

# Ethical Risks and Informing Decisions

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**Police make some bad decisions.**

(Pleskac, Cesario, & Johnson, 2018)

**People misunderstand cyber risks.**

(Brase, Waserman, & Jsu, 2017)

**People make bad decisions in crises.**

(McLennan, Elliot, McNeil, Dunlop, & Suss, 2011)

**People misperceive physical distances.**

(Witt, Proffitt, & Epstein, 2004)

**People don't heed weather warnings.**

(Allan, Ripberger, Ybarra, & Cokely, 2017)



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# What should we do?

Ethical Risks and Informing Decisions



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# Evolution of Computer Power/Cost

## Brain Power Equivalent per \$1000 of Computer

MIPS per \$1000 (1997 Dollars)

Million

1000

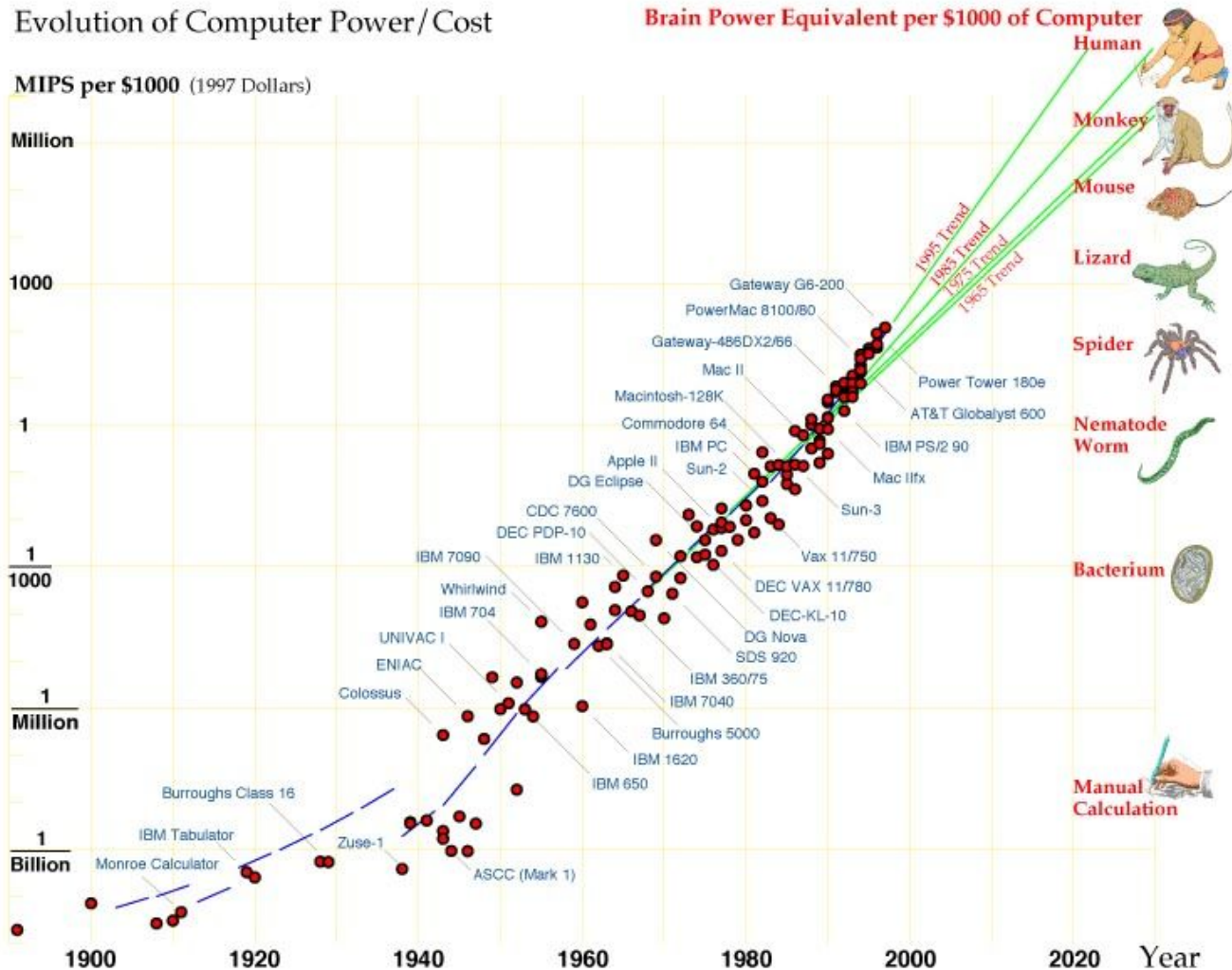
1

1  
1000

1  
Million

1  
Billion

1900 1920 1940 1960 1980 2000 2020 Year



- Human 
- Monkey 
- Mouse 
- Lizard 
- Spider 
- Nematode Worm 
- Bacterium 
- Manual Calculation 

# Commonly Held Values

## Beneficence

## Autonomy

1. Self-determined, free of coercion
2. Informed Decision
3. In accordance with values



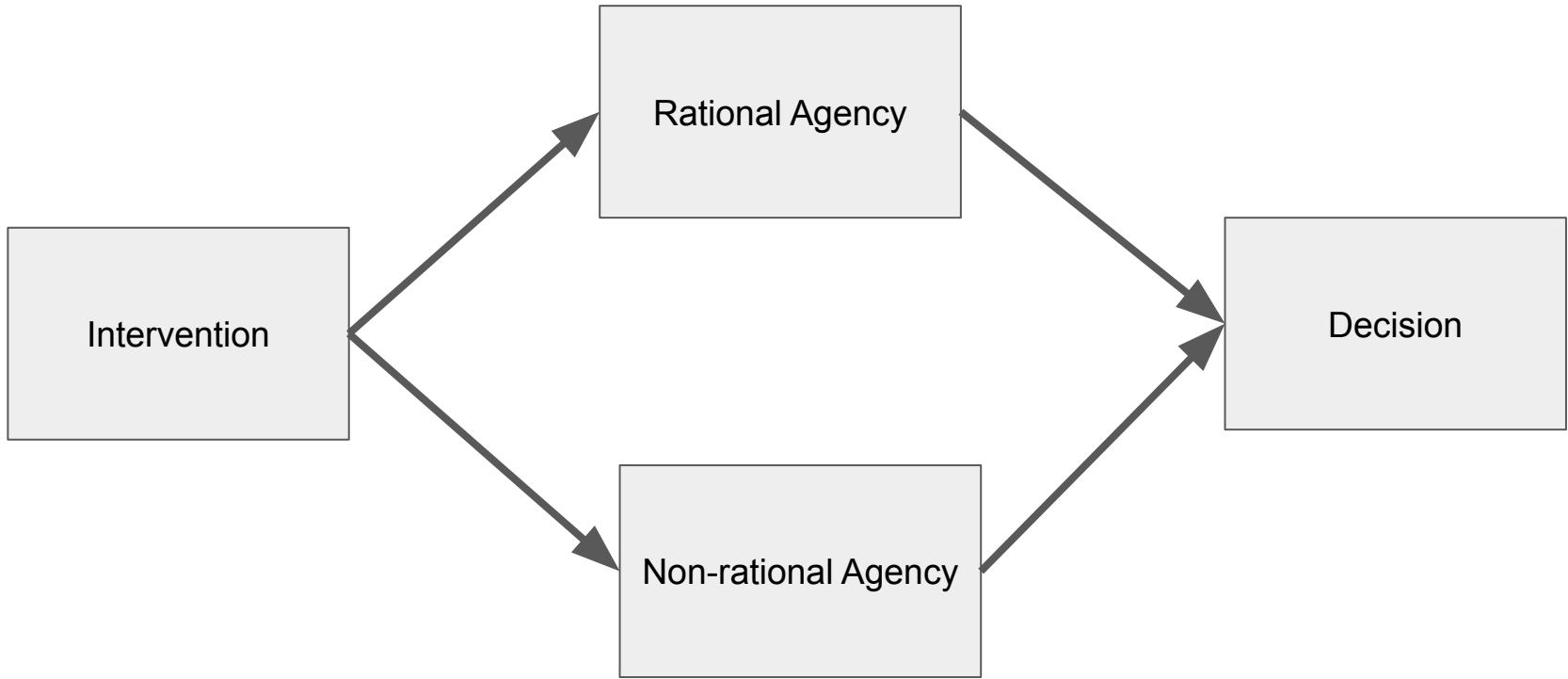
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# Ethical Information Transparency

Provide the quantity and quality of information to make a decision.

