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## Forecasting Literature To 1978: Annotations and Ratings

by J. Scott Armstrong

The following books and articles were discussed in the first edition of *Long-range Forecasting*, published in 1978. In the few cases where unpublished sources are cited, instructions are provided on how to obtain a copy of the book or article. An attempt was also made to choose the most readable source when multiple sources were available. The list has been pruned to eliminate studies that were about side issues, and papers that are no longer relevant.

My ratings were based on the following criteria:

1. Is the article relevant and important to the study of forecasting methods? This is the key factor. Some otherwise good articles are rated poorly with respect to this objective.
2. Does the article provide new and convincing information? I am biased towards papers that contain empirical results.
3. Is the article well written? I have preferences for simplicity and for full disclosure.
4. Has the article been superceded by more recent publications? If yes, it is rated low, even though it might have been an important paper when it appeared.

These factors were used to develop a four-star system which may be interpreted as follows:

- \*\*\*\* *Outstanding!* Scores well on all criteria above. This work should be of great interest.
- \*\*\* *Very good.* Is important in some aspects.
- \*\* *Good.* Contains something of value.
- \* *Marginal.* Scores poorly on at least one of the four criteria or low on a number of criteria.

Overall, there are over 500 references. The distribution of these references is as follows:

Rating	Number
****	21
***	121
**	234
*	136
	<hr/> <hr/> 512

The right-hand columns of each page contain coded information to help you locate a study. There are three categories:

- M     What forecasting method was used?
- F     What field was examined?
- E     Does the study contain empirical evidence?

The code for E is Y for “yes” or N for “no.” For papers designated as empirical, an asterisk indicates that the study used the method of multiple hypotheses (i.e., Y\* designates an empirical study that tested two or more reasonable hypotheses). NR means that coding is not relevant. The codes for M and F are as shown here:

<b>M (Method)</b>		<b>F (Field)</b>	
Bo	= Bootstrapping	Agr	= Agriculture
Ec	= Econometric	Dem	= Demography
Ex	= Extrapolation	Eco	= Economics
I	= Implementation	Edu	= Education
Ju	= Judgmental	Int	= International business
Sg	= Segmentation	Fin	= Finance
T	= Testing models	Med	= Medicine
NR	= Not relevant	Mkt	= Marketing
		Per	= Personnel
		Pol	= Politics
		Pro	= Production
		Psy	= Psychology or psychiatry
		Sci	= Scientific method
		Soc	= Sociology
		Tec	= Technology
		Trn	= Transportation
		Wea	= Weather
		NR	= Not relevant

The analysis of the dates of publication suggests that the research is growing rapidly. The average number of references rated two stars or better during each of four preceding periods was as follows:

<b>Time Period</b>	<b>References Per Year</b>
1940s	1
1950s	8
1960s	17
1970s	24

	M	F	E
* Abelson, Robert P. and Bernstein, Alex, "A Computer Simulation Model of Community Referendum Controversies," <i>Public Opinion Quarterly</i> , 27 (1963), 93-122. Simulation of the fluoridation controversy. A "how-to-do-it" article, which, unfortunately, uses only artificial data.	Sg	Soc	N
*** Adam, Everett, Jr., "Individual Item Forecasting Model Evaluation." <i>Decision Sciences</i> , 4 (1973), 458-470. Uses simulated data to compare seven types of extrapolation models.	Ex	Pro	Y*
** Adam. Everett, Jr., Berry, W. L., and Whybark, D. C.. "Forecasting Demand for Medical Supply Items Using Exponential and Adaptive Smoothing Models," in <i>Proceedings of the American Institute for Decision Sciences</i> . New Orleans, November 1972, pp. 469-476. Adaptive models did not improve the ability of the models to fit historical data.	Ex	Pro	Y*
** Adams, F. Gerard. "Prediction with Consumer Attitudes: The Time Series-Cross Section Paradox." <i>Review of Economics and Statistics</i> . 42 (1965). 367-378. Provides a review of the literature.	Ju	Ec	N
** Akers, Donald S. and Irwin. Richard, "Demographic Projection Techniques." in J. P. Martino and T. Oberbeck (ed.), <i>Long Range Forecasting Methodology</i> . A conference held at Alamogordo, New Mexico. in October 1967. Washington. D.C.: U.S. Government Printing Office.	Ex	Dem	Y
** Almon, Clopper, Jr.. <i>The American Economy to 1975</i> . New York: Harper and Row, 1966. Fairly readable discussion of input-output analysis. Forecasts provided for 1975 based on data up to 1958. No effort to validate the method.	Sg	Eco	Y
*** Alonso, William, "Predicting Best with Imperfect Data." <i>Journal of the American Institute of Planners</i> . 34 (1968), 248-255.	Ex	Dem	N
** Alpert, M. and Raiffa, H., "A Progress Report on the Training of Probability Assessors." Unpublished paper, Harvard University, 1968. (Copies may be obtained by writing to Professor Howard Raiffa, John Fitzgerald Kennedy School of Government, Littauer Center, Harvard University, Cambridge, Mass.)	Ju	NR	Y
*** Ames, E. and Reiter, S., "Distributions of Correlation Coefficients in Economic Time Series," <i>Journal of the American Statistical Association</i> , 56 (1961), 637-656. The authors found high correlations among randomly selected series from the <i>Historical Statistics for the United States</i> . For a randomly selected series of 25 years, it was usually possible to explain 50% of the variance by regressing the series against two to six other randomly selected time series.	Ec	Eco	Y
** Ando, Albert and Kaufman, G. M., "Evaluation of an <i>ad hoc</i> Procedure for Estimating Parameters of Some Linear Models," <i>Review of Economics and Statistics</i> , 48 (1966), 334-340.	T	NR	N

	M	F	E
** Armstrong, J. Scott, "The Derivation of Theory by Means of Factor Analysis" or "Tom Swift and his Electric Factor Analysis Machine," <i>American Statistician</i> , 21 (December 1967), 17-21. Tom's first job.	Sg	NR	Y*
** Armstrong, J. Scott, "Long-Range Forecasting for a Consumer Durable in an International Market" Unpublished Ph.D. Thesis, MIT, 1968a. This 266-page work contains the details for the study of the international camera market. (Copies are available from the Dewey Library, Sloan School, MIT, 50 Memorial Drive, Cambridge, Mass. 02139).	Ec Ex Sg	Int	Y*
* Armstrong, J. Scott, "Long-Range Forecasting for International Markets: The Use of Causal Models," in Robert L. King (ed.), <i>Marketing and the New Science of Planning</i> Chicago: American Marketing Association, 1968b, pp. 222-227.	Ec Ex	Int	Y*
*** Armstrong, J. Scott, "An Application of Econometric Models to International Marketing," <i>Journal of Marketing Research</i> , 7 (1970), 190-198.	Ec	Int	Y*
** Armstrong, J. Scott, "How to Avoid Exploratory Research," <i>Journal of Advertising Research</i> , 10 (August 1970), 27-30. The original title, which I prefer, was "Tom Swift and his Electric Regression Analysis Machine."	Ec	NR	Y
* Armstrong, J. Scott, "Tom Swift and his Electric Regression Analysis Machine. 1973," <i>Psychological Reports</i> , 36 (1975), 806.	Ec	Edu	Y
* Armstrong, J. Scott, "Monetary Incentives in Mail Surveys," <i>Public Opinion Quarterly</i> , 39 (Spring 1975), 111-116. Reviews the literature on effects of monetary incentives, and predicts reduction of nonresponse in mail surveys as a function of monetary incentives.	Ju	NR	Y*
** Armstrong, J. Scott, "Social Irresponsibility in Management," <i>Journal of Business Research</i> , 5 (1977b), 185-213.	Ju	NR	Y*
* Armstrong, J. Scott, "Teacher vs. Learner Responsibility in Management Education." Wharton School Working Paper, 1977. Reports on studies contrasting two dramatically different philosophies of learning.	NR	Edu	Y*
** Armstrong, J. Scott, "Forecasting with Econometric Methods: Folklore vs. Fact," <i>Journal of Business</i> , 51 (1978), 549-564 with discussion by 7 econometricians on pp. 565-593 and my reply on pp. 595-600.	Ec	Eco	Y*
** Armstrong, J. Scott and Andress, James G., "Exploratory Analysis of Marketing Data: Trees vs. Regression," <i>Journal of Marketing Research</i> , 7 (1970), 487-492. A critique of this paper can be found in D. C. Crocker, "Comments on 'Exploratory Analysis of Marketing Data: Trees vs. Regression.'" My reply was entitled "Exploratory Analysis of Marketing Data: A Reply." Both are in the <i>Journal of Marketing Research</i> , 8 (1971), 509-513.	Sg	Mkt	Y*

	M	F	E
** Armstrong, J. Scott, Denniston, W. B., and Gordon, M. M., "The Use of the Decomposition Principle in Making Judgments," <i>Organizational Behavior and Human Performance</i> , 14 (1975), 257-263. Answer to postcard contest erroneously given in billions rather than in millions.	Ju	NR	Y*
* Armstrong, J. Scott and Farley, John U., "A Note on the Use of Markov Chains," <i>Management Science</i> , 16 (1969), B281-B285. The authors' names were omitted by mistake.	Ex	Mkt	Y*
* Armstrong, J. Scott and Grohman, Michael C., "A Comparative Study of Methods for Long-Range Market Forecasting," <i>Management Science</i> , 19 (1972), 211-221. A study of the U.S. air travel market.	Ec Ex Ju	Trn	Y*
* Armstrong, J. Scott and Overton, Terry S., "Brief vs. Comprehensive Descriptions in Measuring Intentions to Purchase," <i>Journal of Marketing Research</i> , 8 (1971), 114-117.	Ju	Trn	Y*
* Armstrong, J. Scott and Overton, Terry S., "Estimating Nonresponse Bias in Mail Surveys," <i>Journal of Marketing Research</i> , 14 (1977), 396-402. Uses judgment and extrapolation to predict how nonrespondents would respond.	Ju	NR	Y*
* Armstrong, J. Scott and Shapiro, Alan C., "Analyzing Quantitative Models," <i>Journal of Marketing</i> , 38 (April 1974), 61-66.	T	NR	N
** Armstrong, J. Scott and Soelberg, Peer, "On the Interpretation of Factor Analysis," <i>Psychological Bulletin</i> , 70 (1968), 361-364. Shows how "important factors" could be identified from random data if no attempt were made to assess reliability. Then surveys empirical papers on factor analysis and finds that about two-thirds made no attempt to assess the reliability of the factors.	Sg	NR	Y
** Arndt, Johan, <i>Market Segmentation</i> . Norway: Universitetsforlaget, 1974. Chapter 3 reviews statistical techniques for market segmentation.	Sg	Mkt	N
** Asch, S. E., "Effects of Group Pressure upon the Modification and Distortion of Judgments," in H. Proshansky and B. Seidenberg (eds.), <i>Basic Studies in Social Psychology</i> . New York: Holt, Rinehart and Winston, 1965. One of a long series of papers showing how group pressure affects one's judgments. See Berelson and Steiner (1964) for a review of some of this work.	Ju	Psy	Y
** Ash, J. C. K. and Smyth, D. J., <i>Forecasting the United Kingdom Economy</i> . Farnborough, England; Saxon House, 1973. Concerned primarily with short-range forecasting. This book examines forecasts by the National Institute, London Business School, and other organizations.	Ec Ex	Eco	Y

	M	F	E
** Ayres. Robert U., <i>Technological Forecasting and LongRange Planning</i> . New York: McGraw-Hill, 1969. Well written, short, and interesting. If you want to read something about technological forecasting, this is one of the best. On the other hand, I found the organization difficult to follow. Also, there is not much empirical evidence here.	NR	Tec	N
* Bain, A. D., "The Growth of Demand for New Commodities," <i>Journal of the Royal Statistical Society: Series A</i> , 126 (1963), 285-299. Discusses the use of logistic curves. Hard to understand. The empirical evidence in favor of the cumulative lognormal curve (which the author favors) is not convincing.	Ex	Mkt	Y
*** Bakan, David, "The Test of Significance in Psychological Research," <i>Psychological Bulletin</i> . 66 (1966), 423-437. An interesting article if you have worried much about the value of tests of statistical significance. Moderately difficult reading, but worth the effort. Bakan's article was followed by R. LaForge, "Confidence Intervals or Tests of Significance in Scientific Research?" and D. B. Peizer, "A Note on Directional Interference." Both appeared in <i>Psychological Bulletin</i> , 68 (1967), 446-448.	T	Psy	N
* Baker, J. Stannard, "A Framework for Assessment of Causes of Automobile Accidents," in P. Lazarsfeld and M. Rosenberg (eds ), <i>The Language of Social Research</i> . Glencoe, III.: Free Press, 1955.	NR	NR	N
* Bakwin, H., "Pseudodoxia Pediatrica," <i>New England Journal of Medicine</i> , 232 (1945), 691-697. Discusses the lack of reliability associated with the diagnosis of an individual's health by doctors.	Ju	Med	Y
** Bandeen, R. A., "Automobile Consumption 1940-1950," <i>Econometrica</i> , 25 (1957), 239-248. Uses longitudinal data covering changes in auto sales by state in the United States.	Ec	Eco	Y
** Barclay, William D., "A Probability Model for Early Prediction of New Product Success," <i>Journal of Marketing</i> , 27 (January 1963), 63-68. Contains a simple description of an application of Markov chains.	Ex	Mkt	Y*
* Barnard, C A., "New Methods of Quality Control," <i>Journal of the Royal Statistical Society: Series A</i> , 126 (1963), 255-258. The labels in Table 1 conflict with the text. The error is in the text, I believe.	Ex	Trn	Y
* Barrett, James P., "The Coefficient of Determination-Some Limitations," <i>American Statistician</i> , 28 (February 1974), 19-20.	NR	NR	N
** Bass, Bernard M. and Leavitt, Harold J., "Experiments in Planning and Operating," <i>Management Science</i> , 9 (1963), 574-585. Reports on three separate laboratory experiments which showed a positive relationship between participation in planning, on the one hand, and morale and productivity, on the other.	NR	Psy	Y

