\_Petko\_Kusev/Dr\_Petko\_Kusev.html

For more information about the Psychology Department and research facilities available at Kingston, visit: http://fass.kingston.ac.uk/research/psychology/

Subject to budgetary authorization, the Department of Cognitive Sciences (http://www.cogsci.uci.edu) at the University of California, Irvine (UCI) has available a tenure-track position at the Assistant Professor level. Of particular interest are researchers who use computational, mathematical or statistical modeling approaches to study cognition, language or perception. Current departmental research themes include: (i) mathematical and computational modeling, (ii) vision, hearing, attention and action, (iii) memory and decision-making, (iv) language and development, and (v) cognitive neuroscience.

The online application should include: A cover letter indicating primary research interests, CV, three recent publications, and three letters of recommendation.

Candidates should apply online at: https://recruit.ap.uci.edu/apply#SOCSCI To ensure full consideration, the online application should be completed by January 15, 2011. Inquiries about the application process or position should be sent to: cogsci at uci.edu

Postdoctoral Fellowships and Graduate Student Fellowships in Cognition and Decision Making

The Center for Adaptive Behavior and Cognition at the Max Planck Institute for Human Development in Berlin, under the direction of Gerd Gigerenzer, seeks applicants for up to 2 two-year Postdoctoral Fellowships (with the possibility of a third year) and up to 2 two-years Graduate Student Fellowships (with the possibility of two six-months extensions). The positions are to begin on or after September 1, 2011. Please contact us for details about the eligibility requirements for the Graduate Student Fellowships.

Candidates should be interested in studying the cognitive mechanisms underlying bounded, social, and ecological rationality in real-world domains. Current and past researchers in our group have had training in psychology, cognitive science, economics, mathematics, biology, and computer science to name but a few. The Center provides excellent resources, including support staff and equipment for conducting experiments and computer simulations, travel support for conferences, and, most importantly, the time to think.

For more information about our group and other funding possibilities for graduate students please visit our homepage at http://www.mpib-berlin.mpg.de/en/forschung/abc/. The working language of the center is English, and knowing German beforehand is not necessary. We strongly encourage applications from women, and members of minority groups.

The Max Planck Society is committed to employing more disabled individuals and especially encourages them to apply.

Please submit applications (consisting of a cover letter describing research interests, curriculum vitae, up to five reprints, and 3 letters of recommendation) by January 7th, 2011 to ensure consideration. However, applications will be accepted until the positions are filled. The preferred method of submission is a single PDF file for the cover letter and CV, plus PDF copies of the reprints e-mailed to fellowships2011 at mpib-berlin.mpg.de . Letters of recommendation and questions can be emailed to the same address. Under exceptional circumstances applications can be mailed to Ms. Sylvaine von Franque, Center for Adaptive Behavior and Cognition, Max Planck Institute for Human Development, Lentzeallee 94, 14195 Berlin, Germany.

### Call for Applications 2011-2012

Edmond J. Safra Lab Fellowships and Projects

The Edmond J. Safra Center for Ethics at Harvard University invites scholars, practitioners, innovators and others committed to understanding institutional corruption to submit proposals to join our community. Background: In 2009, the Edmond J. Safra Center for Ethics led by director Lawrence Lessig launched a five-year research project to study the causes and consequences of institutional corruption. We define institutional corruption to be an economy of influence that either weakens public trust of a public institution, or weakens the effectiveness of the institution in achieving its purpose. The project is being conducted by the Edmond J. Safra Research Lab. Purpose: The aim of the Lab is to study institutional corruption with both an empirical and normative focus. The empirical research project will explore whether and when institutional corruption exists. The normative project will work to develop tools to address institutional corruption when it is found to exist.

The cross-disciplinary format of the Lab is designed to foster an innovative research environment where both research and practice-oriented fellows are encouraged to weave their ideas into a broader framework, while also being a resource for each other. The Lab fellows vary based on methodological approach and topic of focus. Some examples of projects from the 2010-11 fellows include: documenting financial ties between the pharmaceutical industry and psychiatric treatment boards, determining what psychological factors predict whether whistleblowers will be praised or rejected, and understanding the interaction of policy and daily attitudes towards risk in the financial industry.

Research from the Lab is conducted with future real-world applications in mind. As the project evolves, the Lab plans to release databases, guidelines and other tools to the public that work towards solving the problem of institutional corruption in a variety of contexts.

