

Attitudes Towards Risk, Uncertainty and Ambiguity:  
Theory, Experimental Design and Econometrics

A Workshop of the Center for the Economic Analysis of Risk  
Wednesday May 5 and Thursday May 6, 2010

Location: Robinson College of Business Executive Education Center (Buckhead)

Organizer: Professor Nat Wilcox, Chapman University & CEAR Program Director  
for Econometric Methods

When it comes to choice under risk, uncertainty and ambiguity, there is a growing appreciation that neither theory, econometrics nor experimental design can live without each other. Theory and econometrics must respect the limits of subject attention, motivation and response set; skilled experimenters enter here. Theory and experimental design must understand that discrete choice is stochastic; econometricians spell out inferential consequences. And econometrics and experimental design feed on theorist's ideas concerning both the deterministic and stochastic parts of choice. This workshop brings theorists, experimenters and econometricians together for discussion of one another's imperatives. This conversation will continue with a complementary CEAR workshop on *The Econometrics of Risk*, January 11-12, 2011.

Wednesday, May 5

- 8:00—9:00 am. Continental breakfast catered at the workshop
- 9:00—9:15 am. Opening remarks  
Glenn Harrison, GSU & Director of CEAR  
Nat Wilcox, Chapman University & CEAR Program Director for  
Econometrics

**Morning: Theoretical Perspectives**

- 9:15—10:15 am. Jerome Busemeyer, Indiana University (45 minutes)  
Discussion (15 minutes)
- 10:15—10:30 am Coffee break
- 10:30—11:30 am. Mark Machina, U.C. San Diego & CEAR Program Director for  
Individual Decision-Making (45 minutes)  
Discussion (15 minutes)
- 11:30 am—12:30 pm Graham Loomes, University of Warwick (45 minutes)  
Discussion (15 minutes)
- 12:30 pm—2:00 pm Lunch catered at the workshop

### **Afternoon: Econometric Perspectives**

- 2:00—3:00 pm. Amit Gandhi, University of Wisconsin (45 minutes)  
Discussion (15 minutes)
- 3:00—4:00 pm. Stefan Hoderlein, Brown University (45 minutes)  
Discussion (15 minutes)
- 4:00—4:15 am Coffee break
- 4:15—5:15 pm Jörg Stoye, New York University (45 minutes)  
Discussion (15 minutes)

### **Thursday, May 6**

- 8:15—9:15 am. Continental breakfast catered at the workshop

### **Morning: Experimental and Applied Econometric Perspectives**

- 9:15—10:15 am. Peter Moffatt, University of East Anglia (45 minutes)  
Discussion (15 minutes)
- 10:15—10:30 am Coffee break
- 10:30—11:30 am. Nat Wilcox, Chapman University & CEAR Program Director for  
Econometrics (45 minutes)  
Discussion (15 minutes)
- 11:30 am—12:30 pm Glenn Harrison, GSU & CEAR Director (45 minutes)  
Discussion (15 minutes)
- 12:30 pm Light lunch catered at the workshop

### **Background Papers**

<http://cear.gsu.edu/workshops/1/>

### **Internet Access**

There is free wireless internet access at the conference. You will be given a username and password when you arrive.

## Confirmed Participants and Primary Affiliation

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## Participation

Participation is on an invitation-only basis, given limitations on space and catering. If you would like to attend, please contact Harrison by e-mail. Faculty and graduate students from CEAR-affiliated units are welcome.

## Contacts

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## Conference Dinner

There will be an invitation-only conference dinner on the evening of Wednesday May 5.

## **Travel in Atlanta**

Cab fares in Atlanta are reasonable. There are fixed rates from the airport to Buckhead, and trips within the city are not expensive. But be warned that during peak hours the traffic to and from the airport can turn a 20-minute drive into an hour or more.

We recommend that you use the subway, MARTA, which has a terminal station right inside the airport. This is the north-south line, which terminates in North Springs. You can purchase tickets from automatic machines at every terminal, and you can get 2 trips if you want to use it to return after the workshop. All trains head north from the airport, but you will want to get on the one that goes to North Springs. There are numerous route maps posted everywhere, so you can see where the Buckhead station is.

## **Executive Education Center Location**

Tower Place 200, 4th floor  
3348 Peachtree Road  
Atlanta, GA 30326

From the Buckhead MARTA station, take the first exit to the street (do not go through the tunnel to the other side of Peachtree Road). Turn right, and cross over the first street, which is really not much more than an entrance to some parking halls. Then turn right at the next street, go to the end of the building, and turn right. You will see the entrance to Tower Place.

Driving directions available on request.

## **Hotel**

*Grand Hyatt Atlanta in Buckhead*  
3300 Peachtree Road NE,  
Atlanta, GA, 30305  
Tel: +1 404 237 1234

From the Buckhead MARTA station, take the first exit to the street (do not go through the tunnel to the other side of Peachtree Road). Turn right, and walk several hundred yards, and it is on the right.

Driving directions available on request.