	M	F	E
* Bassie, V. Lewis, "A Note on Scientific Method in Forecasting," in Bert G. Hickman (ed.), <i>Econometric Models of Cyclical Behavior</i> , Vol 2. Studies in Income and Wealth No. 36. New York: Columbia University Press, 1972, pp. 1211-1218. Nice message, but no empirical evidence.	Ec	Eco	N
*** Bates, J. M. and Granger, C. W. J., "The Combination of Forecasts," <i>Operational Research Quarterly</i> , 20 (1969), 451-468. The authors compared Box-Jenkins vs. Brown vs. Harrison vs. some crude extrapolations vs. combinations of the above. They found small differences among the various extrapolation methods, but combinations were superior when based on methods that used different information. Extends some of the work from Barnard (1963).	Ex	Eco	Y*
**** Batson, C. Daniel, "Rational Processing or Rationalization! The Effect of Disconfirming Information on a Stated Religious Belief," <i>Journal of Personality and Social Psychology</i> , 32 (1975), 176-184.	Ju	Psy	Y
**** Bennett, Edith, "Discussion, Decision, Commitment, and Consensus in 'Group Decision,'" <i>Human Relations</i> , 8 (1955), 251-273. The process of decision making and the degree of group consensus were more important than reaching a decision or public commitment.	I	Psy	Y*
** Bennion, E. G., "The Cowles Commission's Simultaneous Equations Approach: A Simplified Explanation" <i>Review of Economics and Statistics</i> , 34 (1952), 49-56. A good explanation of the simultaneous equations approach. Shows why the best "historical fit" does not necessarily provide the best forecast.	Ec	Eco	N
** Berry, William L. and Bliemel, F. W., "Selecting Exponential Smoothing Constants: An Application of Pattern Search," in <i>Proceedings of the American Institute for Decision Sciences</i> , 1972, pp. 503-510.	Ex	NR	Y
*** Berscheid, Ellen. <i>et al.</i> , "Anticipating Informed Consent," <i>American Psychologist</i> , 7 (1973), 913-925. Presents descriptions of six previously published experiments (including Milgram's obedience study) to subjects and asks them to "imagine that you are that typical subject. . . answer these questions as if you had just participated in the experiments." Finds that people were less willing to participate in studies if there were no debriefing and if they might look bad in the experiment.	Ju	Psy	Y*
** Best, Roger J., "An Experiment in Delphi Estimation in Marketing Decision Making," <i>Journal of Marketing Research</i> , 11 (1974), 448-452.	Ju	Mkt	Y*
**** Bezdek, Roger H., <i>Empirical Tests of Input-Output Forecasts: Review and Critique</i> . U.S. Department of Commerce. Bureau of Economic Analysis, Staff Paper No. 24, July 1974. A thorough review of the empirical evidence on the use of input-output for <i>ex ante</i> forecasts. Covers 16 studies from seven nations from 1951 to 1972.	Sg	Eco	Y*

	M	F	E
** Binder, Arnold, "Statistical Theory," <i>Annual Review of Psychology</i> , 15 (1964), 277-310. Discusses multiple comparisons and other topics.	NR	Psy	N
* Bird, M. and Ehrenberg. A. S. C., "Intentions-to-Buy and Claimed Brand Usage," <i>Operational Research Quarterly</i> , 17 (1966), 27-46.	Ju	Mkt	Y
* Bisco, Ralph L., "Social Science Data Archives; Progress and Prospects," <i>Social Sciences Information</i> , 6 (February 1967), 39-74,	Ju	NR	NR
*** Blalock, Hubert M., Jr., "Correlated Independent Variables: The Problem of Multicollinearity," <i>Social Forces</i> , 42 (1963). 233-237. Good explanation.	Ec	Soc	Y
**** Blalock, Hubert M., Jr., <i>Causal Inferences in Nonexperimental Research</i> . Chapel Hill: University of North Carolina Press, 1964. If you have struggled with the analysis of data, you will love this! Discusses how to use and interpret data.	NR	NR	NR
** Bliemel, Friedhelm W., "Theil's Forecast Accuracy Coefficient: A Clarification," <i>Journal of Marketing Research</i> , 10 (1973), 444-446. The point is made quickly and well.	T	NR	N
*** Blumberg, Paul, <i>Industrial Democracy: The Sociology of Participation</i> . New York: Schocken Books, 1968. Dennis W. Organ reviewed this book in June 1974. ( <i>Business Horizons</i> , p. 93-94), calling it the "best documented and most eloquent case on record for democratization of the economic enterprise." I agree. Reviews the Hawthorne studies. (There is no "Hawthorne effect." The results are explained by the desire to participate in things affecting one's life.) Also examines the Harwood pajama factory, and the experience in Yugoslavia, where wage rather than profit maximizing has been used.	I	Pro	Y*
** Borke, Helene and Fiske, D. W., "Factors Influencing the Prediction of Behavior from a Diagnostic Interview," <i>Journal of Consulting Psychology</i> , 21 (1957), 78-80. Clinicians were able to make as accurate predictions about neurotic patients after reading a transcript of an interview as they could after a face-to-face interview.	Ju	Psy	Y
** Bowman, Edward H., "Consistency and Optimality in Managerial Decision-Making," <i>Management Science</i> , 9 (1963), 310-321. Good description of the basic idea, but stingy on details. Not clear that the conclusions follow logically from the arguments.	Bo	Pro	Y*
* Box, George E. and Jenkins, G. M., <i>Time Series Analysis: Forecasting and Control</i> . San Francisco: Holden-Day, 1970. This book reminds me of when I was an altar boy; all the fancy talk was supposed to do some good, but I could not understand why. The book is difficult to read. But why bother? Little empirical evidence exists that this method is superior to other extrapolation methods.	Ex	NR	N
** Boyd, Harper and Westfall, Ralph, "Interviewer Bias Once More Revisited," <i>Journal of Marketing Research</i> , 7 (1970), 249-253. Good summary.	Ju	NR	Y

	M	F	E
* Brown, L. O., "Quantitative Market Analysis-Multiple Correlation; Accuracy of the Methods," <i>Harvard Business Review</i> , 16 (1937), 62-73.	Ec	Mkt	Y
* Brown, L. O., "Quantitative Market Analysis-Scope and Uses," <i>Harvard Business Review</i> , 15 (1937), 233-244.	Ec	Mkt	Y
*** Brown, Rex V., "Just How Credible Are Your Market Estimates?" <i>Journal of Marketing</i> , 33 (July 1969), 46-50. Good description and reasonable argument, but no evidence that the procedure is worthwhile.	Ju	Mkt	N
*** Brown, Robert G., "Less Risk in Inventory Estimates," <i>Harvard Business Review</i> , 37 (July-August 1959a), 104-116.	Ex	Pro	N
**** Brown, Robert G., <i>Statistical Forecasting for Inventory Control</i> . New York: McGraw-Hill, 1959b. Short and easy to follow.	Ex	Pro	NR
** Brown, Robert G., <i>Smoothing, Forecasting and Prediction of Discrete Time Series</i> , Englewood Cliffs, N.J.: Prentice-Hall, 1963. Lots of details to add to Brown's earlier works.	Ex	Pro	NR
* Bruner, J. S. and Postman, Leo, "On the Perception of Incongruity: A Paradigm," <i>Journal of Personality</i> , 18 (1949), 206-223. Study of how people perceive incongruity. Results are reminiscent of the hayseed seeing his first giraffe: "There ain't no such animal," he said.	Ju	Psy	Y
* Buffa, Frank P., "The Application of a Dynamic Forecasting Model with Inventory Control Properties," <i>Decision Sciences</i> , 6 (1975), 298-306. Compares a simple exponential smoothing model to an exponential smoothing model with trend, seasonality, and an adaptive rule for alpha. The latter model provided better 1-month-ahead <i>ex ante</i> forecasts, but the three changes were confounded.	Ex	Pro	Y
** Burch, S. W. and Stekler, H. O., "The Forecasting Accuracy of Consumer Attitude Data," <i>Journal of the American Statistical Association</i> , 64 (1969), 1225-1233.	Ju	Eco	y
* Burgess, Ernest W., <i>Predicting Success or Failure in Marriage</i> . New York: Prentice-Hall, 1939.	Ec	Soc	Y
** Burk, Marguerite C., <i>Consumption Economics: A Multidisciplinary Approach</i> . New York: John Wiley, 1968. Econometric studies of food consumption. You might say it offers a lot of thought for food.	Ec	Eco	Y
** Burstein, M. L., "The Demand for Household Refrigeration in the United States." in A. C. Harberger (ed.). <i>The Demand for Durable Goods</i> . Chicago: University of Chicago Press, 1959.	Ec	Eco	Y
* Busch, G. A., "Prudent-Manager Forecasting," <i>Harvard Business Review</i> , 39 (May-June, 1961), 57-64. Describes an application of role playing in industrial forecasting. No validation.	Ju	Mkt	N

	M	F	E
* Cairncross, Alec., "Economic Forecasting," <i>Economic Journal</i> , 79 (1969), 797-812.	Ec	Eco	N
*** Campbell, Donald T. and Fiske, D. W., "Convergent and Discriminant Validation of the Multitrait-Multimethod Matrix," <i>Psychological Bulletin</i> , 56 (1959), 81-105. This article is widely cited and has led to much follow-up research.	T	Psy	N
** Campbell, Donald T. and Stanley, Julian, "Experimental and Quasi-experimental Designs for Research on Teaching," in Nathaniel L. Gage (ed.), <i>Handbook of Research on Teaching</i> . Chicago: Rand McNally, 1963. Well written with practical advice.	NR	NR	N
** Campbell, John P., "Individual versus Group Problem Solving in an Industrial Sample," <i>Journal of Applied Psychology</i> , 52 (1968), 205-210.	Ju	Psy	Y*
** Cannell, Charles and Fowler, Floyd, "Comparison of a Self Enumerative Procedure and a Personal Interview," <i>Public Opinion Quarterly</i> , 27 (1963), 250-264. Self-report was better for items where it was helpful for respondent to consult records in this survey on hospitalization. No advantage to self-report was found for sensitive issues.	Ju	Med	Y*
* Cantril, Hadley, "The Prediction of Social Events," <i>Journal of Abnormal and Social Psychology</i> , 33 (1938), 364-389.	Ju	Soc	Y
** Carlson. John A., "Forecasting Errors and Business Cycles." <i>American Economic Review</i> , 58 (1967). 462-481.	Ju	Eco	N
** Carroll, John S. and Siegler, Robert S., "Strategies for the Use of Base-rate information," <i>Organizational Behavior and Human Performance</i> , 19 (1977), 392-402. People make greater use of base rate information when there are small samples, exhaustive sampling of the population, and a population percentage that corresponds to a whole number in the sample.	Ju	NR	Y*
* Carter, Reginald K., "Client's Resistance to Negative Findings and the Latent Conservative Function of Evaluation Studies," <i>American Sociologist</i> , 6 (May 1971), 118-124. Contains a good suggestion on fees for consultants who want to bring about change: the larger the number and the greater the importance of the recommendations introduced [by the organization], the lower the consulting fee.	I	NR	N
*** Cartter, Allan M., "The Supply and Demand of College Teachers," <i>Proceedings of the American Statistical Association: Social Statistics Section</i> , 1965, pp. 70-80.	Ec	Edu	Y
* Cartter, Allan M., <i>Ph.D.s and the Academic Labor Market</i> . New York: McGraw-Hill, 1976. Predicts enrollment and hiring levels for 15 years. The early 1980s were expected to be a bad time for Ph.D.s – big supply and small demand.	Ec	Edu	Y

