

Measuring Targeting

Development and Deployment of a Novel Instrument for Decision Making Under Variability

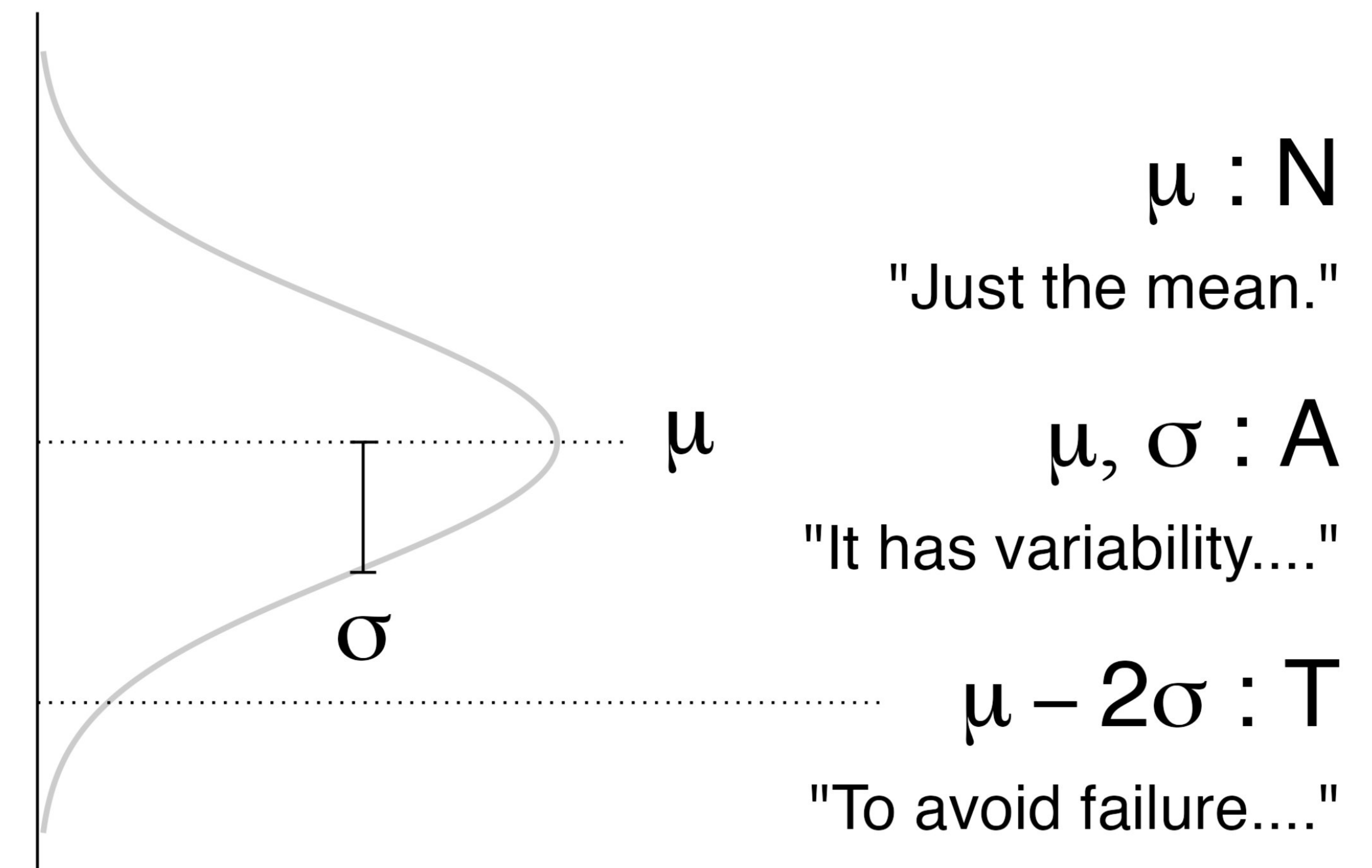
Zachary del Rosario

Variability is important but sometimes neglected in engineering. An example...