Representative information transparency.

(Feltz & Cokely, 2017, in prep)

Akin to representativeness in sampling.

Empowers individuals to make their own choices.

**Autonomy** protecting and perhaps promoting.



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# Comparative Effectiveness of Nudges

STI Interventions (Garcia-Retamero & Cokely, 2011)

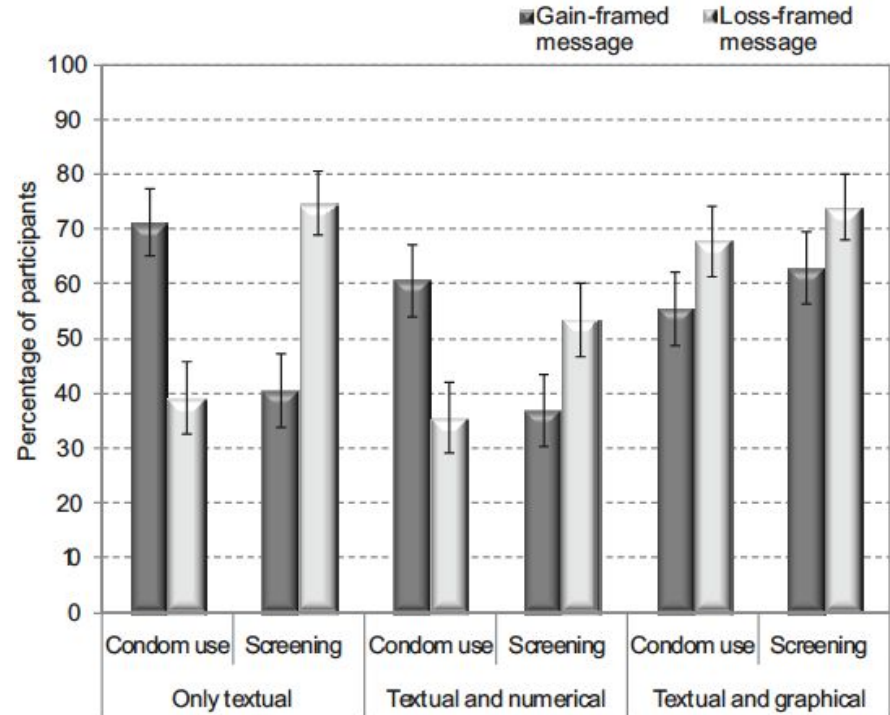
Nudge: Framing

**Gain frame**: using condoms  
reduced chances of STIs

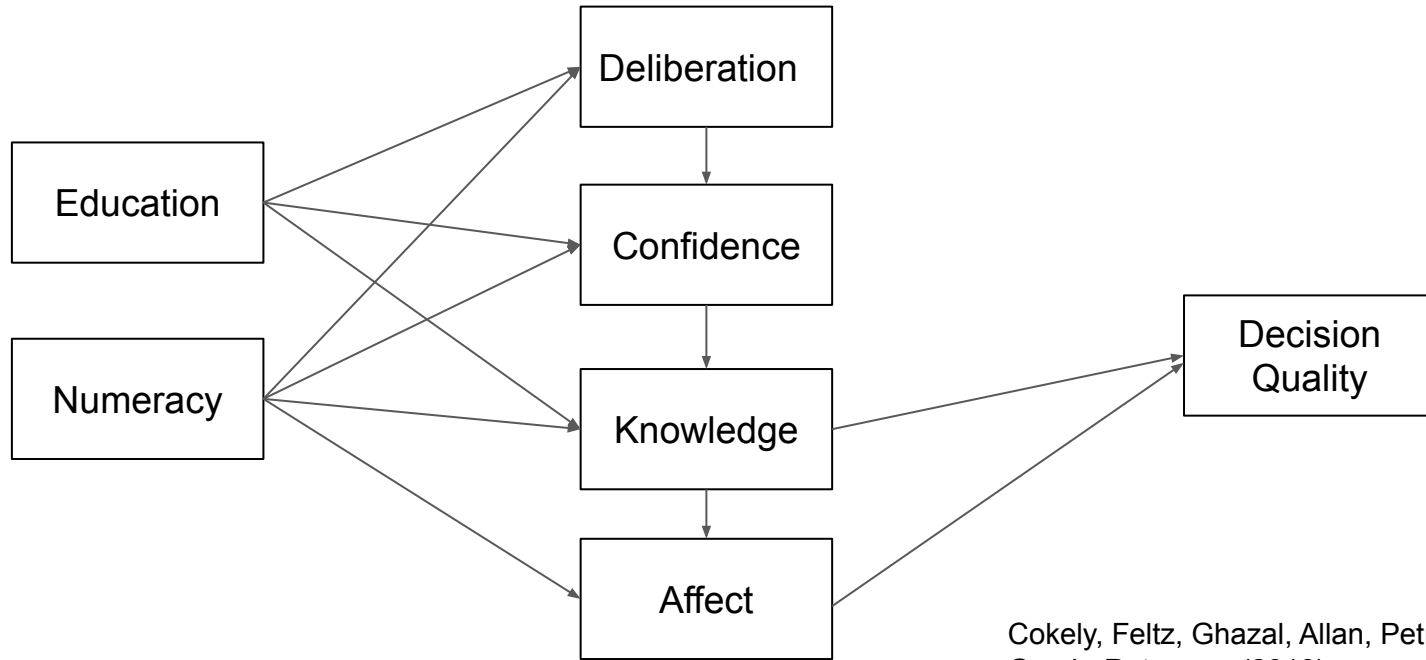
**Loss frame**: not using condoms  
increased chances of STIs

Informing:

**Data visualization** erases  
those biases



# Skilled Decision Making

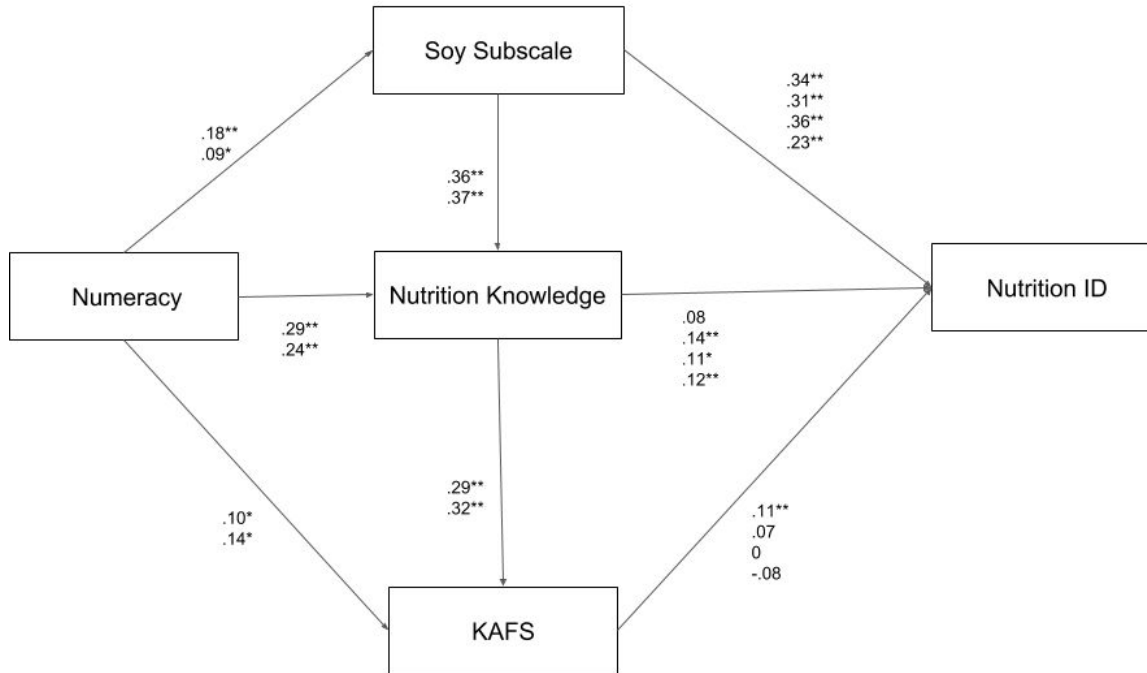


Cokely, Feltz, Ghazal, Allan, Petrova, & Garcia-Retamero (2018)



