

Decision Processes Colloquia

Monday, March 12, 2012

Where: JMHH 245

When: 12:00 noon to 1:20 PM

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Dimensions of Preference Formation: Current Project Highlights

In this talk, I'll review several current projects that deal with various aspects of preference formation. The first part will (briefly) illustrate the videogame-based methodology we (with A. Knafo and S. Israel) use to study the development and heritability of susceptibility to context effects. A second project (with A. Sela), for which there is already some empirical results, tests the notion that decision makers can be seen as having a tradeoff or a priority-driven mindset. We use this concept to explain conditions under which decision makers tend to choose a compromise/middle option versus an "extreme" option. A third empirical project deals with inflection points in consumer choice – the tipping points that determine whether or not a certain goal will be pursued. We (with L. Gao and Y. Huang) test the impact of such inflection points in the context of the decision whether to pursue a collection; the results support the notion that that inflection point (when the total set is limited in size) is two – a number that "neither here nor there" and is therefore not a stable equilibrium. The final (conceptual) project (with E. Rosen) that I will discuss suggests that the current information environment (Internet, social, etc.) is causing a fundamental change in key aspects of consumer decision making.