The Feasibility of Studying Decision Making Using a Virtual World Environment
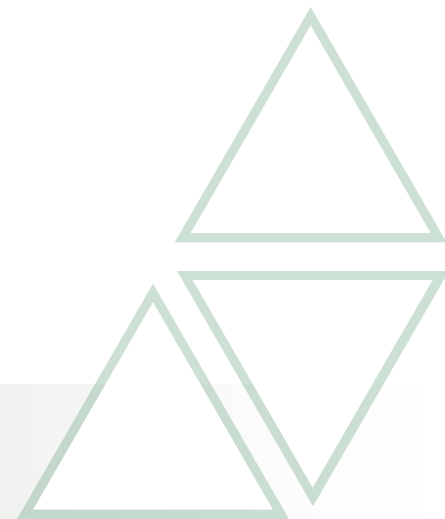
Jerry W. Hedge
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Applied research • Focused results

- Decision Making
  - Rational
  - Intuitive/judgmental
- Research Test Bed
  - Real World
  - Naturalistic
  - Simulated

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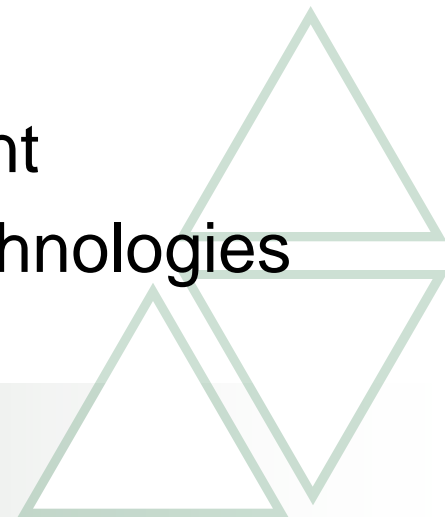Applied research • Focused results

Border Crossing Checkpoint

Current Study Overview

- Review of Target Jobs and Available Technologies
- Selection of Job Activities and Development of Scenarios
- Identification of Performance Measurement Requirements
- Development of Measurement Tools and Procedures
- Development of Virtual World Environment
- Beta Test of VWE and Measurement Technologies

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Development of Measurement Tools and Procedures

- Performance Measures
  - Computer-based
  - Observational
- Psycho-physiological Measures
- Self-report
  - Performance
  - Self efficacy
  - Decision styles
  - Experience

Summary and Future Directions

- Short-term Goals
  - Determine feasibility of VWE as test bed for studying decision making
  - Evaluate Feasibility of Measurement Approaches
- Long-term Goals
  - Extend Fidelity of WVE
  - Expand Job Domain
  - Develop more comprehensive approach to measurement
  - Develop better understanding of decision-making process

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