Eligibility: A broad range of researchers are invited to submit proposals to the Lab, either to become fellows, or to propose joint or collaborative research projects. The Lab accepts a number of fellows every year who are engaged in research and practice addressing institutional corruption. Research applicants may be from the fields of law, medicine, economics, psychology, sociology, business, public policy, though those from other disciplinary homes will also be considered. Practice applicants may come from industry, government, or the nonprofit sector. The Lab would be particularly enthusiastic to receive proposals addressing issues such as conflicts of interest, public trust of institutions, and institutional discrimination.

Tenured and untenured faculty are invited to participate, so long as their work during the fellowship is primarily directed towards the Lab project. Postdoctoral applications are also eagerly encouraged, as well as proposals from researchers in industry or government seeking sabbatical time to pursue research directly relevant to the project, and others from data-driven fields such as designers, programmers, and statisticians.

Deadline: The deadline date for receipt of applications for fellowships and projects beginning September 2011 is February 15, 2011.

Further details about the Lab and procedures for submitting an application are available on our website: http://www.ethics.harvard.edu/lab

Singapore Management University is seeking applications for positions in the Organizational Behavior and Human Resources area - rank open. We are seeking candidates who have established, high-quality publishing records and are conducting impactful and rigorous research. We especially encourage candidates with expertise in Human Resources or Leadership to apply. Successful candidate can expect excellent conditions for research, a collegial environment, and life in an exciting city.

The OBHR faculty comprise Michael Benoliel (GWU, 1988), Jaepil Choi (Rutgers, 2001), Don Ferrin (Minnesota, 2000), Lance Ferris (Waterloo, 2008), Gary Greguras (Bowling Green, 1998), Thomas Menkhoff (Bielefeld, 1990), Layne Paddock (Arizona, 2005), Jochen Reb (Arizona, 2005), Hwee Hoon Tan (Purdue, 1996), and David Wagner (Michigan State University, 2009). All of us are active researchers, whose interests include affect and well-being, organizational trust, leadership, cross-cultural and intercultural management, motivation, negotiations, justice, OCB's, deviance, performance appraisal and selection, knowledge

management, and decision making. For more details on our faculty, see http://www.smu.edu.sg/research/orgbehavior.asp.

SMU offers an internationally competitive compensation and research support package including relocation benefits and child education funding. Please see below for details about Singapore Management University, living in Singapore, and application procedures; further information about the University can be viewed at http://www.smu.edu.sg/.

Review of applications will begin immediately and will continue until the position is filled. Interested candidates should send a full set of application materials (cover letter, CV, research and teaching statements, sample publications, reference letters) to Gary Greguras at the address below. Applications also may be sent electronically to garygreguras at smu.edu.sg

Associate Professor Gary Greguras Lee Kong Chian School of Business Singapore Management University 50 Stamford Road Singapore 178899

The Department of Management Sciences, Faculty of Engineering, at the University of Waterloo invites applications for a full-time, professorial appointment in the Behavioural Sciences at any level to begin 2011. Applicants should hold a PhD, or be near completion of their doctorate, and have a background in organizational behaviour, psychology, sociology, or a related field. We seek individuals who have demonstrated research and teaching potential in areas such as organizational behavior, organizational theory, management of technology, managing new product and process innovation, interaction of technology with work situations and organizations. Ability to conduct rigorous research is essential and interest in problems arising from the workplace is highly desirable. Management Sciences is a dynamic and growing interdisciplinary department in the Faculty of Engineering that has active research and teaching activities in Information Systems, Operations Research and Management of Technology. The Department offers a co-op undergraduate degree in Management Engineering, as well as MMSc, MASc and PhD programs. Applicants should submit a cover letter along with curriculum vitae detailing educational background, research and work experience, and copies of up to four selected publications. Letters of recommendation are not required on application but will be requested if a candidate is shortlisted. Applications are to be submitted electronically at https://www.mansci.uwaterloo.ca/OFAS/. The deadline for application is February 28, 2011.

For further information, please contact:

Bev Rodgers - Department Advisory Committee on Appointments Department of Management Sciences, University of Waterloo, 200 University Avenue West, Waterloo, Ontario, Canada, N2L 3G1. brodgers at uwaterloo.ca

All qualified candidates are encouraged to apply; however Canadian citizens and permanent residents will be given priority. The University encourages applications from all qualified individuals including women, members of visible minorities, native peoples, and persons with disabilities.

## 5 Online Resources

SJDM Web site	http://www.sjdm.org
Judgment and Decision Making – The SJDM journal, entirely free and online	http://journal.sjdm.org
SJDM Newsletter – Current and archive copies of this newsletter	http://www.sjdm.org/newsletters
SJDM mailing list – List archives and information on joining the email list	http://www.sjdm.org/mailman/listinfo/jdm-society
Decision Science News – Some of the content of this newsletter is released early in blog form here	http://www.decisionsciencenews.com