	M	F	E
* Carver, Ronald P., "Speed Readers Don't Read: They Skim," <i>Psychology Today</i> , 6 (August 1972), 22 seq-30. Regression to the mean is only part of the problem. Carver's paper is concerned about other fallacious methods in the assessment of speed reading. In particular, the assessment of comprehension does not distinguish between what the person knew about the subject before reading and what he knew after reading. Carver's article made a lot of people mad. Richard G. Graf wrote a follow-up article: "Speed Reading: Remember the Tortoise," <i>Psychology Today</i> , 7 (December 1973), 112-113. His results supported Carver's. In Graf, the original speed of the speed reader trainees was much lower than that of the control group.	NR	NR	NR
**** Chamberlin, T. C., "The Method of Multiple Working Hypotheses," <i>Science</i> , 148 (1965), 754-759. This article was first published in <i>Science</i> in 1890, was reprinted in 1897, 1931, 1944, and 1965, and is still relevant in 1978. See also Platt (1964).	T	Sci	N
* Chambers, John C., Mullick, S., and Smith, D.D., <i>An Executive's Guide to Forecasting</i> . New York: John Wiley. 1974. This book is based on a <i>Harvard Business Review</i> article.	NR	NR	N
**** Chapman, Loren J., and Chapman, J. P., "The Genesis of Popular but Erroneous Psychodiagnostic Observations." <i>Journal of Abnormal Psychology</i> , 72 (1967), 193-204. Uses the "draw-a-person" test.	Ju	Psy	Y*
**** Chapman, Loren J., and Chapman, J. P., "Illusory Correlation as an Obstacle to the Use of Valid Psychodiagnostic Signs," <i>Journal of Abnormal Psychology</i> , 74 (1969), 271-280. People see what they expect to see, and this interferes with perceiving real relationships. Makes one question the value of experience.	Ju	Psy	Y*
* Chatfield, C. and Prothero, D. L., "Box-Jenkins Seasonal Forecasting: Problems in a Case Study," <i>Journal of the Royal Statistical Society: Series A</i> , 136 (1973), 295-352. This is very long. The 58 pages include discussions by other people at a conference, as well as a reply by Box and Jenkins and then a reply to the Box-Jenkins' reply. The paper does not examine alternative methods, but looks only at BoxJenkins. The papers demonstrate so much confusion that it makes one thing clear: Box-Jenkins is not easy, even for experts in Box-Jenkins methodology.	Ex	Eco	Y
* Chein, Isidor, "The Logic of Prediction: Some Observations on Dr. Sarbin's Exposition," <i>Psychological Review</i> , 52 (1945), 175-179. An emotional outburst against the use of objective methods.	Ec	Psy	N
** Chisholm, Roger K. and Whitaker, Gilbert R., Jr., <i>Forecasting Methods</i> . Homewood, Ill.: Irwin, 1971. More concerned with measurement methods than with forecasting methods.	NR	NR	N
** Chow, Wen M., "Adaptive Control of the Exponential Smoothing Constant," <i>Journal of Industrial Engineering</i> . 16 (1965), 314-317.	Ex	Pro	Y*

	M	F	E
** Christ, Carl F., "A Test of an Econometric Model for the United States, 1921-1947," in National Bureau for Economic Research. <i>Conference on Business Cycles</i> . New York. 1951, pp. 35-107 with discussion on pp. 107-129.	Ec	Eco	Y*
** Christ, Carl F., "Aggregate Econometric Models." <i>American Economic Review</i> , 46 (1956), 385-408. An extension of Christ (1951).	Ec	Eco	Y*
** Christ, Carl F., "Simultaneous Equation Estimation: Any Verdict Yet?" <i>Econometrica</i> , 28 (1960). 835-845.	Ec	Eco	Y
** Christ, Carl F., "Judging the Performance of Econometric Models of the U.S. Economy." <i>International Economic Review</i> , 16 (1975). 54-74. Reviews forecasting performance for 1970-1973, using models developed with 1953-1970 data. Examines both <i>ex ante</i> and <i>ex post</i> forecasts. Finds that subjectively adjusted forecasts provided improvements for <i>ex ante</i> forecasts but made things worse for <i>ex post</i> forecasts.	Ec Ex Ju	Eco	Y*
*** Christal, R. E., "Selecting a Harem-and Other Applications of the Policy-capturing Model," <i>Journal of Experimental Education</i> , 36 (Summer 1968), 35- 41. A fun way to learn about judgmental bootstrapping. Claims that this approach has been used successfully in representing a number of different types of personnel decisions (promotions, job ratings, and grading of jobs).	Bo	Per	Y
**** Claudy, John G., "A Comparison of Five Variable Weighting Procedures." <i>Educational and Psychological Measurement</i> . 32 (1972), 311-322. Claudy ran studies on simulated data with sample sizes of 20, 40, 80, and 160. He used unit weights, regression coefficients, and three other weighting schemes.	Ec	Psy	Y*
** Clawson, J. S., "How Useful Are 90-Day Purchase Probabilities?" <i>Journal of Marketing</i> , 35 (October 1971), 43-47.	Ju	Mkt	Y
** Claycamp, Henry J. and Liddy, L. E., "Prediction of New Product Performance: An Analytical Approach," <i>Journal of Marketing Research</i> . 6 (1969), 414-420. There is no alternative model for comparison, and thus no demonstration that the authors' model leads to better forecasts.	Ec	Mkt	Y
** Cohen, J. and Cohen, P., <i>Applied Multiple Regression/Correlation for the Behavioral Sciences</i> . New York: John Wiley, 1975. Detailed and technical, and the authors discuss many practical issues (e.g., what to do about missing data). Their conclusions are sometimes, but not often, supported by empirical evidence; still, they make good sense to me.	Ec	NR	NR
** Cole, Rosanne, "Data Errors and Forecasting Accuracy," in Jacob Mincer (ed.), <i>Economic Forecasts and Expectations: Analyses of Forecasting Behavior and Performance</i> . New York: National Bureau of Economic Research, 1969. (Distributed by Columbia University Press.)	Ec	Eco	Y

	M	F	E
** Colombotos, John, "Personal vs. Telephone Interviews: Effect on Responses." <i>Public Health Reports</i> , 84 (September 1969), 773-782. The author finds no differences in personal and telephone interviews on physicians' responses to political, professional, and personal items.	Ju	Soc	Y*
** Cook, Richard L. and Stewart, Thomas R., "A Comparison of Seven Methods for Obtaining Subjective Descriptions of Judgmental Policy," <i>Organizational Behavior and Human Performance</i> , 13 (1975), 31-45.	Bo	NR	Y*
** Cook, S. W. and Selltiz, C., "A Multiple-Indicator Approach to Attitude Measurement," <i>Psychological Bulletin</i> , 62 (1964), 36-55.	NR	Psy	NR
* Cooke, Jane K., "Clinicians' Decisions as a Basis for Deriving Actuarial Formulae," <i>Journal of Clinical Psychology</i> , 23 (1967), 232-233. Discussion is so brief that it is very hard to understand. In any event, she concluded that an amalgamated forecast for distinguishing between psychiatric and nonpsychiatric people was consistently superior to any single judge.	Ju	Psy	Y
*** Cooper, J. Phillip and Nelson, Charles R., "The <i>ex ante</i> Prediction Performance of the St. Louis and FRB-MIT-PENN Econometric Models and Some Results on Composite Predictors," <i>Journal of Money, Credit, and Banking</i> , 7 (1975), 1-32. The authors use Box-Jenkins as a benchmark for accuracy in this study of one-quarter-ahead forecasts of macroeconomic variables.	Ec Rx	Eco	Y*
*** Cooper, Ronald L., "The Predictive Performance of Quarterly Econometric Models of the United States," in Bert G. Hickman (ed.), <i>Econometric Models of Cyclical Behavior</i> , Vol. 2. Studies in Income and Wealth, No. 36. New York: Columbia University Press. 1972. pp. 813-926, with discussion on pp. 926-947. Very long and detailed. A lot of work went into the study. Compares an extrapolation model with seven different quarterly econometric models. The extrapolation was based on a regression against the dependent variable for up to eight preceding quarters. Data from 1949 through 1960 were used for model development, and forecasts were made for quarters from 1961 through 1965. Of the eight forecasting models, the extrapolation model was most accurate for 18 of the 33 variables being forecast. The discussants picked at this study, but clearly the econometric models were not superior here.	Ec Ex	Eco	Y*
** Copeland, Ronald M. and Marioni, R. J., "Executives' Forecasts of Earnings per Share versus Forecasts of Naive Models," <i>Journal of Business</i> , 45 (1972). 497-512. Study of short-term (less than 1-year) forecasts. Contains some methodological shortcomings; for example, the extrapolation model was not a good one.	Ex Ju	Fin	Y*
* Cornfield, J., "Statistical Relationships and Proof in Medicine," <i>American Statistician</i> , 8 (December 1954), 19-21. Discussion on the smoking-cancer controversy. Good reading for those who feel that "proof" of causation always depends on direct experimentation (also good reading for those who think that the smoking-cancer issue is still undecided).	T	Med	N

	M	F	E
* Cowden, Dudley J., "The Perils of Polynomials," <i>Management Science</i> , 9 (1963), 542-550. Theoretical argument showing how the expected error increases with increased complexity in the model, with small samples, and with longer forecast horizons.	Ex	NR	N
*** Cowles, Alfred, "Can Stock Market Forecasters Forecast!" <i>Econometrica</i> , 1 (1933), 309-324. Good empirical study. The answer was "no," and this answer has been reinforced in numerous studies since 1933.	Ju	Fin	Y*
**** Cowles, Alfred, "Stock Market Forecasting," <i>Econometrica</i> , 12 (1944), 206-214. Follow-up to Cowles (1933).	Ju	Fin	Y*
** Cox, Garfield V., <i>An Appraisal of American Business Forecasts</i> . Chicago: University of Chicago Press, 1930. Examines the ability of 11 different services in forecasting national business conditions. Not without its problems, but a worthwhile attempt.	Ju	Fin	Y*
*** Cragg, John G. and Malkiel, Burton G., "The Consensus and Accuracy of Some Predictions of the Growth of Corporate Earnings," <i>Journal of Finance</i> , 23 (March 1968), 67-84,	Ec Ex Ju	Fin	Y*
* Cragg, John G. and Malkiel, Burton G., "Expectations and the Structure of Share Prices," <i>American Economic Review</i> , 60 (1970), 601-617. An attempt to replicate Whitbeck and Kisor's (1963) approach.	Ec	Fin	Y*
** Cronbach, Lee J. and Meehl, Paul E., "Construct Validity in Psychological Tests," <i>Psychological Bulletin</i> , 52 (1955), 281-302. This article is widely cited.	T	Psy	N
** Crow, Wayman J., "The Effect of Training upon Interpersonal Perception," <i>Journal of Abnormal and Social Psychology</i> , 55 (1957), 355-359. A training program increased the confidence and reduced the accuracy of judges.	Ju	Psy	Y
** Crow, Wayman J. and Noel, Robert C., "The Valid Use of Simulation Results," Mimeo: Western Behavioral Sciences Institute, 1150 Silverado Street, La Jolla, Calif. 92037 (June 1965).	Ju	Pol	Y*
** Curtis, Ervin W. and Alf, Edward F., "Validity, Predictive Efficiency, and Practical Significance of Selection Tests." <i>Journal of Applied Psychology</i> , 53 (1969), 327-337. Presents evidence on why $r$ is a better measure of practical significance than $r'$ .	T	Per	N
*** Curtis, R. F. and Jackson, E. F., "Multiple Indicators in Survey Research," <i>American Journal of Sociology</i> , 68 (1962), 195-204.	Ju	Soc	N
** Dalkey, Norman C., "Delphi," in Joseph P. Martino and Thomas Oberbeck (eds.), <i>Long-Range Forecasting Methodology</i> . A symposium held at Alamogordo. New Mexico. October 1967. Washington, D.C.: U.S. Government Printing Office.	Ju	NR	Y*

	M	F	E
*** Dalkey, Norman C., "Analyses from a Group Opinion Study," <i>Futures</i> , 1 (1969), 541-551.	Ju	NR	Y*
** Dalkey, Norman C., Brown, B., and Cochran, S., "Use of Self-Ratings to Improve Group Estimates," <i>Technological Forecasting</i> , 1 (1970), 283-291.	Ju	NR	Y*
** Dalrymple, Douglas J. and Haines, George H. Jr., "A Study of the Predictive Ability of Market Period Demand-Supply Relations for a Firm Selling Fashion Products," <i>Applied Economics</i> , 1 (1970), 277-285. A comparative study of methods for short-range forecasts of women's sportswear. No advantage found for log-log model over linear model. Naive model is weak, and the description does not seem to be complete.	Ec	Mkt	Y
* Daly, Rex F., "Long-Run Economic Projections: A Review and Appraisal," <i>Agricultural Economics Research</i> , 15 (October 1963), 113-121.	Ex	ECO	N
** Dancer, Robert and Gray, Clifford, "An Empirical Evaluation of Constant and Adaptive Computer Forecasting Models for Inventory Control," <i>Decision Sciences</i> , 8 (1977), 228-238. Short-range forecasts of 359 liquor products over a 28-month period. No advantage for adaptive models.	Ex	Mkt	Y*
** Daniel C. and Heerema, N., "Design of Experiments for the Most Precise Estimation of Linear Extrapolation." <i>Journal of the American Statistical Association</i> , 45 (1950). 546-556.	Ec	NR	N
*** Darroch. R. K. and Steiner, I. D., "Role-Playing: An Alternative to Laboratory Research" <i>Journal of Personality</i> . 38 (1970), 302-311.	Ju	Soc	Y*
* Daub, Mervin. "On the Cost to the Firm of Aggregate Prediction Errors," <i>Journal of Business</i> , 47 (1974), 11-22. Complex analysis to determine the value of perfect forecasts. Not my style.	NR	NR	Y
* Davies, S. W. and Scott, T. W. K., "Forecasting Industrial Production," <i>National Institute Economic Review</i> , No. 66 (November 1973), 54-68. The comparison among extrapolation methods is of some interest. The econometric models are of little interest (e.g., expenditures on food are used to predict food output). Short-range <i>ex post</i> forecasts with small sample sizes.	Ec Ex	Pro	Y*
**** Dawes, Robyn M., "A Case Study of Graduate Admissions: Application of Three Principles of Human Decision Making," <i>American Psychologist</i> , 26 (1971), 180-188. Good description of bootstrapping and a useful application that should be immediately adopted (with great benefit) by 99% of the universities in the country. I feel safe in predicting that adoption will be slow, however.	Bo Ju	Edu	Y*
**** Dawes. Robyn M. and Corrigan, Bernard, "Linear Models in Decision Making," <i>Psychological Bulletin</i> , 81 (1974). 95106.	Bo Ec	NR	Y*

