Linear Decision Rule as Aspiration for Simple Decision Heuristics

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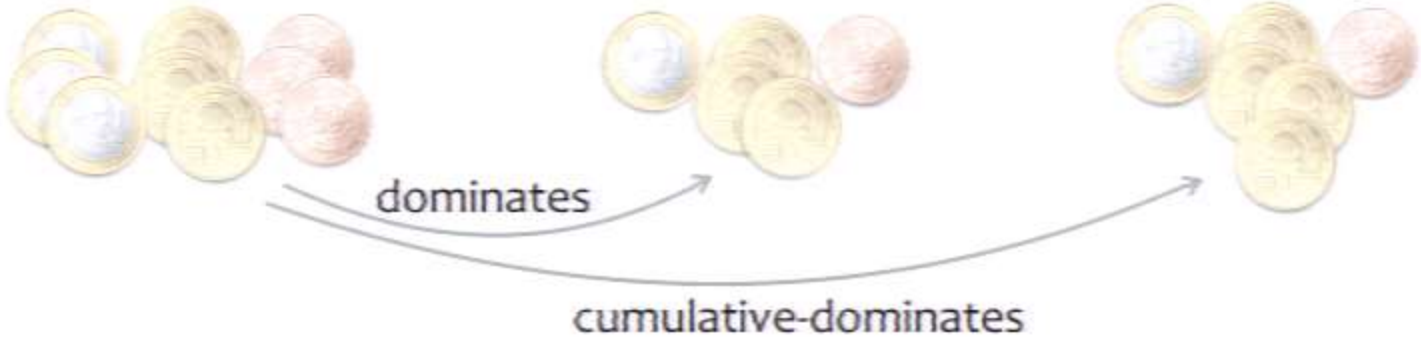
The comparison problem

Which coin collection has the highest value?

Can we decide correctly without knowing the value of each type of coin?

Yes, when there is dominance, cumulative dominance, or noncompensatoriness.



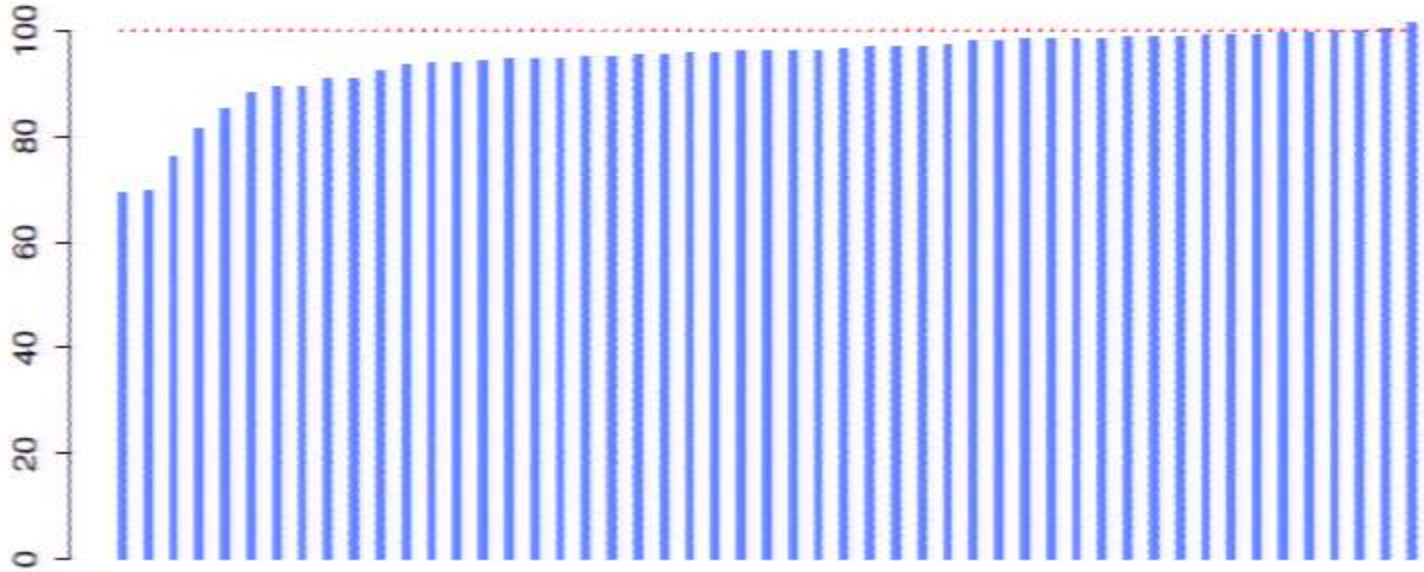
This paper

(1) defines approximations to dominance and cumulative dominance,

(2) examines the empirical relevance of dominance, cumulative dominance, and noncompensatoriness in 51 natural environments.

Accuracy of decisions guided by cumulative dominance in 51 natural environments

(as % accuracy of the linear decision rule)



	Median accuracy	Median accuracy with dichotomised attributes
Dominance	82.9%	90.4%
Cumulative dominance	96.1%	99.6%
Noncompensatoriness	96.1%	99.6%