

Decision Processes Colloquia

Monday, September 29, 2025

Where: JMHH G50

When: 12:00 – 1:20 pm

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Who exactly are these participants and are they the same as the humans we keep drawing inferences about?

ABSTRACT:

Behavioral scientists present participants with stimuli to draw inferences about the population on the whole. Although that approach has its critics, it has persistently yielded useful insights for both researchers and practitioners. Nevertheless, it needs to be used carefully if it is to be used effectively. I will present two related projects. One will document an extremely profound (and entirely ignored) response scale bias in the most popularly used sample of participants. That is bad. The other project will demonstrate the existence of alternative sample populations that are both reasonably attentive and culturally distinct from traditional samples. An opportunity to make our participant samples a little more likely to represent the humans we make claims about. That is good.