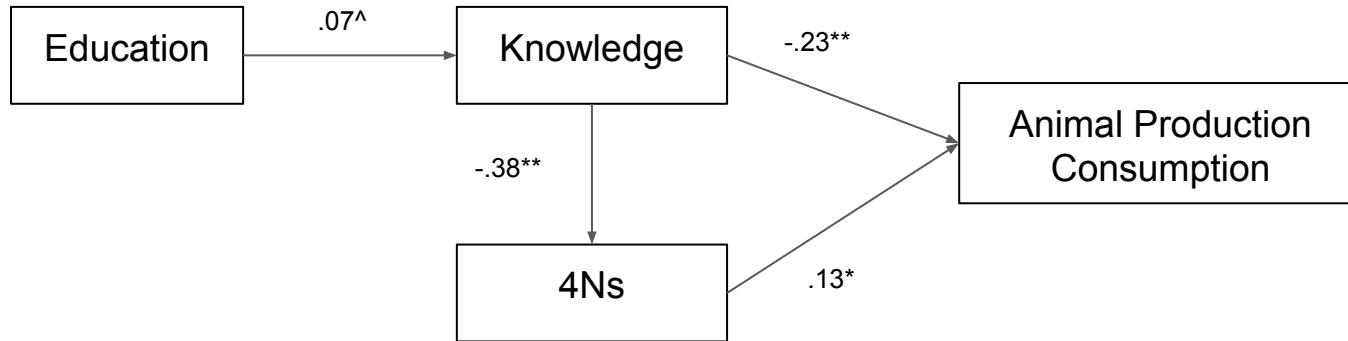
# Milk Product Identification

(Feltz & Feltz, submitted)



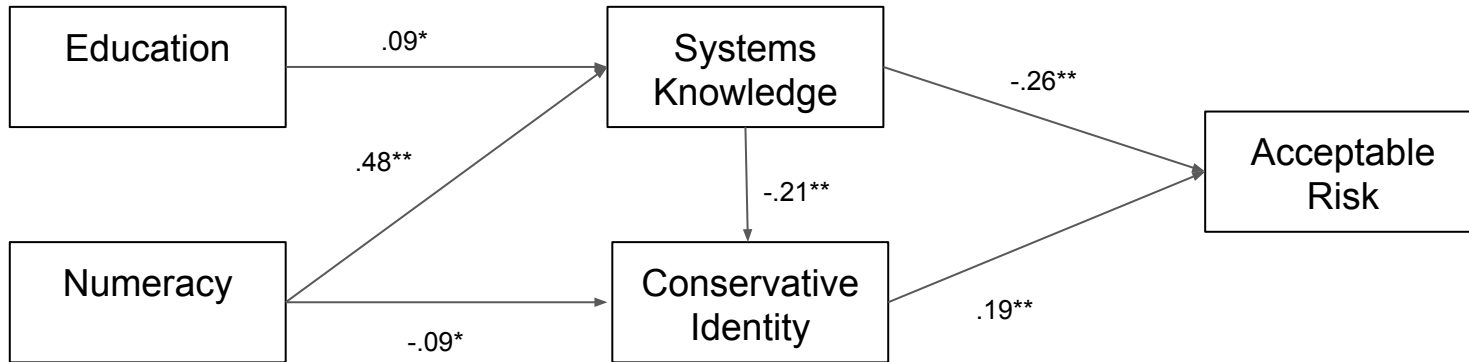
# Animal Product Consumption

(Feltz & Feltz, in press)



