

Seminars on Statistics in Marketing and Psychology, Spring 2008

Research seminars in Marketing, Psychology and Statistics on TUESDAYS 1.45–3.15pm this term, in Cockins Hall 240.

These seminars will consist mainly of ongoing research presentations and discussions of published papers. You are welcome to join us.

LIST OF SEMINARS

April 8th: Kenny Olson, Psychology Department.

Discussion of the paper: “The Dud-Alternative Effect in Likelihood Judgment” by Paul D. Windschitl and John R. Chambers.

April 15th: Joe Johnson, Psychology Department, Miami University.

“A unified computational modeling approach to decision making”.

For centuries, theorists have focused almost exclusively on the use of additive utility representations in attempts to describe decision behavior. This basic framework has constantly been modified in order to account for challenging empirical results. However, each revision to the basic theory has in turn consistently been confronted with conflicting evidence. Here, we summarize an alternative view focusing on the decision-making process. By employing computational models that offer a different—and arguably superior—level of analysis, we provide a more comprehensive account of human decision behavior. A survey of applications and discussion of parameter interpretation and estimation is also included.

April 22nd: Nuo Xi, Department of Psychology.

April 29th: Jeff Dotson, Marketing Department

“Investigating the Strategic Influence of Satisfaction on Firm Financial Performance”

May 6th: Michael Sonksen, Department of Statistics

A discussion of the paper “The Epic Story of Maximum Likelihood” by S. Stigler, *Statistical Science*, 2007, 22.

May 21st: Sandeep Rao, Department of Marketing

Bayesian Analysis of Hierarchical effects

May 28th: Bradley Jones, JMP