



FRIDAY, DEC. 7

# JENNIFER TRUEBLOOD

Vanderbilt University

## “The Dynamics of Context-Dependent Preferences”

Everyday we make hundreds of choices. Some are seemingly trivial -- what cereal should I eat for breakfast? Others have long lasting implications -- what stock should I invest in? Despite their obvious differences, these two decisions have one important thing in common; both can be sensitive to context. That is, our preferences for existing alternatives can be altered by the introduction of new alternatives. This raises the important questions of how preferences for different options are constructed, how they evolve over time, and how contextual sensitivity impacts that process. Dynamic process models provide a way to examine these questions and to explore the underlying cognitive processes involved in choice behavior. In this talk, I will describe how choice and response time data can be used to test different theories of context effects in multi-alternative, multi-attribute choice. I will also discuss how contextual sensitivity can be manipulated by making comparisons between options more difficult.

## SHORT BIO

Jennifer Trueblood is Assistant Professor of psychology at Vanderbilt University. Her research takes a joint experimental and computational modeling approach to study human judgment, decision-making, and reasoning. She is interested in understanding (1) how people make decisions when faced with multiple alternatives, (2) how dynamically changing information affects decision processes, (3) how people reason about complex causal events, and (4) how different perspectives, contexts, and frames can lead to interference effects in decision-making and memory. To address these questions, she develops probabilistic and dynamic models that can explain behavior and uses hierarchical Bayesian methods for data analysis and model-based inference. Dr. Trueblood's research has been recognized by an Alfred P. Sloan Foundation Research Fellowship, the William K. Estes Early Career Award from the Society for Mathematical Psychology in 2017, an Early Career Award from the Psychonomic Society in 2016, and the Rising Star designation by the Association for Psychological Science in 2015. Currently, she serves as president of the Society for Mathematical Psychology and helps co-organize the Women of Mathematical Psychology group.

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