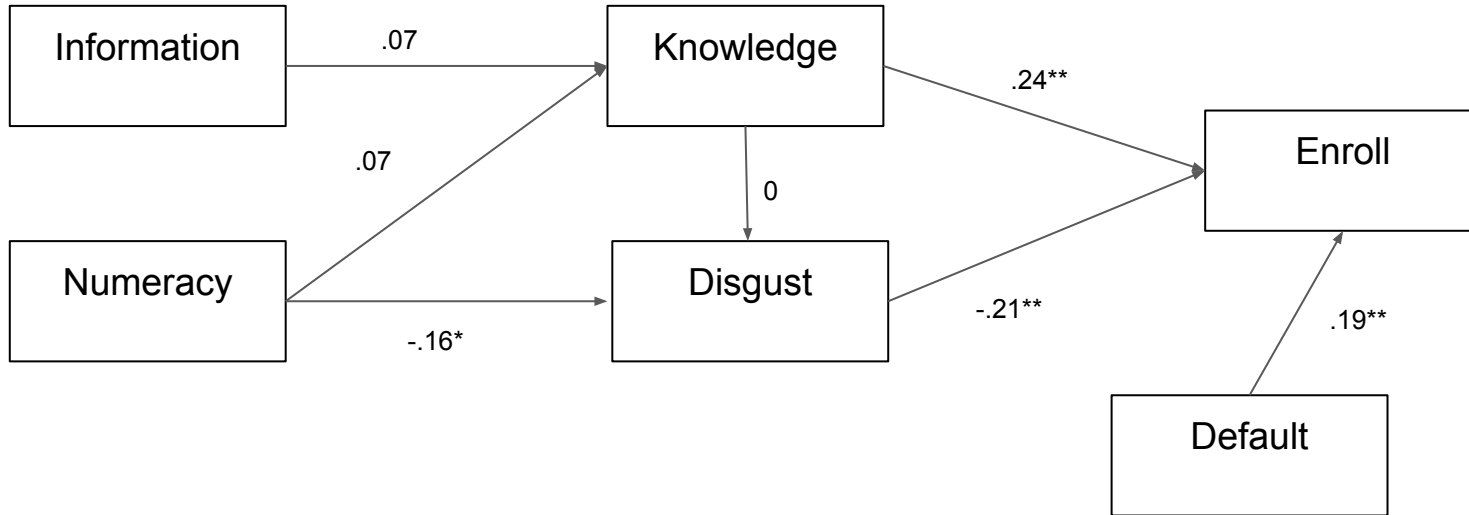
# Acceptable Risk for Endangered Species

(Offer-Westort, Vucetich, & Feltz, in prep)

