

Multidimensional Decision Making in Operations: An Experimental Investigation of Joint Pricing and Quantity Decisions.

Karthik Ramachandran, Necati Tereyagolu, Yusen Xia

This research examined the effects of Personal Need for Structure, Need for Closure, and Personal Fear of Invalidity on information processing during the development of stereotypes. In Study 1, participants read as many group member descriptions as they wanted before expressing group stereotypes. Participants higher in Personal Fear of Invalidity sought more information; they also developed more detailed stereotypes when they received more information, whereas participants lower in Personal Fear of Invalidity did not. There was a tendency for participants higher in Need for Structure & Closure to develop less accurate stereotypes. Finally, participants higher in Need for Structure & Closure or Personal Fear of Invalidity were less confident about their stereotypes when they received more information, whereas participants lower in Need for Structure & Closure or Personal Fear of Invalidity were more confident. In Study 2, participants were presented with two, four, or eight descriptions of group members before expressing stereotypes. Participants lower in Personal Fear of Invalidity developed more detailed stereotypes when they received more information, whereas participants higher in Personal Fear of Invalidity did not. When two or eight group member descriptions were presented (fewer or more than participants probably would have chosen themselves), participants higher in Personal Fear of Invalidity and lower in Need for Structure & Closure generated the most accurate stereotypes. Finally, participants higher in Need for Structure & Closure did not differ in stereotype confidence as a function of how much information they received, whereas participants lower in Need for Structure & Closure were more confident when they received more information. These results indicate that cognitive style plays a role in the development of group stereotypes.

Lulas Auf und Ab in der Meinungsgunst

Den „Teflon-Effekt“ – Markenzeichen von Fernando Henrique Cardoso bei jeder Krisenbewältigung – scheint Lula von seinem Amtsvorgänger nicht ganz geerbt zu haben. Zwar blieben die negativen Auswirkungen von Rezession und Beschäftigungslosigkeit des letzten Jahres noch bis Dezember 2003 kaum als Makel an Lula haften, und dessen Popularität erfreute sich – übrigens auch heute noch – im Vergleich zu seinen Vorgängern beachtlicher Rekordhöhen. Doch Mitte März 2004 registrierte das

brasilianische Meinungsforschungsinstitut IBOPE einen ersten dramatischen Rückgang in der allgemeinen Einschätzung. Er betraf nicht nur die Regierungsleistungen insgesamt, sondern darüber hinaus – und sogar noch stärker – auch die persönliche Performanz Lulas als Regierungschef: Fiel die positive Bewertung der Regierungsleistungen insgesamt im Vergleich zu Dezember 2003 um 7% auf 34%, so schrumpfte das Vertrauen in Lula um 9% auf 60%, und die Zustimmung zu seinem Regierungsstil fiel schlagartig gar um 12% auf 54%.