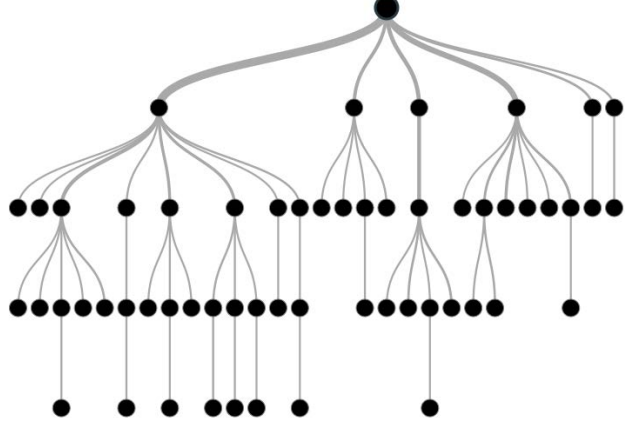


# DECISION SCIENCE



# MCNFM





decision

science

**SDS CMU**

# What is Decision Science?

- Behavioral and analytical approaches to understanding decision making
- Understand and improve human decision making
- Based in Psychology + integrates Economics, Philosophy, Statistics, & Management Science

# Decision Science Overview

- Unique major – no other university has it.
- Housed within the Dept. of Social & Decision Sciences
- Curriculum includes:
  - Psychology (3), economics (1), quantitative methods (4)
  - Behavioral econ & policy/management electives
  - Opportunities for research engagement

# DS Approach

Understand and improve decision making of individuals, groups, and organizations

- a) **normative analysis**: creating formal models of choice;
- b) **descriptive research**: studying how cognitive, emotional, social, and institutional factors affect judgment and choice, and
- c) **prescriptive interventions**: seeking to improve judgment and decision making.

# Application Areas

- **Medical Decision Making**

- non-compliance with medication; vaccine hesitancy

- **Legal Decision Making**

- reducing the effects of hindsight bias on attributions of responsibility for accidents

- **Risk Management**

- communicating the risks of climate change so people actually understand them

- **Marketing**

- why consumers buy what isn't good for them

- **Business**

- conflicts of interest and what not to do about them

# Faculty Research



**Stephen Broomell**

Mathematical models of information use; expertise, risk communication, climate change



**Julie Downs**

Social influence, teenage girls' decision about sex & contraception, subtle factors in food choice



**Danny Oppenheimer**

Use of conflicting or irrelevant information; charitable giving, chocolate

# Training for careers in

- Consulting
  - Booz Allen Hamilton, Accenture, LG Telecom, Thorogood
- Business
  - BNY Mellon, IBM, Fiat Chrysler, Haystack, IBM, Pitney Bowes, J.P. Morgan Chase, Altus Group
- Healthcare sector
  - UPMC, Capital Blue Cross
- Government
  - US Dept. of Defense
- Non-profit
  - AmeriCorps, Change Corps, Teach for America, Camp Kesem



# Preparation for graduate programs in

- Law
- Security Risk Management
- Health Care Policy & Management
- Survey Methodology
- Psychology
- Behavioral Decision Research
- Business
- Public Policy

# Come talk to us

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