

Anomalies, forecasts, and decision research during the big data revolution

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Behavioral decision research highlights interesting choice anomalies, and proposes elegant cognitive models that can explain these phenomena. Yet, it is often easier to predict behavior with theory-free machine learning tools than with the leading cognitive models. One reason for the difficulty in deriving general predictions using cognitive models is that different models are often proposed to explain different phenomena. It is then unclear which model to use to address a new task. The current talk reviews recent research and describes a new choice prediction competition project (<https://cpc18.wordpress.com>) that tries to address this problem.