

Seminars on Statistics in Marketing and Psychology, Winter 2009
Research seminars in Marketing, Psychology and Statistics on WEDNES-
DAYS 3.30pm 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

JANUARY 21ST: Dr. Paul Von Hippel, an MAS graduate of the Statistics Department.

Drawing on personal experience, Paul will discuss the differences between academic and business careers for people with data-analysis skills.

January 28th: Cancelled due to snow

February 4th: Michael Edwards, Department of Psychology.

“A new diagnostic procedure to detect departures from local independence in item response models”

February 11th: Simon Dennis, Psychology Department

“The Null List Length Effect: The Death Knell for Item Noise Models of Recognition Memory”

Abstract:

It has long been assumed that episodic recognition memory shows a list length effect. Such an effect would be a confirmation of item noise models of recognition that propose that performance in the task is determined primarily by interference generated by the other items that appear on a list. However, there are a number of potential confounds in list length designs including retention interval, attention, contextual reinstatement and rehearsal. We introduce a Bayesian method for the analysis of yes/no recognition tasks that among other benefits allows evidence to accumulate for the null effect and show that when these confounds are controlled there is NO list length effect. We argue that the majority of formal models of recognition memory can be eliminated and that recognition performance is influenced primarily by the prior contexts in which an item has appeared.

This is joint work with Michael Lee (University of California Irvine) and Angela Kinnell (University of Adelaide)

February 18th: Trish VanZandt, Psychology Department

”A tutorial on information accumulator models of choice.”

February 26th. No seminar.

March 4th: Shane Mueller, Senior Scientist, Klein Associates Division/ARA Inc, Fairborn, OH

“Implementing the Recognition-Primed Decision Model in a Bayesian framework”

Abstract Classic theories of human decision making focus on choice among options, and comparisons and tradeoffs between features. In contrast, theories emerging from the naturalistic study of expert decision makers (e.g., the recognition-primed decision model; Klein 1993) paint a different picture: expert decisions are fast, intuitive, and rarely require comparison between alternatives. In this talk, I will present the Bayesian Recognition Decision Model (BRDM), which formally captures these notions in a computational model. The BRDM is rooted in computational models of human episodic memory (such as REM and MINERVA-II), and incorporates background priors as well as mental models of information reliability in order to determine a course of action. I will also discuss some of the expert decision tasks from which this model emerged, and present simulation studies of the model’s behavior.

April 11th: Wil Cunningham, Psychology Department

”Motivation and the amygdala: Goals shape activation.”

Advance notice

The Wherry lecture for this year will be given by Richard Gonzalez of the Department of Psychology, University of Michigan on Thursday, April 9.