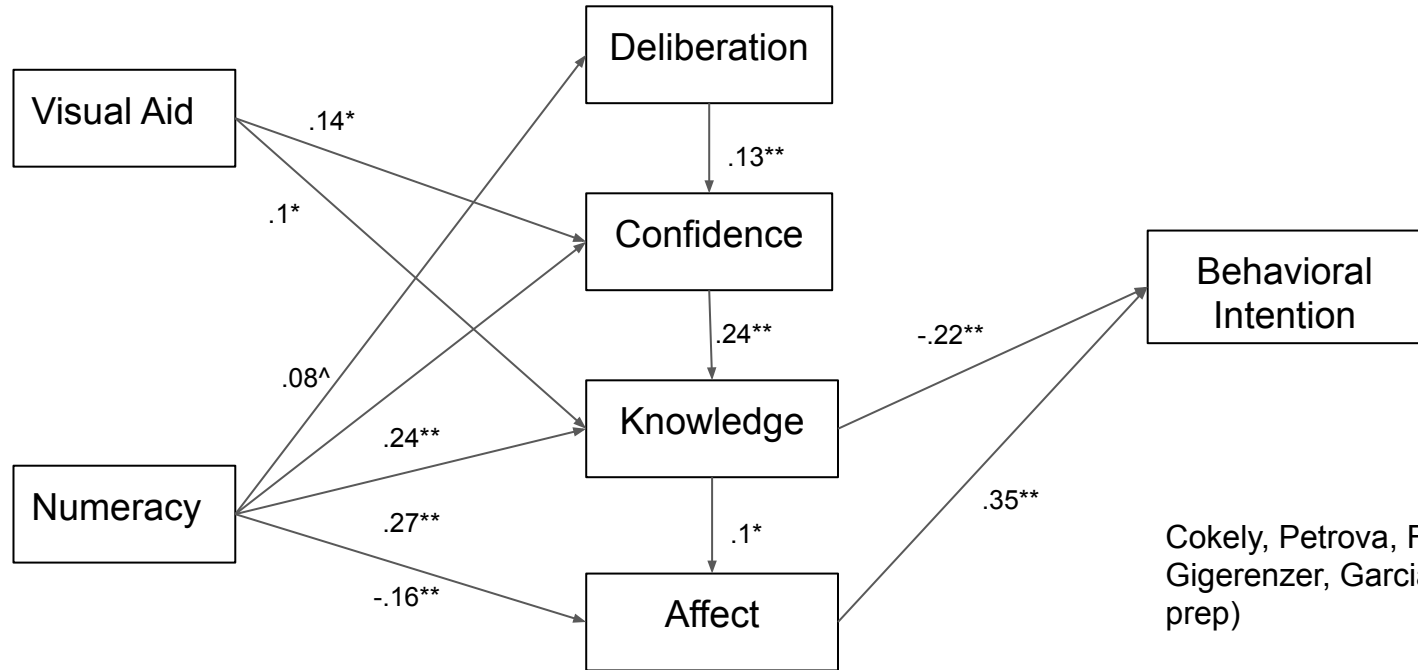


# Enrolling in Water Reuse Programs

(Tanner & Feltz, in prep)



# Dread Risk: Ebola



Cokely, Petrova, Feltz, Ripberger,  
Gigerenzer, Garcia-Retamero (in  
prep)



# Comparative Effectiveness of Choice Architecture

(per dollar spent; Feltz & Cokely, in prep)

## Flu Vaccination

Informing 3 times better than nudges

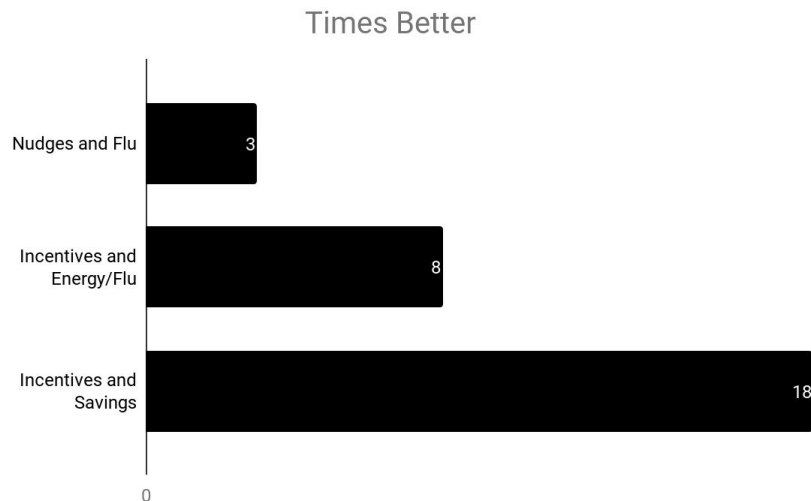
Informing 8 times better than incentives

## Saving Energy

Informing 8 times better than incentives

## Retirement Savings

Informing 18 times better than incentives



What about cases of value conflict?



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# The Two Times Rule\*

(Feltz & Cokely, in prep)

Given beneficence promoting strategy X and beneficence and autonomy promoting strategy Y, the benefits of X must be 2 times as great as Y to ethically justify choosing X.

Empirically informed estimate derived from Felson et al (2013)  $OR = 1.8$ , Tanner & Feltz (in prep)  $OR = 1.9$ .



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Thank you.

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