

Invitation Keynote:

Detlof von Winterfeldt

Biases in Judgment and Decision Making: History and Relevance for Prescriptive Analysis

Speaker Prof. Dr. [Detlof von Winterfeldt](#)

Tiberti Chair for Ethics and Decision Making, Viterbi School of Engineering
University of Southern California

When **January 29, 2018, Monday, 8.45 – 9.45 am**

Where **Eawag, 8600 Dübendorf, Überlandstrasse 133, Forum Chriesbach (room FC-C20)**

To get there see [map](#)

Abstract

The first part of this presentation will introduce the history of research on biases in judgment and decision making (JDM) from the early 50s to the mid-seventies. The second part will describe the split between prescriptive and descriptive JDM research that started about 1970. The third part will address a core issue: Which of the numerous biases found in JDM are relevant to Decision and Risk Analysis (DRA) and Operations Research (OR) and which are not relevant? The presentation will conclude with an agenda for research to reduce biases in DRA and OR.

Prof. Dr. Detlof von Winterfeldt is renowned for his research and expertise in the foundation and practice of decision and risk analysis applied to the areas of technology development, environmental risks, natural hazards and terrorism.

Detlof von Winterfeldt is the inaugural Tiberti Chair of Ethics and Decision Making and a Professor of Systems Engineering at the Daniel J. Epstein Department of Industrial and Systems Engineering in the Viterbi School of Engineering of the University of Southern California. He holds a joint appointment as Professor of Public Policy at the Price School of Public Policy at USC. In 2004 he co-founded the National Center for Risk and Economic Analysis of Terrorism Events (CREATE), the first university-based center of excellence funded by the US Department of Homeland Security. Dr. von Winterfeldt received his Ph.D. in mathematical psychology from the University of Michigan.

Do not miss this unique opportunity at Eawag!

This keynote is part of the:

**1st Winter Meeting of the EURO Working Group on Behavioral
Operational Research (EWG-BOR), January 29–30, 2018
Challenges in decision-making and environmental management**

The keynote can be visited independently of the EWG-BOR meeting, free of charge.

More information on the EWG-BOR meeting: <http://www.eawag.ch/en/news-agenda/>