	M	F	E
* Denton, Frank T. and Kuiper, John. "The Effect of Measurement Errors on Parameter Estimates and Forecasts: A Case Study Based on the Canadian Preliminary National Accounts," <i>Review of Economics and Statistics</i> , 47 (1965). 198-206.	Ec	Eco	Y
*** Denton, Frank T. and Oksanen. E. H., "A Multi-Country Analysis of the Effects of Data Revisions on an Economic Model," <i>Journal of the American Statistical Association</i> , 67 (1972), 286-291. Data revisions did not have much effect upon the coefficients in their econometric models.	Ec	ECO	Y*
* Dewey, Edward R. and Dakin, Edwin F., <i>Cycles: The Science of Prediction</i> . New York: Holt, 1947.	Ex	Eco	Y
* Dollard, John, "Under What Conditions Do Opinions Predict Behavior?" <i>Public Opinion Quarterly</i> . 12 (1948), 623-632. Some commonsense hypotheses with no empirical testing. For example: (1) People who act after thinking can best predict their own actions. (2) Persons with poor verbal skills may find it difficult to forecast their own behavior. (3) A man can best predict what he will do in a situation if he has been in a similar situation previously. (4) A man can best predict if nothing happens in the meantime to change his mind. (5) A man can better predict if he is told exactly what a situation will involve.	Ju	NR	N
* Doob, Anthony N. and Gross, A. E., "Status of Frustrator as an Inhibitor of Horn-Honking Responses," <i>Journal of Social Psychology</i> , 76 (1968), 213-218. Difference found between questionnaire responses and actual behavior.	Ju	Psy	Y
*** Dorn, Harold F., "Pitfalls in Population Forecasts and Projections." <i>Journal of the American Statistical Association</i> , 45 (1950), 311-334. An interesting review of the history of population forecasting.	Ex	Dem	N
*** Draper, Norman R. and Smith. H., <i>Applied Regression Analysis</i> . New York: John Wiley, 1966. A good discussion of the practical problems one encounters when analyzing data.	Ec	NR	NR
*** Dudycha, Linda W, and Naylor, J. C., "Characteristics of the Human Inference Process in Complex Choice Behavior Situations," <i>Organizational Behavior and Human Performance</i> , 1 (1966), 110-128.	Ju	NR	Y
* Duggan, Thomas J. and Dean, Charles W., "Statistical Interaction and Parole Prediction," <i>Social Forces</i> , 48 (September 1969). 45-49.	Sg	Soc	Y
** Duncan, Otis Dudley, "Is the Intelligence of the General Population Declining?" <i>American Sociological Review</i> , 17 (1952), 401-407.	NR	Soc	N
* Duncan, Otis Dudley, "Social Forecasting – the State of the Art," <i>Public Interest</i> , 17 (Fall 1969), 88-118.	Ex Sg	Dem Soc	N
** Duncan-Jones, Paul, "Causation, Path-Analysis and the Old Sausage Machine," <i>Journal of the Market Research Society</i> , 12 (1970), 200-203. Good discussion on causality.	Ec	NR	N

	M	F	E
** Durbin, J., "A Note on Regression When There Is Extraneous Information about One of the Coefficients," <i>Journal of the American Statistical Association</i> , 48 (1953), 799-808.	Ec	NR	N
* Edwards, Ward, Phillips, L. D., Hays, W. L., and Goodman, B. C., "Probabilistic Information Processing Systems: Design and Evaluation," <i>IEEE Transactions on Systems Science and Cybernetics</i> . September 1968, pp. 248-265. Using scenarios of the world of 1975, the authors had subjects assess the probability of war. Long and complex write-up.	Ju	Pol	Y
** Ehrenberg, A. S. C., "The Practical Alternative to Regression." <i>Proceedings of the American Statistical Association: Business and Economics Statistics Section</i> . 1975, pp. 313-314. The obvious is not always obvious – so papers like this are useful. Suggests that one can generalize from similar situations rather than developing a new model from scratch.	Ec	Med	Y
** Einhorn, Hillel J., "The Use of Nonlinear, Noncompensatory Models in Decision Making," <i>Psychological Bulletin</i> . 73 (1970), 221-230.525 Good critique of this paper is provided by Goldberg (1971).	Ju	Per	Y*
** Einhorn, Hillel J., "Expert Measurement and Mechanical Combination," <i>Organizational Behavior and Human Performance</i> , 7 (1972). 86-106. Suggests a combination of judgment and objective methods with the judge gathering the data and the statistician processing it. Examines decomposed vs. global judgments for three judges predicting the life span of 193 people with Hodgkin's disease.	Ju	Med	Y*
*** Einhorn, Hillel J., "Alchemy in the Behavioral Sciences." <i>Public Opinion Quarterly</i> , 36 (1972), 367-378. Discusses danger of proceeding without a theory when using AID, regression, or factor analysis.	Ec Sg	NR	*
*** Einhorn, Hillel J. and Hogarth, R. M., "Unit Weighting Schemes for Decision Making." <i>Organizational Behavior and Human Performance</i> , 13 (1975), 171-192. Good analysis of unit weights versus regression weights.	Ec	NR	Y*
*** Elliott, J. W., "A Direct Comparison of Short-Run GNP Forecasting Models." <i>Journal of Business</i> , 46 (1973). 33-60. Long and complex, but useful. Examines <i>ex post</i> quarterly forecasts by econometric models.	Ec Ex	Eco	Y*
*** Elton, Edwin J. and Gruber, Martin J., "Improved Forecasting through the Design of Homogeneous Groups," <i>Journal of Business</i> , 44 (1971), 432-450. Good article comparing segmentation and extrapolation methods. Forecasts earnings growth for a sample of 180 firms.	Ex Sg	Fin	Y*
*** Elton, Edwin J. and Gruber, Martin J., "Earnings Estimates and the Accuracy of Expectational Data," <i>Management Science</i> , 18 (1972), 8409-S424. Compares extrapolation and judgment methods in 1-, 2-, and 3-year forecasts of earnings by firms.	Ex Ju	Fin	Y*

	M	F	E
** Evans, Michael K., Haitovsky, Y. and Treyz, G.I., "An Analysis of the Forecasting Properties of U.S. Econometric Models," in Bert G. Hickman (ed.), <i>Econometric Models of Cyclical Behavior</i> , Vol. 2. Studies in Income and Wealth, No. 36. New York: Columbia University Press, 1972, pp. 949-1139 with discussion on pp. 1140-1158. This paper is based on an excellent idea; it has good raw data; the study design is fair; the interpretation of the results is poor (impressionistic, with hypotheses obtained after the data were examined); and the writing is poor.	Ec	Eco	Y
*** Fair, Ray C. <i>A Short-Run Forecasting Model of the United States</i> . Lexington, MA: Heath Lexington Books, 1971.	Ec	Eco	Y*
** Fair, Ray C., "An Evaluation of a Short-Run Forecasting Model," in Lawrence R. Klein and Edwin Burmeister (eds.), <i>Econometric Model Performance</i> . Philadelphia: University of Pennsylvania Press, 1976. Limited data, but an interesting examination of macroeconomic forecasts.	Ec	Eco	Y*
* Farrell, M. J.. "The Demand for Motor Cars in the United States," <i>Journal of the Royal Statistical Society: Series A</i> , 117 (1954), 171-193 with discussion on pp. 194-201.	Ec	Eco	Y
** Fels, Rendigs and Hinshaw. C. Elton, "An Analysis of Turning Point Forecasts: A Fairly Polite Comment," <i>American Economic Review</i> , 64 (1974). 724-727. Although it really is not polite, it does summarize work done on turning points while the authors criticize a paper by Stekler. Stekler replies politely on pp. 728-729 of this same issue.	T	Eco	N
* Fels, Rendigs and Hinshaw, C. Elton, <i>Forecasting and Recognizing Business Cycle Turning Points</i> . New York: National Bureau of Economic Research 1968 (Distributed by Columbia University Press). There are actually two papers in the book, one by Fels and one by Hinshaw. Lots of smoke but little fire.	Ex	Eco	Y
*** Ferber, Robert, "Are Correlations Any Guide to Predictive Value?" <i>Applied Statistics</i> , 5 (June 1956), 113-122.	T	Eco	Y
*** Ferber. Robert. "The Reliability of Consumer Surveys of Financial Holdings: "Time Deposits," <i>Journal of the American Statistical Association</i> , 60 (1965), 148-163. The author's use of the term "reliability" corresponds to "accuracy." Examines response and nonresponse errors for a survey where the correct values for the sample were known. Finds confidence intervals calculated from the survey data to be "badly distorted."	Ju	Fin	Y
* Ferber, Robert, "Contributions of Economics to the Study of Consumer Market Behavior," <i>Applied Economics</i> , 1 (1969), 125-136.	Ec	Mkt	N
** Ferber, Robert, Chen, N., and Zuwaylif, F., "Employers' Forecasts of Manpower: An Interview Study." <i>Journal of Business</i> , 34 (1961), 387-395.	Ju	Per	Y

	M	F	E
*** Finley, James R., "Farm Practice Adoption: A Predictive Model," <i>Rural Sociology</i> , 33 (1968), 5-18. A segmentation model reduced error by almost half in comparison to a naive model. Good use of <i>à priori</i> analysis, and good analysis of the data.	Sg	Agr	Y*
* Fischhoff, Baruch, "Hindsight ... Foresight: The Effect of Outcome Knowledge on Judgment under Certainty." <i>Journal of Experimental Psychology: Human Perception and Performance</i> , 1 (1975), 288-297. Finding out that an outcome had occurred increased its perceived likelihood as remembered by the judge.	Ju	Soc	Y
*** Fischhoff, Baruch and Beyth, Ruth. "I Knew It Would Happen: Remembered Probabilities of Once-Future Things," <i>Organizational Behavior and Human Performance</i> , 13 (1975). 1-16. Experts are seldom surprised by what happens – no matter what happens! Depressing, isn't it?	Ju	Psy	Y
** Forehand, G. A. and McQuitty, L. L., "Configurations of Factor Standings as Predictors of Educational Achievement," <i>Educational and Psychological Measurement</i> , 19 (1959), 31-43,	Sg	Edu	Y
** Fox, Karl A., "Econometric Models of the United States," <i>Journal of Political Economy</i> , 64 (1956), 128-142.	Ec	Eco	Y*
** Francis, R. G., "The Relation of Data to Theory," <i>Rural Sociology</i> , 22 (1957), 258-266.	T	Soc	N
** Frank, Ronald E. and Massy, W. F., "Innovation and Brand Choice; The Folger's Invasion," in Stephen A. Greyser (ed.), <i>Toward Scientific Marketing</i> . Chicago: American Marketing Association, 1963. A study of the introduction of Folger's coffee into Chicago in 1959. The authors use linear discriminant analysis and conclude that it was possible to predict those most likely to switch to Folger's, but then see Frank, Massy, and Morrison (1965).	NR	NR	N
*** Frank, Ronald E., Massy, W. F., and Morrison, D. G.. "Bias in Multiple Discriminant Analysis," <i>Journal of Marketing Research</i> , 2 (1965). 250-258. Follow-up on Frank and Massy (1963) concludes that the claimed predictive ability was due to chance. Interesting validation study.	Ec T	Mkt	Y*
** Frankel, Lester R., "Are Survey Data Being Over-adjusted?" in Leo Bogart (ed.), <i>Current Controversies in Marketing Research</i> . Chicago: Markham, 1969. Uses an example to show how stratifying a sample and then exploding to the population can be overdone.	Sg	NR	N
*** French, John R. P., Kay, E., and Meyer, H. H., "Participation and the Appraisal System," <i>Human Relations</i> , 19 (1966), 3-20. Excellent study on the appraisal interview. Managers who wrote out their own sets of goals were more successful in making changes.	I	Pro	Y*
** Friedman, Milton. "The Methodology of Positive Economics." <i>Essays in Positive Economics</i> . Chicago: University of Chicago Press, 1953. Widely cited. Takes the extreme position that a model can be judged solely by its ability to predict.	T	Eco	N

	M	F	E
* Friend, Irwin and Jones, Robert C., "Short-Run Forecasting Models Incorporating Anticipatory Data," in <i>Models of Income Determination. Studies in Income and Wealth</i> , No, 28. New York: National Bureau of Economic Research, 1964, pp. 279-326. The authors did not take the time to write a short paper. It was presented at a conference, and replies by L. Klein and F. T. Juster are included.	Ec	Eco	Y
** Friend, Irwin and Taubman, P., "A Short-Term Forecasting Model," <i>Review of Economics and Statistics</i> . 46 (1964), 229-236. Questions the assumption made by most econometricians that bigger models are better.	Ec	Eco	Y
* Friend, Irwin and Thomas, William. "A Reevaluation of the Predictive Ability of Plant and Equipment Anticipations," <i>Journal of the American Statistical Association</i> , 65 (1970). 510-519. Anticipations data improve short-range predictive ability. There was no test of the statistical significance of the improvement, however,	Ec	Eco	Y*
* Fromm, Gary and Klein, L. R., "A Comparison of Eleven Econometric Models of the United States." <i>American Economic Review</i> , 63 (1973), 385-393. Not much difference was found among models in their ability to provide quarterly forecasts.	Ec	Eco	Y*
* Gaier, E. L. and Lee, M. C., "Pattern Analysis: The Configural Approach to Predictive Measurement," <i>Psychological Bulletin</i> , 50 (1953), 141-149. Advocates classification methods over linear methods, and refers to others who have the same preference, but presents no direct evidence.	Sg	Psy	N
** Geller, E. Scott and Pitz. G. F., "Confidence and Decision Speed in the Revision of Opinion." <i>Organizational Behavior and Human Performance</i> , 3 (1968), 190-201. Although disconfirming evidence did not lead to a reduction in confidence in the old belief, it did decrease the speed with which decisions were made. This study was done with red and white poker chips.	Ju	NR	Y*
** Geoffrion, Arthur M., "A Summary of Exponential Smoothing." <i>Journal of Industrial Engineering</i> , 13 (1962), 223-226.	Ex	NR	N
* Gerstenfeld, Arthur, "Technological Forecasting," <i>Journal of Business</i> , 44 (1971), 10-18. The author made a survey of 425 firms in <i>Fortune's</i> 500 (and got 162 returns) about long-range planning methods.	NR	NR	Y
*** Geurts, Michael D. and Ibrahim, I. B., "Comparing the Box-Jenkins Approach with the Exponentially Smoothed Forecasting Model Application to Hawaii Tourists," <i>Journal of Marketing Research</i> , 12 (1975). 182-188. Compares <i>ex ante</i> forecasts, 1-month ahead, for a 24-month period. No differences were found between Box-Jenkins and exponential smoothing.	Ex	Trn	Y*

