

Overcoming the ‘Double Standard’ in Decision Research: How can we achieve representative sampling of stimuli and tasks?

This international one-day workshop on decision research is organized by **Gijs Holleman** (Tilburg University, NL) and **Esther Kaufmann** (University of Konstanz, Germany) at Tilburg University (NL).

The workshop will take place on Feb. 4/5, 2027.

In recent decades, researchers have increasingly emphasized the importance of more diverse and representative sampling of research participants. By contrast, much less emphasis has been placed on the representative sampling of research stimuli and tasks. This problem was referred to by Kenneth Hammond (1998)¹ as the ‘double standard’. He asked: “Why is it that psychologists scrutinize subject sampling procedures carefully but cheerfully generalize their results – without any logical defense – to conditions outside those used in the laboratory?” (p. 2). This double standard has been present in psychological science (and decision research) for decades. In this Workshop, we will consider two questions (1) “Why is representative sampling of stimuli and tasks important? (2) How can representative design be achieved?” These questions will be addressed via a combination of guest speakers, discussion panels, and practical demonstrations.



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The Workshop will be hosted at Tilburg University, the Netherlands. Although the Workshop will be an in-person event, we have limited spaces for online participation. If you are interested in either (self-funded) in-person or online participation, then please contact the organizers.

Look out for further information (e.g., invited speakers, program) on the EADM emailing list.

¹ Hammond, K. R. (1998). Ecological validity: Then and Now. Brunswik Society. Retrieved 8-3-2023 from <https://brunswiksociety.org/wp-content/uploads/2022/06/essay2.pdf>