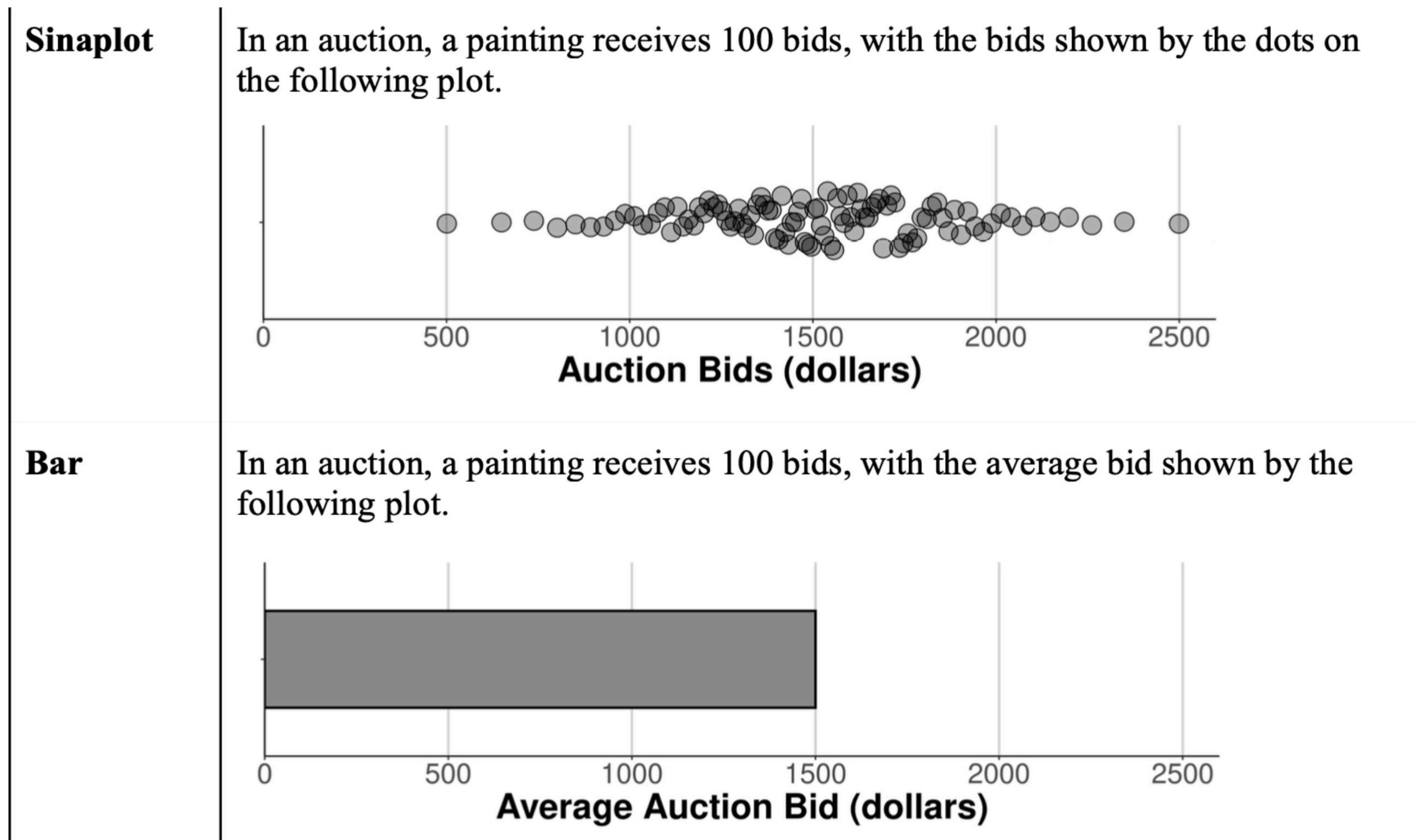
Planes designed for the "average man" were unsafe, as they *neglected* human variability.

Neglected, **A**cknowledged, or **T**argeted relates data analysis choices to the **consequences of variability**.