	M	F	E
* Gillo, Martin W. and Shelly, Maynard, "Predictive Modeling of Multivariable and Multivariate Data," <i>Journal of the American Statistical Association</i> , 69 (1974), 646-653. Extends AID to cases with more than one dependent variable. Descriptive only. Might be worth something to someone sometime, but not my bag.	Sg	NR	N
* Glahn, Harry R., "Objective Weather Forecasting by Statistical Methods," <i>The Statistician</i> , 15 (1965), 111-142. Provides a review of the literature on weather forecasting.	Ec Ex	Wea	N
*** Glaser, Daniel, "A Reconsideration of Some Parole Prediction Factors," <i>American Sociological Review</i> , 19 (1954), 335-340. This paper, following about 30 years of research effort in forecasting success on parole, suggests that theory should precede the development of a predictive model.	Ec	Soc	Y
** Glasser, Gerald J. and Metzger, Gale D., "Random-Digit Dialing as a Method of Telephone Sampling," <i>Journal of Marketing Research</i> , 9 (1972), 59-64. Shows how to reach unlisted telephone numbers. Useful article, but a nasty business.	Ju	NR	Y
* Glueck. Sheldon and Glueck. Eleanor, <i>Predicting Delinquency and Crime</i> . Cambridge, Mass.: Harvard University Press. 1959. As far as methodology is concerned, the Gluecks did not change much over the years. This book is similar to their work from the 1930's.	Ec	Soc	Y
*** Gold, Jack A., "Testing Test Market Predictions," <i>Journal of Marketing Research</i> , 1 (August 1964), 8-11. See also the comments by Edwin Berdy and by Victor Cole, which appear, along with a reply by Gold, in <i>Journal of Marketing</i> , 2 (1965), 196-200.	Ex	Mkt	Y*
** Goldberg, Lewis R., "The Effectiveness of Clinicians' Judgments: The Diagnosis of Organic Brain Damage from the Bender-Gestalt Test," <i>Journal of Consulting Psychology</i> , 23 (1959), 25-33. Experts were no better than novices on diagnosis. There was no relationship between an individual's accuracy and his confidence. A suggestive finding was that expertise derived from empirical studies did lead to greater accuracy; unfortunately, there was only one expert who had achieved his expertise via empirical studies.	Ju	Med	Y
*** Goldberg, Lewis R., "Diagnosticians vs. Diagnostic Signs: The Diagnosis of Psychosis vs. Neurosis from MMPI," <i>Psychological Monographs</i> . No. 79, 1965, (28 pp.).	Ec Ju Sg	Psy	Y*
**** Goldberg, Lewis R., "Simple Models or Simple Processes? Some Research on Clinical Judgments," <i>American Psychologist</i> , 23 (1968), 483-496. Fine summary; good references; well written.	Ju	NR	N
* Goldberg, Lewis R., "Seer over Sign: The First 'Good' Example?" <i>Journal of Experimental Research in Personality</i> , 3 (1968), 168-171. A critique of Lindzey (1965).	Bo Ju	Psy	Y*

	M	F	E
**** Goldberg, Lewis R., "Man versus Model of Man: A Rationale. Plus Some Evidence, for a Method of Improving on Clinical Inferences." <i>Psychological Bulletin</i> , 73 (1970), 422-432. Study on the use of judgmental bootstrapping in trying to differentiate psychotics from neurotics.	Bo Ju	Psy	Y*
*** Goldberg, Lewis R., "Man versus Model of Man: Just How Conflicting Is That Evidence?" <i>Organizational Behavior and Human Performance</i> , 16 (1976), 13-22. A reanalysis of Libby (1976a) revealed that his study was a positive finding for judgmental bootstrapping. See Libby's (1976) reply to Goldberg.	Bo Ju	Fin	Y*
** Goodman, Leo A. and Kruskal, William H., "Measures of Association for Cross-Classifications." <i>Journal of the American Statistical Association</i> , 49 (1954), 732-764. Long and drawn out, but it contains some interesting things.	T	NR	N
** Gordon, Kate, "Group Judgments in the Field of Lifted Weights," <i>Journal of Experimental Psychology</i> , 7 (1924), 398-400.	Ju	NR	Y*
*** Goreux, L., "Long-Range Projections of Food Consumption," <i>Monthly Bulletin of Agricultural Economics and Statistics</i> , 6 (June 1957), 1-18. A thorough study that employs an eclectic approach to measurement.	Ec	Agr	Y
*** Gough, H. G., "Clinical versus Statistical Prediction in Psychology," in Leo J. Postman (ed.), <i>Psychology in the Making</i> . New York: Knopf, 1962, pp. 526-584. A survey of the literature.	Ju	Psy	N
** Graham, John R., "Feedback and Accuracy of Predictions of Hospitalization from the MMPI," <i>Journal of Clinical Psychology</i> , 27 (1971), 243-245.	Ju	Med	Y*
*** Granger, Clive W. J. and Morgenstern, Oskar, <i>Predictability of Stock Market Prices</i> , Lexington, Mass.: Heath Lexington Books, 1970. A thorough survey; easy to read.	NR	Fin	Y
*** Granger, Clive W. J. and Newbold, P. "Economic Forecasting: The Atheist's Viewpoint," in G. A. Renton (ed.), <i>Modelling the Economy</i> . London: Heinemann, 1914. Has shortcomings, but still worthwhile. The authors examined 50 monthly macroeconomic time series and made forecasts for 1 to 8 months in the future. The Box-Jenkins model performed well. The alternative models were not done as carefully; for example, the exponential smoothing model did not include the proper correction for lag.	Ec Ex	Eco	Y*
** Grant, Donald L. and Bray, Douglas W., "Validation of Employment Test for Telephone Company Installation and Repair Occupations," <i>Journal of Applied Psychology</i> , 54 (1970), 7-15. Regression weights slightly better than unit weights on cross validation; the original sample size was 430, so this result is consistent with Einhorn and Hogarth's (1975) conclusion.	Ec	Per	Y

	M	F	E
* Gray, Clifton W., "Predicting with Intuitive Correlations," <i>Psychonomic Science</i> , 11 (1968), 41-42. Compares intuitive correlations with actual ones. Man does not compensate enough for uncertainty.	Ju	NR	Y
** Grebstein, Lawrence C., "Relative Accuracy of Actuarial Prediction, Experienced Clinicians, and Graduate Students in a Clinical Judgment Task," <i>Journal of Consulting Psychology</i> , 27 (1963), 127-132. Professional experience was not related to accuracy in prediction.	Ju	Psy	Y*
* Green, David, Jr. and Segall, J., "The Predictive Power of First-Quarter Earnings Reports: A Replication," <i>Journal of Accounting Research</i> , 4, Suppl. (1966), 21-36. Interestingly enough, this is a follow-up of the authors' 1967 paper! It is better than the later paper, but neither one is outstanding; the samples are small, and the extrapolation methods are not good.	Ex Ju	Fin	Y*
* Green, David, Jr. and Seagall, J., "The Predictive Power of First Quarter Earnings Reports," <i>Journal of Business</i> , 40 (1967), 44-55.	Ex Ju	Fin	Y*
** Greenberg, Martin S., "Role Playing: An Alternative to Deception," <i>Journal of Personality and Social Psychology</i> , 7 (1967), 152-157. Uses role playing to replicate results from a laboratory experiment.	Ju	Psy	Y*
* Greenwald, Anthony G., "Consequences of Prejudice against the Null Hypothesis," <i>Psychological Bulletin</i> , 82 (1975), 1-20. Interesting examples. Also reports on a survey of reviewers for a journal and finds evidence of bias toward studies that reject the null hypothesis.	T	Psy	Y
** Greist, John H., et al., "A Computer Interview for Suicide Risk Prediction," <i>American Journal of Psychiatry</i> , 130 (1973), 1327-1332.	Ju	Psy	Y
** Grigg, Austin E., "Experience of Clinicians, and of Speech Characteristics and Statements of Clients as Variables in Clinical Judgement," <i>Journal of Consulting Psychology</i> , 22 (1958), 315-319.	J	Psy	Y*
*** Groff, Gene K., "Empirical Comparison of Models for Short Range Forecasting," <i>Management Science</i> , 20 (1973), 22-31. Although poorly written and too brief, this is a good study. Compares different models in forecasting for both simulated data and data from automotive and drug industries.	Ex	Mkt	Y*
*** Gustafson, David H., Shukla, R. K., Delbecq, A., and Walster, G. W., "A Comparative Study of Differences in Subjective Likelihood Estimates Made by Individuals, Interacting Groups, Delphi Groups, and Nominal Groups," <i>Organizational Behavior and Human Performance</i> , 9 (1973), 280-291. E-T-E fared well in comparison to traditional meetings, individual estimates, and Delphi on eight questions when subjects judged the sex of a person on the basis of information about his or her height.	Ju	NR	Y*
* Hacke, James E., Jr., <i>The Feasibility of Anticipating Economic and Social Consequences of a Major Technological Innovation</i> . Stanford Research Institute, Menlo Park, Calif. October 1967. This is the study of the transistor market.	Ex	Tec	Y

	M	F	E
* Hahn, Gerald J. and Shapiro, Samuel S., <i>Statistical Models in Engineering</i> . New York; John Wiley, 1967.	NR	NR	NR
** Haitovsky, Yoel, "A Note on the Maximization of $\bar{R}^2$ ," <i>American Statistician</i> , 23 (February 1969), 20-21.	T	NR	N
** Haitovsky, Yoel, Treyz, G., and Su, V. <i>Forecasts with Quarterly Macroeconomic Models</i> . New York: Columbia University Press. 1974.	Ec	Eco	Y
** Hajnal, John, "The Prospects for Population Forecasts," <i>Journal of the American Statistical Association</i> , 50 (1955), 309-327. Suggests that simple methods do as well as complex ones. Also notes that demographers' lack of success in forecasting has not led to any decrease in demand for their services.	Ex	Dem	N
* Halberstam, David, <i>The Best and the Brightest</i> . London: Barrie and Jenkins, 1973. The Vietnam war game is described on pp. 558-560.	Ju	Pol	N
** Hall, Ernest J., Mouton, J. S., and Blake. R. R., "Group Problem-Solving Effectiveness under Conditions of Pooling vs. Interaction," <i>Journal of Social Psychology</i> , 59 (1963), 147-157.	Ju	Psy	Y
* Hamilton, V. Lee, "Role Play and Deception: A Re-Examination of the Controversy," <i>Journal for the Theory of Social Behavior</i> , 6 (1976), 233-250. Review article on the value of role playing.	Ju	Psy	N
** Hammond, Kenneth R., Summers. D. A., and Deane. D. H., "Negative Effects of Outcome-Feedback in Multiple-Cue Probability Learning," <i>Organizational Behavior and Human Performance</i> , 9 (1973), 30-34.			
** Harberger, Arnold C. (ed.), <i>The Demand for Durable Goods</i> . Chicago: University of Chicago Press, 1959. A collection of empirical studies based primarily on econometric analysis using time series. The stress is on measurement, and little consideration is given to forecasting or to validation. May help in obtaining <i>a priori</i> estimates for income or price elasticities for durable goods.	Ec	Eco	Y
** Harris, Douglas H., "Predicting Consumer Reaction to Product Designs," <i>Journal of Advertising Research</i> , 4 (June 1964), 34-37. Harris asked people to act as potential consumers in rating china and other dinnerware. This study tests concurrent validity.	Ju	Mkt	Y
*** Harris. J. G., Jr., "Judgmental versus Mathematical Prediction: An Investigation by Analogy of the Clinical vs. Statistical Controversy," <i>Behavioral Science</i> , 8 (1963), 324-335. Criticizes Holt (1958) as a study of data fitting rather than of prediction. Harris reviews key studies and then presents his study of forecasting football scores, which compares extrapolation and judgement methods.	Ec Ex Ju	Soc	Y*
* Harrison. P. J., "Short-Term Forecasting," <i>Applied Statistics</i> , 14 (1965), 102-139. Favors simple models for short-range sales forecasting. Long and poorly written paper, unfortunately.	Ex	Mkt	Y

