

Ciclo de Seminários do CEG-IST: 1º semestre 2011/2012

Quinta-feira, 20 de Outubro de 2011, 15:30-18:30

Tema	“Behavioural issues in Multi-criteria decision analysis”
Palestrante	Alec Morton (London School of Economics and Political Science, Reino Unido)
Local	Anfiteatro QA02.3 (IST, campus Alameda)

Resumo

Multi-criteria decision analysis (MCDA) involves asking decision makers difficult questions, and can leave them thinking that their judgements are not as coherent as they might have thought. This experience can be distressing and may even lead to rejection of the analysis. The psychology of preference sheds light both on how people naturally make choices without decision analytic assistance, and on how people think about the MCDA elicitation questions. As such, it can help the analyst to respond helpfully to difficulties which decision makers may face. In this talk, we review some topics from Behavioural Decision Theory relevant to MCDA. The talk follows the MCDA process, discussing research relevant to the structuring, value elicitation, and weighting phases of the analysis, outlining relevant and important findings, and open questions for research and practice. (Joint work with Barbara Fasolo)