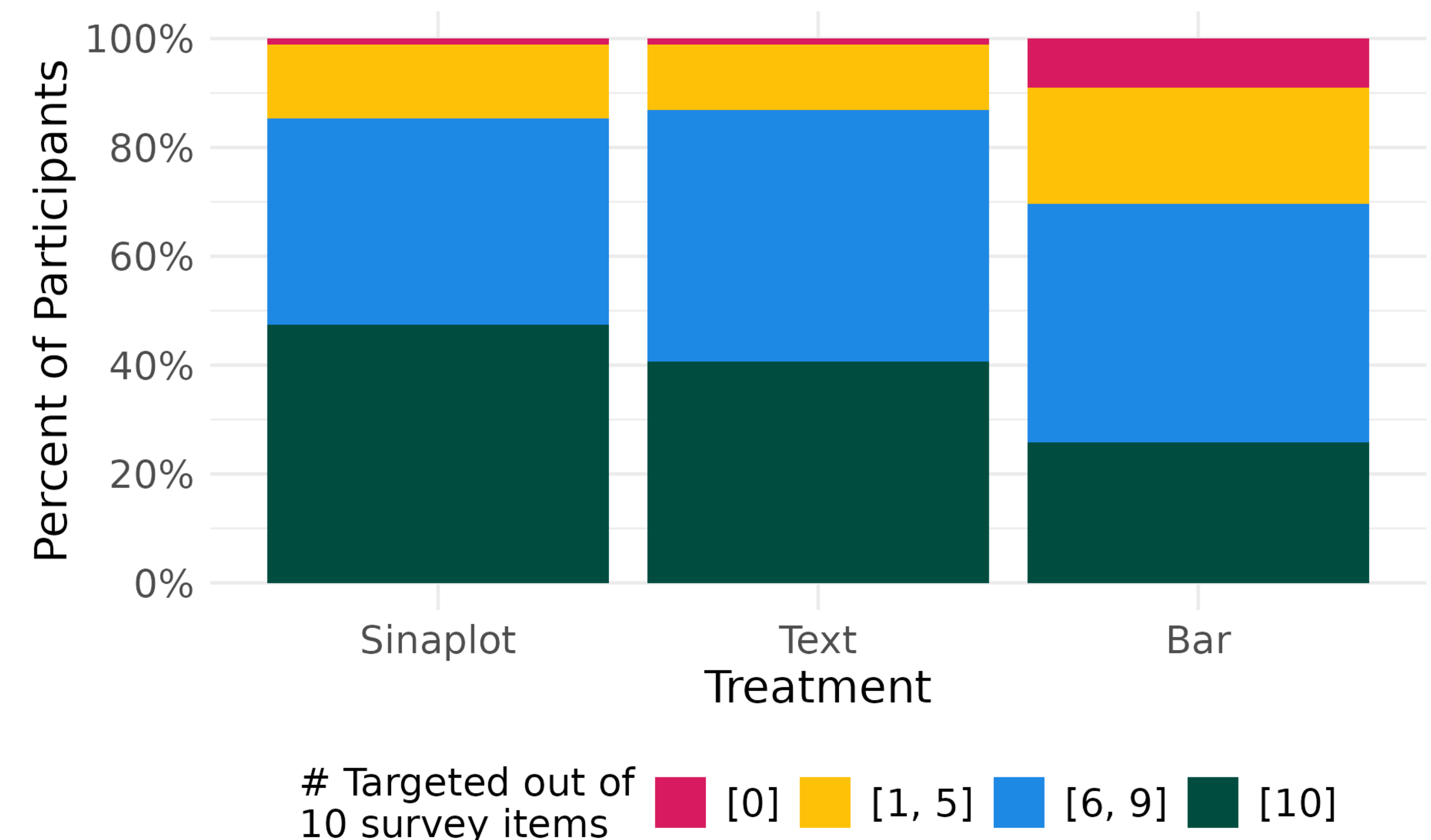


Our questions: How common is targeting?
What factors influence targeting?

Approach: A survey instrument to measure variability targeting in **everyday** scenarios



A large majority of U.S. adults [78%, 92%] target variability by default. Bar charts lead to significantly less targeting.



Prompt: "Guess the bid that would guarantee you win the painting, without paying too much."

Next question: What engineering practices inhibit targeting?

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Preprint:

del Rosario et al. "DECISIONS, VARIATION, AND VISUALIZATION: A NOVEL INSTRUMENT FOR DECISION MAKING UNDER VARIABILITY"

PsyArxiv, <https://osf.io/u78bw/>