	M	F	E
* Harrison, P. J. and Davies, O. L., "The Use of Cumulative Sum (CUSUM) Techniques for the Control of Routine Forecasts of Product Demand," <i>Operations Research</i> , 12 (1964), 325-333. Good idea, but nearly incomprehensible. I think that key ideas must have been left out of the explanation.	Ex	Mkt	Y
* Harrison, P. J. and Pearce, S. F., "The Use of Trend Curves as an Aid to Market Forecasting," <i>Industrial Marketing Management</i> , 1 (January 1972), 149-170.	Ex	Mkt	N
** Hartsough, W. Ross, "Illusory Correlation and Mediated Association: A Finding," <i>Canadian Journal of Behavioral Science</i> , 7 (1975), 151-154. Study using colors paired with words. People see what they expect to see.	Ju	NR	Y
* Hauck, Mathew and Cox, Michael, "Locating a Sample by Random Digit Dialing," <i>Public Opinion Quarterly</i> , 38 (1974), 253-260. The authors found it difficult to obtain household demographic information with random digit dialing (35% refusals).	Ju	Soc	Y
** Hayes, S. P., Jr., "The Predictive Ability of Voters," <i>Journal of Social Psychology</i> , 7 (1936), 183-191.	Ju	Pol	Y
* Hedlund, James W., Sletten, Ivan W., Altman, Harold, and Evenson, R. C., "Prediction of Patients Who Are Dangerous to Others," <i>Journal of Clinical Psychology</i> , 29 (1973), 443-444 Interesting discussion on the problems involved in prediction when the base rate is low.	Ec T	Psy	Y
** Heeler, Roger M., Kearney, M. J., and Mehaffey, B. J., "Modeling Supermarket Product Selection," <i>Journal of Marketing Research</i> , 10 (1973), 34-37.	Bo	Mkt	Y
* Hermann, Charles F. and Hermann, M. G., "An Attempt to Simulate the Outbreak of World War I," <i>American Political Science Review</i> , 61 (1967), 400-416. An interesting role-playing case. Unfortunately, the analysis of the data is poorly done.	Ju	Pol	Y
*** Hertz, David B., "Risk Analysis in Capital Investment," <i>Harvard Business Review</i> , 42 (1964), 95-106 Well written, but no evidence is presented.	Ju	Fin	N
* Higgins, J. V., Reed, E. W., and Reed, S. C., "Intelligence and Family Size: A Paradox Resolved," <i>Eugenics Quarterly</i> , 9 (1962), 84-90.	Nr	Soc	Y*
** Hiler, E. Wesley and Nesvig, David, "An Evaluation of Criteria Used by Clinicians to Infer Pathology from Figure Drawings," <i>Journal of Consulting Psychology</i> , 29 (1965), 520-529. Six experienced clinicians and eight novices used drawings to distinguish between 30 normal and 30 psychotic adolescents. Both groups of judges were correct on about 64% of the cases.	Ju	Psy	Y*
* Hirschfeld, W. J., "A Comparison of Regression with Time Series-Exponential Smoothing Predictions of Craniofacial Growth," <i>Growth</i> , 34 (1970), 431-435.	Ex	Med	Y*

	M	F	E
** Hochstim, Joseph R., "A Critical Comparison of Three Strategies of Collecting Data from Households," <i>Journal of the American Statistical Association</i> , 62 (1967), 976-989. Mail, telephone, and personal interviews used. Good references.	Ju	Med	Y
* Hoffman, L. R., "Group Problem Solving," in L. Berkowitz (ed.), <i>Advances in Experimental Social Psychology</i> , Vol. 2. New York; Academic Press, 1965. pp. 99-132. Reviews factors affecting group problem solving.	Ju	NR	NR
* Hoffman, Paul J., "The Paramorphic Representation of Clinical Judgement," <i>Psychological Bulletin</i> , 57 (1960), 116-131. General discussion of what is now called judgmental bootstrapping. Uses some examples, but presents no empirical evidence. Widely cited.	Bo	Psy	N
*** Hofling, Charles K., Brotzman, E., Dalrymple, S., Graves, N., and Pierce, C. M., "An Experimental Study in Nurse-Physician Relationships," <i>Journal of Nervous and Mental Disease</i> , 143 (1966), 171-180. People's predictions about how they would behave in a conflict situation differed greatly from how they actually behaved. The latter was obtained from a field experiment. Excellent study and fair writing but the authors infer too much from their data. This study was replicated by Rank, Steven G. and Jacobson, Cardell K., "Hospital Nurses Compliance with Medication Overdose Orders: A Failure to Replicate," <i>Journal of Health and Social Behavior</i> , 18 (1977), 188-198. Two important changes were made in the replication: the nurses were familiar with the drug, and they were able to obtain peer group support for their refusal to obey. Still, half of the nurses were prepared to follow orders if the doctor had insisted.	Ju	Med	Y
* Hogan, Warren P., "Technical Progress and Production Functions." <i>Review of Economics and Statistics</i> , 40 (1958), 407-411. Critique of Solow (1957), followed by Solow's reply on pp. 411-413.	Ec	Eco	Y
** Holloman, Charles R. and Hendrick, Hal W., "Adequacy of Group Decisions as a Function of the Decision-Making Process." <i>Academy of Management Journal</i> , 15 (1972), 175-184. Compares six ways to have a group make predictions of the behavior of the jurors in the movie <i>Twelve Angry Men</i> . A consensus after a majority vote proved best, consensus alone was second best, and majority vote third; averaged prediction, leader prediction, and committee prediction all did poorer.	Ju	Psy	Y*
** Holmes, David S. and Bennett, David H., "Experiments to Answer Questions Raised by the Use of Deception in Psychological Research," <i>Journal of Personality and Social Psychology</i> , 29 (1974), 358-367. Subjects were told they would be given a painful electric shock. Other subjects were asked to role-play that they would receive the shock. Both groups of subjects gave similar responses about how they felt (e.g., calm, tense), but the role-play subjects did not show the same physiological changes.	Ju	Psy	Y*

	M	F	E
** Holt. Charles C., Modigliani, F., Muth, J. F., and Simon, H. A., <i>Planning Production, Inventories, and Work Force</i> . Englewood Cliffs, N.J.: Prentice-Hall, 1960. Chapter 7, on short-range forecasting, is widely cited.	Ex	Pro	Y
** Holt, Robert R., "Clinical and Statistical Prediction: A Reformulation and Some New Data," <i>Journal of Abnormal and Social Psychology</i> , 56 (1958), 1-12.	Ec Ju	Psy	N
*** Holt, Robert R., "Yet Another Look at Clinical and Statistical Prediction, or, Is Clinical Psychology Worthwhile?" <i>American Psychologist</i> , 25 (1970), 337-349. Tries to consider both sides of the issue.	Ec Ju	Psy	N
** Holtzman, W. H. and Sells, S. B., "Prediction of Flying Success by Clinical Analysis of Test Protocols," <i>Journal of Abnormal and Social Psychology</i> , 49 (1954), 485-490. Panel of psychologists showed much agreement in predicting the success of cadets in aviation training, but forecast validity was low.	Ju	Edu	Y
** Horowitz, I. A. and Rothschild, S. H., "Conformity as a Function of Deception and Role Playing," <i>Journal of Personality and Social Psychology</i> , 14 (1970), 224-226. Excellent and short. Replicates Asch's (1965) study of conformity with role playing.	Ju	Psy	Y*
*** Houston, B. Kent and Holmes, David S., "Role Playing versus Deception: The Ability of Subjects to Simulate Self-Report and Physiological Responses," <i>Journal of Social Psychology</i> , 96 (1975), 91-98. Similar to Holmes and Bennett (1974).	Ju	Psy	Y*
** Houthakker, H. S., "New Evidence on Demand Elasticities," <i>Econometrica</i> , 33 (1965), 277-288. Never use "new" in an academic title.	Ec	Eco	Y
* Howrey, E. P., "On the Choice of Forecasting Models for Air Travel," <i>Journal of Regional Science</i> , 9 (1969), 215-224.	Ec	Trn	Y
* Huber, George P. and Delbecq, André, "Guidelines for Combining the Judgments of Individual Members in Decision Conferences," <i>Academy of Management Journal</i> , 15 (1972), 161-174. Interesting conclusions, but poor description of how these conclusions were reached.	Ju	NR	N
** Hultgren, Thor, "Forecasts of Railway Traffic," in National Bureau of Economic Research, <i>Short-Term Economic Forecasting</i> . Studies in Income and Wealth, No. 17. Princeton, N.J., 1955, pp. 363-380.	Ex Ju	Trn	Y*
* Hutchesson. B. N. P., "Market Research and Forecasting for the Chemical Industry: The State of the Art," <i>Industrial Marketing Research Association Journal</i> , 3 (1967), 242- 260.	Ex	Mkt	N
* Hyman, Herbert H., <i>A Secondary Analysis of Sample Surveys</i> . New York: John Wiley, 1972. Contains a list of 17 data archives.	Ju	NR	NR

	M	F	E
** Ibrahim, I. B. and Otsuki, T., "Forecasting GNP Components Using the Method of Box and Jenkins," <i>Southern Economic Journal</i> , 42 (1976), 461-470. Box-Jenkins proved more accurate than Wharton and OBE econometric models for one-period-ahead forecasts. There was no test of statistical significance.	Ec Ex	Eco	Y*
* Jaffee, Dwight, Malkiel, B. G., and Quandt, R. E., "Predicting Common Stock Prices: Payoffs and Pitfalls," <i>Journal of Business Research</i> , 2 (1974), 1-16. Neither the econometric nor the naive models were done in an ideal way. The authors' conclusion is that "various naive models can do as well or better than the [regression] equations analyzed in this paper."	Ec	Fin	Y
* Janis, Irving L. and Mann, Leon. "Effectiveness of Emotional Role-Playing in Modifying Smoking Habits and Attitudes," <i>Journal of Experimental Research in Personality</i> , 1 (1965), 84-90. Excellent study on attitude change. If you would like to stop smoking, this approach could help you.	Ju	Psy	Y
** Jantsch, Erich, <i>Technological Forecasting in Perspective</i> . Paris: Organization for Economic Cooperation and Development, 1967. A wide-ranging survey. Although the job was done in a hurry and the organization is poor, there is much worth-while information. An annotated bibliography of 413 items is presented. The coverage goes beyond technological forecasting.	NR	Tec	N
*** Jarvik, M. E., "Probability Learning and Negative Recency Effect in the Serial Anticipation of Alternative Symbols," <i>Journal of Experimental Psychology</i> , 41 (1951), 291-297. About the gambler's fallacy.	Ju	Psy	Y
* Jenness, Arthur, "Social Influences in the Change of Opinion," and "The Role of Discussion in Changing Opinion Regarding a Matter of Fact," <i>Journal of Abnormal and Social Psychology</i> , 27 (1932), 29-34 and 279-296. The first of these articles provides a review of the literature, and the second reports on a "how-many-beans-in-a-jar" study of judgment.	Ju	Psy	Y
* Johnson, Dudley D., "Properties of Alternative Seasonal Adjustment Techniques: A Comment on the OMB Model," <i>Journal of Business</i> , 46 (1973), 284-303.	Ex	Eco	Y
** Johnson, Jeffrey L., "A Ten-Year Delphi Forecast in the Electronics Industry," <i>Industrial Marketing Management</i> , 5 (March 1976), 45-55. Describes the operational details of a Delphi study at Corning Glass Works. Provides data on speed of response, response rates, dropout rates, calendar time, and time use per panel member.	Ju	Mkt	Y
*** Johnson-Laird, P. N. and Wason, P. C., "A Theoretical Analysis of Insight into a Reasoning Task," <i>Cognitive Psychology</i> , 1 (1970), 134-148. Good study. Helps to explain why experience does little to overcome prejudice.	Ju	Psy	Y

	M	F	E
* Johnston, Roy and McNeal, B. F., "Combined MMPI and Demographic Data in Predicting Length of Neuropsychiatric Hospital Stay," <i>Journal of Consulting Psychology</i> , 28 (1964), 64-70.	Ec Ju	Psy	Y
*** Johnston, Roy and McNeal, B. F. "Statistical versus Clinical Prediction: Length of Neuropsychiatric Hospital Stay." <i>Journal of Abnormal Psychology</i> , 72 (1967), 335-340. Neither professional background nor experience was related to predictive accuracy.	Ec Ju	Psy	Y
* Jolson, Marvin and Rossow, Gerald, "The Delphi Process in Marketing Decision Making," <i>Journal of Marketing Research</i> , 8 (1971), 443-448. Navy people and computer people made estimates of naval strength and of the computer running time for a problem.	Ju	NR	Y
** Jorgenson, Dale W., Hunter, Jerald, and Nadiri, M. I., "A Comparison of Alternative Econometric Models of Quarterly Investment Behavior," <i>Econometrica</i> , 38 (1970), 187-212. This study assesses the comparative ability of econometric and extrapolation models to fit historical data.	Ec	Eco	Y*
** Jorgenson, Dale W., Hunter, Jerald, and Nadiri, M. I., "The Predictive Performance of Econometric Models of Quarterly Investment Behavior," <i>Econometrica</i> , 38 (1970), 213-224. Rather than testing the accuracy of the models, this study compares the stability of the estimated relationships across two time periods. The authors compare their econometric model with three other econometric models. I reexamined their data to test the hypothesis that simple models are more stable than complex ones. The complexity of the four models, ranked by the number of variables (five, six, seven, and nine), agreed perfectly with the ranking of stability ( $p < .05$ ).	Ec	Eco	Y*
* Joy, O. Maurice and Tollefson, John O., "On the Financial Applications of Discriminant Analysis," <i>Journal of Financial and Quantitative Analysis</i> , 30 (1975), 723-739. Good discussion on the measures that can be used to assess accuracy in classification problems.	T	Fin	N
** Juster, F. Thomas, <i>Anticipations and Purchases: An Analysis of Consumer Behavior</i> , Princeton, N.J.: Princeton University Press, 1964.	Ju	Mkt	Y
*** Juster, F. Thomas, "Consumer Buying Intentions and Purchase Probability: An Experiment in Survey Design," <i>Journal of the American Statistical Association</i> , 61 (1966), 658-696. Relates intentions to subsequent behavior.	Ju	Mkt	Y
*** Juster, F. Thomas, "Consumer Anticipations and Models of Durable Goods Demand," in Jacob Mincer (ed.), <i>Economic Forecasts and Expectations</i> , New York: National Bureau of Economic Research, 1969. (Distributed by Columbia University Press,	Ju	Mkt	Y

