FRIDAY, NOV. 3
JASON DANA

Yale University

"Exposure to random anchors improves judgments"

Studies on judgmental anchoring are typically taken to show that subjects are biased or using an insufficiently accurate heuristic. Using theoretical analyses, analyses of existing data, and large new experiments, we show that anchoring subjects to an arbitrary number often makes their quantitative judgments more accurate. Anchoring is particularly helpful for difficult questions, where, if anything, subjects are not anchoring on arbitrary numbers enough from an accuracy perspective.

SHORT BIO

Jason Dana is an assistant professor of management and marketing at the Yale School of Management. His research focuses on behavioral decision making, with a particular interest in ethical decision making, exploring topics such as how people deal with conflicts of interest, decide whether to give to charity or help others, and decide whether to be dishonest.

UPCOMING SEMINARS

FRIDAY, NOV. 17
Ellen Evers
(UC Berkeley)

FRIDAY, DEC. 5
Yuval Rottenstreich
(UCSD)

UCLAAnderson
THINK IN THE NEXT

BEHAVIORAL DECISION MAKING COLLOQUIUM

UCLA Anderson
12:15 PM – 1:30 PM
Cornell Hall, Room D-310