



THIRD RESEARCH CONFERENCE ON SUBJECTIVE PROBABILITY,  
UTILITY, AND DECISION MAKING  
LONDON 7, 8, 9 SEPTEMBER 1971

June 29, 1971.

School of Social Sciences  
Department of Psychology  
Brunel University  
Kingston Lane  
Uxbridge, Middlesex  
England

CONFERENCE NEWS

The final programme is being prepared and will be sent about the middle of July to all those who have registered. Most of the invited papers have been received and they will be sent with the final programme. A quick glance at them revealed some very interesting material and a number of new ideas.

Carl-Axel Staël von Holstein has agreed to give a special tutorial Wednesday afternoon on Decision Analysis. He has spent this past year at the Stanford Research Institute in their Decision Analysis Group. He will report on applications of decision theory to executive decision making in business.

About 14 contributed papers will be presented at the Conference. At this date, I have confirmation from the following people:

John Bessler, Dartmouth College  
Lee Roy Beach, Univ. of Washington  
T.K. Chakrapani, Univ. of Liverpool  
Carol Gray, Univ. of Washington  
G. D. Kleiter, Univ. of Salzburg  
Alex MacRae, Univ. of Birmingham

Herbert Moskowitz, Purdue Univ.  
J. Salway, Univ. of Liverpool  
W.A. Wagenaar, Inst. for Perception  
Dirk Wendt, Univ. of Hamburg  
Jim Wise, Ohio State University

A session has been scheduled for part of Thursday afternoon to give participants who have not presented papers a chance to report on work they are doing. If you are conducting or planning research, come prepared to give a 5-minute report on it.

Masanao Toda, who is currently in London for a conference, tells me, sadly, that his subjective probability of being given a travel grant has dropped to .3, but his paper is in and will be discussed at the Conference. In it he presents a new and ingenious method for determining utility curves from indifference functions.

PLEASE: If you have not done so yet, register! I must tell the Brunel Administration very soon how many residential places to reserve. I can extend the July 1st deadline to July 15th, but no later. So register now.

I hope to see you in September.

Cordially,

Conference Committee

L.D. Phillips, A.D. Lovie, J.B. Kidd

*Larry Phillips*



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PROVISIONAL PROGRAMME  
AND CALL FOR PAPERS

The aim of the conference is threefold: (1) to refresh and extend participants' knowledge of research on subjective probability, utility, decision making and related problems ; (2) to convey to participants the results of recent as-yet-unpublished theoretical and empirical work ; (3) to develop new ideas and plans concerning future work in the area of subjective probability, utility, and decision making. Participation is open to all those who are actively working in these fields.

May 10, 1971

Conference Committee

L.D. Phillips, A.D. Lovie, J.B. Kidd

## SCIENTIFIC PROGRAMME

The Scientific programme of the conference will consist of three different parts:

- A. Invited Papers
- B. Contributed Papers
- C. Planning Session

- A. Papers reporting new research as well as theoretical and applied developments in a problem area - written by invited contributors - will be distributed some time ahead of the Conference. The aim is to present participants with the current thinking and research of investigators working in the areas of subjective probability, utility or decision making. All participants are urged to read the invited papers before coming to the Conference. In this way, time normally spent presenting a paper can be devoted to discussion of it. To provide the context for discussion, each invited paper will be introduced by a Discussant who will then chair the subsequent discussion with participants. The author of the invited paper may wish to join in this discussion.

Seven invited papers are scheduled:

1. Professor Dennis Lindley, Department of Statistics, University College, London will present his recent work and thinking on applications of Bayesian ideas to forensic science.
2. Dr. David Messick, Department of Psychology, University of California at Santa Barbara will discuss the application of Bayesian ideas to contemporary social psychology, e.g. attitude change, impression formation, person perception.
3. Dr. Bernard van Praag, Econometrisch Instituut, Rotterdam will give his theoretical and experimental work on utility, with an emphasis on consumer behaviour.
4. Drs. David Gustafson and George Huber from the University of Wisconsin will present their recent work on multi-attribute utility models as well as on applications of diagnostic models.
5. Professor Masanao Toda, Hokkaido University, who reports a subjective probability of .4 that he will be able to get a travel grant enabling him to attend the Conference, will, if he comes, present a paper entitled "Experimental determination of indifference maps and the measurement of utility".
6. Dr. Jerzy Ekel, Research Center for Praxiology in Warsaw, will discuss some of his current work on subjective probability. (His attendance is not yet confirmed.)
7. Dr. A.D. Lovie from the Department of Psychology at the University of Liverpool will discuss the uses of normative models in psychology.

- B. In the Contributed Paper Sessions recent research of theoretical or experimental character will be presented by speakers. Five or six sessions are planned, each with three speakers. Each speaker will present his views or results in a 20 minute paper. Ten minutes discussion time will be available to participants after the presentation of each paper.

An abstract of not more than 500 words should be submitted to the Conference Committee, not later than June 15, 1971. For further details see page 3.

- C. One session will be organized so as to give participants opportunity for creative interchange with fellow researchers. Time will be spent to prepare Project plans for research, to stimulate cooperation and concentrated research efforts. Participants will enumerate their ongoing or planned research.

All sessions will be chaired by participants.

#### PROVISIONAL TIME TABLE

##### Monday, September 6, 1971.

Participants arrive. Reception Center open 6 p.m. - 11 p.m.

##### Tuesday, September 7, 1971.

Invited-paper sessions starting 9.00 o'clock a.m.

Details in the Final Programme.

##### Wednesday, September 8, 1971.

Invited-paper and Contributed-paper sessions starting 9.00 o'clock a.m.