	M	F	E
* Juster, F. Thomas, "An Evaluation of the Recent Record in Short-Term Forecasting." <i>Business Economics</i> , 7(May 1972), 22-26. Strong conclusions—for example, "The record reveals no clear-cut and sustained advantage of complex and highly structured model forecasting systems over the simpler and less well specified judgmental forecasting systems"—but, alas, the author provides no evidence here.	Ec	Eco	N
* Kahn, Robert and Cannell, C. T., <i>The Dynamics of Interviewing</i> , New York: John Wiley, 1957. Shows example of the use of nondirective interviewing in personnel administration, production supervision, and medicine.	NR	NR	NR
** Kahneman, Daniel and Tversky, A. "Subjective Probability: A Judgment of Representativeness," <i>Cognitive Psychology</i> , 3 (1972), 430-454. Contains examples showing problems that people have when making probability estimates. Overlaps other Kahneman and Tversky papers.	Ju	Psy	Y
*** Kahneman, Daniel and Tversky, Amos, "On the Psychology of Prediction," <i>Psychological Review</i> , 80(1973), 237-251.	Ju	Psy	Y
** Kanuk, Leslie and Berenson, Conrad, "Mail Surveys and Response Rates: A Literature Review," <i>Journal of Marketing Research</i> , 12 (1975), 440-453.	Ju	NR	Y
*** Kaplan, A., Skogstad, A. L., and Girshick, M. A., "The Prediction of Social and Technological Events," <i>Public Opinion Quarterly</i> , 14(Spring 1950), 93-110.	Ju	Soc	Y
* Kegeles, S. S., Fink, C. F., and Kirscht, J. P., "Interviewing a National Sample by Long-Distance Telephone," <i>Public Opinion Quarterly</i> , 33 (1969), 412-419. Respondents to a previous personal interview on the subject were very likely to respond also to a follow-up telephone survey. Contains data on survey costs.	Ju	Med	Y
*** Kelly, E. Lowell and Fiske, D. W., "The Prediction of Success in the VA Training Program in Clinical Psychology," <i>The American Psychologist</i> , 5 (1950), 395-406.	Ju	Per	Y
* Kennedy, M. C., "How Well Does the National Institute Forecast?" <i>National Institute Economic Review</i> , No. 50 (November 1969), 40-52. Confusing write-up.	Ec	Eco	Y
** Kinney, William R., Jr., "Predicting Earnings: Entity versus Subentity Data," <i>Journal of Accounting Research</i> , 9(1971), 127-136.			
** Kirby, Bernard C., "Parole Prediction Using Multiple Correlation," <i>American Journal of Sociology</i> , 59 (1954), 539-550.	Ec	Soc	Y*

	M	F	E
*** Kirby, Robert M., "A Comparison of Short and Medium Range Statistical Forecasting Methods," <i>Management Science</i> , 13 (1966), B202-B210. Exponential smoothing, moving average, and regression-against-time models were compared for short- and intermediate-range forecast accuracy. Kirby used actual data on sewing machine sales in five countries, as well as simulated data. Good study, but some important details are missing.	Ex	Mkt	Y*
* Klein, Lawrence R., <i>An Essay on the Theory of Economic Prediction</i> , Chicago: Markham, 1971. Good discussion of errors on p.38.	Ec T	Eco	N
** Klein, W. H., "The Computer's Role in Weather Forecasting," <i>Weatherwise</i> , 22 (1969), 195 seq. Historical review.	NR	Wea	N
** Kleinmuntz, Benjamin, "Sign and Seer: Another Example," <i>Journal of Abnormal Psychology</i> , 72 (1967), 163-165.	Bo Ju	Psy	Y*
** Klugman, Samuel F., "Group Judgments for Familiar and Unfamiliar Materials," <i>Journal of General Psychology</i> , 32 (1945), 103-123.	Ju	Psy	Y
* Klugman, Samuel F., "Group and Individual Judgments for Anticipated Events," <i>Journal of Social Psychology</i> , 26 (1947), 21-28.	Ju	Pol	Y
*** Koopmans, T. C., "Measurement without Theory," <i>Review of Economics and Statistics</i> , 29 (1947), 161-172.	Ec	Eco	N
*** Korman, Abraham K., "The Prediction of Managerial Performance: A Review," <i>Personnel Psychology</i> , 21 (1968), 295-322. A thorough review of the evidence. Of major interest is the comparison of subjective and objective methods. The major problem with the analysis is that the criterion (managerial success) is similar to the subjective predictor (ratings of potential success by managers).	Ju	Per	Y*
** Kort, Fred, "Predicting Supreme Court Decisions Mathematically: A Quantitative Analysis of the 'Right to Counsel' Cases," <i>American Political Science Review</i> , 51 (1957), 1-12. A critique by Franklin Fisher, <i>American Political Science Review</i> , 52 (1958), 321-338, criticized Kort's study; actually, it beat the hell out of the details. Kort replied in the same issue.	Bo Ju	Pol	Y*
** Kosobud, Richard F., "Forecasting Accuracy and Uses of an Econometric Model." <i>Applied Economics</i> , 2 (1970), 253-263. A worthwhile attempt. Unfortunately, the criterion ( $\bar{R}^2$ ) and the extrapolation model were not ideal for such a comparison. Also, the write-up includes much irrelevant material and omits some relevant material.	Ec Ex	Eco	Y*
** Kuh, E., "The Validity of Cross-Sectionally Estimated Behavior Equations in Time Series Applications." <i>Econometrica</i> , 27 (1959), 197-214. Discusses differences between cross-section and time series data. Suggests that estimates from the two types of data be averaged.	Ec	Eci	T

	M	F	E
** Kuh. E. and Meyer, J. R., "How Extraneous are Extraneous Estimates?" <i>Review of Economics and Statistics</i> , 39 (1957), 380-393.	Ec	Eco	N
*** Kunreuther. Howard. "Extensions of Bowman's Theory on Managerial Decision-Making," <i>Management Science</i> , 15 (1969), 415-439. Good article using bootstrapping.	Bo Ju	Pro	Y*
** Kurtz, A. K., "A Research Test of the Rorschach Test," <i>Personnel Psychology</i> , 1 (1948),41 -51.	T	Per	Y*
*** Langer, Ellen J., "The Illusion of Control," <i>Journal of Personality and Social Psychology</i> , 32 (1975), 311-328 Competition, choice, familiarity, and involvement tend to give people a feeling of control, even in situations involving chance. Describes six studies. Wordy, but important.	Ju	Psy	Y
*** Langer, Ellen J. and Roth, Jane, "Heads I Win, Tails It's Chance: The Illusion of Control as a Function of the Sequence of Outcomes in a Purely Chance Task," <i>Journal of Personality and Social Psychology</i> , 32 (1975), 951-955. Subjects attribute successes to themselves, but blame chance for their failures.	Ju	Psy	Y
* Lansing, John B. and Withey, Steven B., "Consumer Anticipations: Their Use in Forecasting Consumer Behavior," in National Bureau of Economic Research. <i>Short-Term Forecasting</i> . Studies in Income and Wealth, No. 17. Princeton, N.J., 1955, pp. 381-453. As can be seen, this is a long paper – too long.	Ju	Mkt	Y
** LaPiere, R. T., "Attitudes vs. Actions," <i>Social Forces</i> , 13 (1934), 230-237. Widely cited paper showing that stated attitudes and behavior do not always agree.	Ju	Soc	Y
* Larsen, Knud S., Coleman, D., Forbes, J., and Johnson, R., "Is the Subject's Personality or the Experimental Situation a Better Predictor of a Subject's Willingness to Administer Shocks to a Victim?" <i>Journal of Personality and Social Psychology</i> , 22 (1972), 287-295. Survey results provided poor prediction of behavior.	Ju	Psy	Y
*** Laughhunn, D. J., <i>On the Predictive Value of Combining Cross-Section and Time-Series Data in Empirical Demand Studies</i> . Bureau of Economic and Business Research, University of Illinois, Urbana, 1969. Long and not well written. Still, a useful research effort.	Ec	Eco	Y*
* Lave, Lester, "The Value of Better Weather Information for the Raisin industry," <i>Econometrica</i> , 31 (1963), 151-164. Includes an example on calculating the value of improved accuracy in short-range forecasting.	T	Agr	Y
** Lawshe. C. H. and Schucker, R. E., "The Relative Efficiency of Four Test Weighting Methods in Multiple Prediction," <i>Educational and Psychological Measurement</i> , 19 (1959), 103-114.	Ec	Edu	Y*
* Lee, M. C., "Interactions. Configurations, and Non-additive Models." <i>Educational and Psychological Measurement</i> , 21 (1961). 797-805. A plea for non-additive models. No empirical results.	Sg	Psy	N

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* Leontief, Wassily W., "Proposal for Better Business Forecasting," <i>Harvard Business Review</i> , 42 (November – December 1964), 166 seq.	Sg	Eco	N
** Leser, C. E. V., "A Survey of Econometrics," <i>Journal of the Royal Statistical Society: Series A</i> , 131 (1968), 530-566.	Ec	Eco	N
** L'Esperance, Wilford L., "A Case Study in Prediction: The Market for Watermelons," <i>Econometrica</i> , 32 (1964), 163-173.	Ec	Agr	Y*
** Leuthold, R. M., <i>et al.</i> , "Forecasting Daily Hog Prices and Quantities: a Study of Alternative Forecasting Techniques," <i>Journal of the American Statistical Association</i> , 65 (1970), 90-107. Used econometric and Box-Jenkins methods to provide 1day <i>ex post</i> forecasts. The best Box-Jenkins model was one that said tomorrow's price will be the same as today's.	Ec Ex	Agr	Y*
** Levenbach, Hans, Cleary, Jim P., and Fryk, Dave A., "A Comparison of ARIMA and Econometric Models for Telephone Demand." <i>Proceedings of the American Statistical Association: Business and Economics Statistics Section</i> , 1974, pp. 448-450. <i>Ex post</i> forecasts. Insufficient detail provided.	Ec Ex	Mkt	Y
** Levine, Jacob and Butler, John, "Lecture vs. Group Decision in Changing Behavior," <i>Journal of Applied Psychology</i> , 36 (1952), 29-33.	I	Pro	Y
** Levine, Robert A., "Capital Expenditures Forecasts by Individual Firms," in National Bureau of Economic Research, <i>The Quality and Significance of Anticipations Data</i> , Princeton, N.J., 1960, pp. 351-366.	Ju	Fin	Y
*** Levins, R., "The Strategy of Model Building in Population Biology," <i>American Scientist</i> , 54 (1966), 421-431.	NR	NR	N
** Levy, Bernard I. and Ulman, E., "Judging Psychopathology from Paintings," <i>Journal of Abnormal Psychology</i> , 72 (1967), 182-187.	Ju	Psy	Y*
*** Levy, Robert A., "The Predictive Significance of Five-Point Chart Patterns," <i>Journal of Business</i> , 44 (1971b), 316-323. Do you believe that charting helps in predicting the stock market? If so, read this.	Ex	Fin	Y
*** Lewin, Kurt, "Group Decision and Social Change," in Theodore Newcomb and E. L. Hartley (eds.), <i>Reading in Social Psychology</i> , New York: Holt, Rinehart and Winston. 1947. A classic on implementation.	I	Mkt	Y*
** Libby, Robert, "Man versus Model of Man: Some Conflicting Evidence," <i>Organizational Behavior and Human Performance</i> , 16 (1976), 1-12. Uses bootstrapping on 43 bank loan officers.	Ec Ju	Fin	Y*
* Libby, Robert, "Man versus Model of Man: The Need for a Nonlinear Model," <i>Organizational Behavior and Human Performance</i> , 16 (1976), 23-26. A reply to Goldberg's (1976) critique, but not very convincing.	Ec Ju	Fin	N

