For this assignment, I want you to locate and retrieve the full text of the article indicated below. Read the paper carefully and write a 5 page "reaction paper" (double-spaced, 10-point font, 1 to 1.5 inch margins). In the paper you write, describe what the article is about (make sure you give enough detail to convince me you have read the article thoroughly) and tell me your thoughts (what you learned, insights you had, your evaluation of the arguments in the article, etc.). Also, if you can think of applications or examples of the ideas in the paper that relate to your own experiences in the workplace or school, please include those. The late Robyn Dawes was a male by the way, so please use male pronouns when referring to him. Prof. Dawes was a leading scholar in the area of behavioral decision making and wrote many important articles and books in the field. This paper was particularly famous and the ideas expressed therein are important in arguments persuading people of the usefulness of models instead of just using human judgment. This approach is somewhat reflected in subsequent developments of both simple and complex quantitative models of human performance (e.g., "Moneyball" style advanced stats and predictive analytics.)

Reference article details below:

The robust beauty of improper linear models in decision making.

Authors:

Dawes, Robyn M., U Oregon

Source:

American Psychologist, Vol 34(7), Jul, 1979. pp. 571-582

Publisher:

US: American Psychological Association

ISSN:

0003-066X (Print)  
1935-990X (Electronic)

Language:

English

Keywords:

improper linear models in decision making

Abstract:

Proper linear models are those in which predictor variables are given weights such that the resulting linear composite optimally predicts some criterion of interest; examples of proper linear models are standard regression analysis, discriminant function analysis, and ridge regression analysis. Research summarized in P. Meehl's (1954) book on clinical vs statistical prediction and research stimulated in part by that book indicate that when a numerical criterion variable (e.g., graduate GPA) is to be predicted from numerical predictor variables, proper linear models outperform clinical intuition. Improper linear models are those in which the weights of the predictor variables are obtained by some nonoptimal method. The present article presents evidence that even such improper linear models are superior to clinical intuition when predicting a numerical criterion from numerical predictors. In fact, unit (i.e., equal) weighting is quite robust for making such predictions. The application of unit weights to decide what bullet the Denver Police Department should use is described; some technical, psychological, and ethical resistances to using linear models in making social decisions are considered; and arguments that could weaken these resistances are presented. (50 ref) (PsycINFO Database Record (c) 2010 APA, all rights reserved)

Subjects:

\*Decision Making; \*Linear Regression; \*Statistical Measurement

Classification:

Statistics & Mathematics (2240)  
Cognitive Processes (2340)

Population:

Human (10)

Format Availability:

Electronic; Print

Format Covered:

Print

Publication Type:

Journal; Peer Reviewed Journal

Document Type:

Journal Article

Release Date:

19790101

Correction Date:

20100104

Copyright:

American Psychological Association. 1979.

Digital Object Identifier:

10.1037/0003-066X.34.7.571

PsycINFO AN:

1979-30170-001

Accession Number:

**amp-34-7-571**

Number of Citations in Source:

55

Database:

PsycARTICLES