Details and titles in the Final Programme.

##### Thursday, September 9, 1971.

Contributed-paper sessions, starting 9.00 o'clock a.m.

One Planning Session. Details in the Final Programme.

Closing of the Conference, at 5.30 p.m.



## SUBMISSION OF PAPERS FOR THE PAPER SESSIONS

1. Only abstracts of papers, not exceeding 500 words, need be submitted. Three type-written copies should reach the Conference Committee, not later than June 15, 1971. Titles of papers will then be included in the Final Programme. (Titles of abstracts submitted later, may not be included.)
2. Papers should discuss recent experimental results, applications or theoretical work, as yet unpublished.
3. Abstracts of papers will not be pre-circulated.
4. On the basis of the abstracts the Conference Committee will try to group the papers of participants in five or six sessions. Each author will be informed by the Conference Committee by June 30th whether his contribution, or a revised version, will fit in one of the sessions.
5. All visual aids, including television facilities, will be available. Please specify your requirements.

## GENERAL INFORMATION

### Place

The Conference will take place in the Lecture Theatre, Brunel University, Uxbridge. Brunel is a new technological University located at the western edge of Greater London and very close to Heathrow Airport.

### Final Programme

The Final Programme will be sent to participants in July 1971. See also 'Registration of participants'.

### Language

The language of the Conference will be English. German and/or French may be understandable to many participants, however.

### Meals and Lodging

Two schemes are available, one for residents and one for non-residents. See the Registration Form.

### Registration of Participants

Prospective participants are asked to fill in the attached registration form and sent it to Larry Phillips at the indicated address. A limited number of residential places are available at Brunel, so register as early as possible. Only those registered before July 1, 1971 will receive the reviews, to be sent to participants in July. Those later registered may get their copy at Brunel. There is no registration fee.

### Financial Aid

No money is available to assist participants with travel or lodging expenses.

### Proceedings

Reviews and papers will be published in the Proceedings. The Conference Committee will try to find a Publisher, but in case they do not succeed the Proceedings will be reproduced by offset-litho.

### Participation

Participation is open to all those who work, or have done recent research, on subjective probability, utility, decision making or related problems.

## SOCIAL EVENTS

1. A Reception Center is planned for Monday, September 6, where participants may meet friends over a drink and get any help the Conference Committee is able to provide.

Details on location will be given in the Final Programme.

2. From Uxbridge a 45 minute ride on the Underground will take you to Central London. London has so many attractions for the visitor that Tuesday night has been left free for participants to find their own amusement. Literature, guides to what is on in London, maps, and plenty of free advice will be available.
3. The banquet at the Amsterdam Conference was so successful, the Conference Committee felt we should repeat this event. Accordingly, a banquet has been arranged for Wednesday night, and its cost is included in the fees, whatever scheme you choose.

## REGISTRATION FORM

Two schemes are available, one for residents the other for non-residents.

Residents: Includes bed, breakfast, morning coffee, lunch, afternoon tea and dinner beginning with the night's lodging on Monday, September 6th and ending with afternoon tea on Thursday, September 9th. The Wednesday night banquet is also included.

Cost: £12.00

Non-residents: You arrange your own lodging. Meals with residents as follows:

PLAN A: Coffee, lunch, tea for three days plus Wednesday night banquet.

Cost: £7.25

PLAN B: Same as PLAN A plus dinner Tuesday night.

Cost: £8.35

All Fees include a small charge for use of the lecture theatre and for visual aids.

Participants will find the Residential scheme both reasonable and convenient.

All participants are asked to include full payment with their completed registration form.

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### REGISTRATION FOR THIRD CONFERENCE ON SUBJECTIVE PROBABILITY, UTILITY AND DECISION MAKING.

To: Dr. L.D. Phillips, Department of Psychology, Brunel University,  
Kingston Lane, Uxbridge, Middlesex, England.

1. Please print your name as you wish it to appear on your name tag:

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2. Which scheme do you want? (Check one)

☐

Residential: £12.00

☐

Non-residential; PLAN A: £7.25

☐

Non-residential, PLAN B: £8.35

3. Please remember to enclose full payment.



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ANNOUNCEMENT

March 20, 1971.

This Conference has three main aims:

1. to refresh and extend participants' knowledge of research on subjective probability, utility and decision making.
2. to convey to participants the results of recent as-yet-unpublished work of a theoretical, empirical or applied nature.
3. to develop new ideas and plans concerning future work in the area.

The first day of the Conference will be devoted to invited papers, reviews and discussions. Provisional topics include problems in Bayesian statistics, social psychological aspects of decision making, applications of decision theory analysis in industry, research on subjective probability, and utility and consumer behaviour. Copies of the first day's papers will be posted to all participants before the Conference.

The second and third days will be concerned with 20 minute papers contributed by participants. These papers will report new research and theoretical issues, and will provide a sounding board for new ideas. Each paper will be followed by a critical discussion by participants. A call for papers will soon be sent to all those who have received this announcement.

Brunel University will be the site of the Conference, and it is hoped that participants will take advantage of the residential facilities at Brunel. Lodging, all meals, tea and coffee will be available for about £12. There is no registration fee. Registration details will be given in the forthcoming call for papers.

In the meantime we hope that you will consider actively participating in the Conference. If you are doing new work on probability or utility, or are using those concepts in research on decision making, we wish you would consider presenting your work at the Conference. Wait for details that will come in the call for papers.

Yours sincerely,

Conference Committee

L.D. Phillips, A.D. Lovie, J.B. Kidd