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** Liebling, Herman I., Bidwell, Peter T., and Hall, Karen E., "The Recent Performance of Anticipation Surveys and Econometric Model Projections of Investment Spending in the United States," <i>Journal of Business</i> , 49 (1976), 451-477. Looks like a long article, but most of it is an appendix.	Ec Ju	Eco	N
** Lindzey. G., "Seer vs. Sign," <i>Journal of Experimental Research in Personality</i> , 1 (1965), 17-26. See also Goldberg (1968).	Ec Ju	Psy	Y*
** Linsky. Arnold S., "Stimulating Responses to Mailed Questionnaires: A Review," <i>Public Opinion Quarterly</i> , 39 (Spring 1975), 82-101. Not as comprehensive as Pressley (1976). On the other hand, some of the references given here were missed by Pressley, especially publications from health-related fields.	Ju	NR	NR
* Linstone, Harold, <i>The Delphi Method: Techniques and Applications</i> . Reading, Mass.: Addison-Wesley, 1975. A collection of papers on various aspects of Delphi. Describes the state of the art in Delphi and contains an extensive bibliography. Unfortunately, the art is not in very good shape. This book is reviewed by Harold Sackman in <i>Futures</i> , 8 (1976), 444-446.	Ju	NR	NR
*** Locke, E. A., "What's in a Name?," <i>American Psychologist</i> , 16 (1961), 607. Clever study with a message.	Ec	NR	Y
* Lord, F. M., "Efficiency of Prediction When a Regression Equation from One Sample is Used in a New Sample." <i>Research Bulletin</i> , RB 50-40, (7 pages), Princeton, N. J.: Educational Testing Service, 1950. Copies available from Educational Testing Service, Rosedale Rd., Princeton, N.J.	T	NR	NR
* Lorge, Irving, Fox, D., Davitz, J., and Brenner, M., "A Survey of Studies Contrasting the Quality of Group Performance and Individual Performance 1920-1957," <i>Psychological Bulletin</i> , 55 (1958), 337-372.	Ju	Psy	N
* Lorie, J. H., "Two Important Problems in Sales Forecasting," <i>Journal of Business</i> , 30 (1957), 172-179. Lorie notes two problems: (1) that involved in combining statistical analysis with subjective judgment, and (2) that of evaluating forecasts. (These problems are still problems.)	Ec	Mkt	N
* Lorie, J. H. and Niederhoffer, V., "Predictive and Statistical Properties of Insider Trading," <i>Journal of Law and Economics</i> , 11 (1968), 35-53. Confirms what we already know—that insider information can lead to a better prediction.	Ju	Fin	Y
** Lykken, D. T. and Rose, R., "Psychological Prediction from Actuarial Tables," <i>Journal of Clinical Psychology</i> , 19 (1963), 139-151. Compares linear and classification methods.	Ec Sg	Psy	Y*
** Lyon, Herbert L., "The Utility of Using Extraneous Information in Sales Forecasting," in Philip R. McDonald (ed.), <i>Marketing Involvement in Society and the Economy</i> . Chicago: American Marketing Association. 1969 pp. 220-225. An interesting problem. The write-up is inadequate, however.	Ec	Mkt	Y*

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* MacDonald, J. Ross, "Are the Data Worth Owning?" <i>Science</i> , 176 (1972), 1377. How high is the sun? The author says that a good rule of thumb to estimate measurement error is to obtain the best estimate you can by using independent sources, and then multiply by 3.	T	NR	NR
* Machlup, Fritz, "The Problem of Verification in Economics," <i>Southern Economic Journal</i> , 22 (1955), 1-21. Machlup, like Milton Friedman, attracts people's attention by taking extreme positions. Here he argues that unconditional predictions are useless.	T	Eco	N
* Maher, Brendan A., Watt. N., and Campbell, D. T., "Comparative Validity of Two Projective and Two Structured Attitude Tests in a Prison Population," <i>Journal of Applied Psychology</i> , 44 (1960), 284- 288. The authors could not find published comparative studies of projective and structured tests. This study showed similar results (although it did not involve predictive validity).	Ju	Soc	Y
* Maier, Norman R. F., "Assets and Liabilities in Group Problem Solving: The Need for an Integrative Function," <i>Psychological Review</i> , 74 (1967), 239-249. A general review.	Ju	NR	N
** Maier, Norman R. F., "Prior Commitment as a Deterrent to Group Problem Solving," <i>Personnel Psychology</i> , 26 (1973), 117- 126.	Ju	Per	Y*
*** Maier, Norman R. F. and Maier, Richard A., "An Experimental Test of the Effects of 'Developmental' vs. 'Free' Discussions on the Quality of Group Decisions," <i>Journal of Applied Psychology</i> , 41 (1957), 320-323.	Ju	Per	Y*
** Maier, Norman R. F., and Solem, Allen R., "The Contribution of a Discussion Leader to the Quality of Group Thinking: The Effective Use of Minority Opinions," <i>Human Relations</i> , 5 (1952), 277-288.	Ju	Psy	Y*
** Mann, Floyd C., "Studying and Creating Change: A Means to Understanding Social Organization," in Conrad M. Arensberg (ed.), <i>Research in Industrial Human Relations</i> . New York: Harper and Brothers. 1957, pp. 146-167. A shorter (and better) version may be found in Timothy W. Costello and Sheldon S. Zalkind (eds.), <i>Psychology in Administration</i> . Englewood Cliffs, N. J.: Prentice-Hall, 1963. Looks at the value of feedback on the change process.	I	Fin	Y
*** Markland, Robert E., "A Comparative Study of Demand Forecasting Techniques for Military Helicopter Spare Parts," <i>Naval Research Logistics Quarterly</i> , 17 (1970), 103-1 19. Well-designed study.	Ec Ex	Pro	Y*
**** Marrow, Alfred J. and French, J. R. P., "Changing a Stereotype in Industry," <i>Journal of Social Issues</i> . 1 (1945), 33-37.	I	Pro	Y
* Martino, Joseph P., <i>Technological Forecasting for Decision Making</i> . New York: American Elsevier, 1972. This is a long (750 pp.) book.	NR	Tec	NR

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** Massy, William F., "Principal Components Regression in Exploratory Statistical Research," <i>Journal of the American Statistical Association</i> , 60 (1965), 234-256.	Ec	Mkt	Y*
* Mayfield, Eugene C., "Value of Peer Nominations in Predicting Life Insurance Sales Performance," <i>Journal of Applied Psychology</i> , 56 (1972). 319-323. This is a good study about the value of peer ratings.	Ju	Pro	Y
* McClain, John Q., "Decision Modeling in Case Selection for Medical Utilization Review," <i>Management Science</i> , 18 (1972), B706-B717. Poorly written.	Bo	Med	Y
* McDonald, John, "An Analysis of the Significance of Revisions to Some Quarterly U. K. National Income Time Series," <i>Journal of the Royal Statistical Society: Series A</i> , 138 (1975), 242-256. Supports Denton and Oksanen (1972).	Ec	Eco	Y
** McFall, R. M., "Effects of Self-Monitoring on Normal Smoking Behavior," <i>Journal of Consulting and Clinical Psychology</i> , 35 (1970), 135-142. Small sample, but subjects who just kept track of their smoking increased it by 87%. When they kept count of the number of times they felt like smoking but did not, the smoking rate went down by 31%. Conclusion: measure the behavior that you want to achieve.	I	Med	Y*
** McGregor, Douglas, "The Major Determinants in the Prediction of Social Events," <i>Journal of Abnormal and Social Psychology</i> , 33 (1938). 179-204. Analysis of 3500 predictions made by 400 people.	Ju	Soc	Y
** McLaughlin, Robert L., "The Forecasters' Batting Averages," <i>Business Economics</i> , 3 (May 1973), 58-59.	Ec	Eco	Y*
** McNees, Stephen K., "How Accurate are Economic Forecasts," <i>New England Economic Review</i> , (November-December 1974), 2-19.	Ec	Eco	Y*
*** McNees, Stephen K., "An Evaluation of Economic Forecasts," <i>New England Economic Review</i> , (November-December 1975), 3-39. An extension of McNees (1974). Here he examines the forecast accuracy of seven major econometric models. (Copies of both papers are available from the Research Department, Federal Reserve Bank of Boston, Boston, Mass.)	Ec	Eco	Y*
* McNeil, John, "Federal Programs to Measure Consumer Purchase Expectations, 1946 – 1973: A Post-Mortem," <i>Journal of Consumer Research</i> , 1 (December 1974), 1-10. Discusses the reasoning behind the U. S. government's decision in 1973 to end its sponsorship of consumer intentions and attitudes surveys.	Ju	Eco	N
*** McNeil, John M. and Stoterau, Thomas L., "The Census Bureau's New Survey of Consumer Buying Expectations," in <i>Proceedings of the American Statistical Association: Business and Economic Statistics Section</i> , 1967, pp. 97-113. Good summary of the research in this area. See McNeil (1974) also. (LRE 75)	Ju	Eco	Y

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** Meehl, Paul E., "A Comparison of Clinicians with Five Statistical Methods of Identifying Psychotic MMPI Profiles," <i>Journal of Counseling Psychology</i> , 6 (1959), 102-109.	Ec Ju	Psy	Y*
*** Meehl, Paul E., "Seer over Sign: The First Good Example," <i>Journal of Experimental Research in Personality</i> , 1 (1965), 27-32. Meehl uses this opportunity to update his box score of studies from 18 in his 1954 book to about 70 as of 1965.	Ec Ju	NR	Y*
** Michael. George C., "A Computer Simulation Model for Forecasting Catalog Sales," <i>Journal of Marketing Research</i> , 8 (1971), 224-229. Contains more detail on Michael (1969). Nevertheless, the description is still incomplete.	Bo Ju	Mkt	Y*
* Miller, Arthur G., "Role Playing: An Alternative to Deception? A Review of the Evidence," <i>American Psychologist</i> , 27 (1972), 623-636. Review article based on four empirical studies. A negative view of role playing, based on what I thought to be strange arguments. This reference is provided to give you the "other side."	Ju	NR	N
* Miller. Arthur G., <i>et al.</i> , "The Prediction and Perception of Obedience to Authority," <i>Journal of Personality</i> , 42 (1974), 23-42. People predict behavior of others on the basis of personality traits, but predict their own behavior on the basis of the situation.	Ju	Psy	N
** Miller, Jeffrey G., Berry, William L., and Lai, Cheng-Yi F., "A Comparison of Alternative Forecasting Strategies for Multi-stage Production-Inventory Systems," <i>Decision Sciences</i> , 7 (1976), 714-724.	Sg	Pro	Y*
** Mincer, Jacob and Zarnowitz, Victor, "The Evaluation of Economic Forecasts," in Jacob Mincer (ed.), <i>Economic Forecasts and Expectations: Analyses of Forecasting Behavior and Performance</i> , New York: Columbia University Press, 1969.	Ex Ju	Eco	Y*
** Mitau, G. Theodore, Thorson, S., and Johnson, Q., "Aggregate Data in Election Prediction," <i>Public Opinion Quarterly</i> , 33 (1969), 96-99. Follow-up on a study by R. W. Clyde <i>et al.</i> , "An Application of 'Post Stratification' Technique in Local TV Election Predictions," <i>Public Opinion Quarterly</i> . 27 (1963), 467-472.	Ju	Pol	Y
** Mixon, Don, "Instead of Deception," <i>Journal for the Theory of Social Behavior</i> , 2 (1972), 145-177. Loosely written, but still a good study on the use of role-playing in psychological experiments.	Ju	Psy	Y*
** Mize, Jan L. and Ulveling, Edwin F., "The Demand for Domestic Airline Passenger Transportation: An Analysis and a Forecast for 1975," <i>Mississippi Valley Journal of Business and Economics</i> . 6 (Fall 1970), 56-68.	Ec	Trn	Y*
** Modigliani, Franco and Sauerlender, Owen H., "Economic Expectations and Plans of Firms in Relation to Short-Term Forecasting," in National Bureau of Economic Research, <i>Short-Term Forecasting</i> . Studies in Income and Wealth, No. 17. Princeton, N.J., 1955.	Ex	Trn	Y*

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** Modigliani, Franco and Weingartner, H. M., "Forecasting Uses of Anticipatory Data on investment and Sales," <i>Quarterly Journal of Economics</i> , 72 (February 1958), 23-54.	Ex Ju	Mkt	Y*
* Mohn, N. Carroll, Schaffer, William A., and Sartorius, Lester C., "Input-Output Modeling: New Sales Forecasting Tool," <i>University of Michigan Business Review</i> , 28 (July 1976), 7-15. Good description. The authors apply input-output to the Montreal Expos baseball team.	Sg	Mkt	N
** Montgomery, David B., "New Product Distribution: An Analysis of Supermarket Buyer Decisions," <i>Journal of Marketing Research</i> , 12 (1975), 255-264.	Bo T	Mkt	Y
** Montgomery, David B. and Armstrong, J. Scott, "Consumer Response to a Legitimated Brand Appeal," in Johan Arndt (ed.), <i>Insights into Consumer Behavior</i> , Boston: Allyn and Bacon, 1968.	Ec Sg	Mkt	Y
** Montgomery, David B. and Morrison, Donald G., "A Note on Adjusting $R^2$ ," <i>Journal of Finance</i> , 28 (1973), 1009-1013.	T	NR	N
** Moore, Geoffrey H., "Forecasting Short-Term Economic Change," <i>Journal of the American Statistical Association</i> , 64 (1969), 1-22. Good summary article with some useful references.	Ec Ex	Eco	Y
* Moore, Henry T., "The Comparative Influence of Majority and Expert Opinion," <i>American Journal of Psychology</i> , 32 (1921), 16-20. The impacts of "majority" and "expert" opinion are of roughly comparable magnitude when it comes to influencing group opinion. Study covered speech, morals, and music.	Ju	Soc	Y
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** Moskowitz, Herbert and Miller, J. G., "Man, Models of Man, or Mathematical Models for Managerial Decision Making?" <i>Proceedings of the American Institute for Decision Sciences</i> . New Orleans, November 1972, pp. 849-856. Hard to find, but a decent piece of work.	Bo Ju	Pro	Y*
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*** Nagel, Ernest, "Assumptions in Economic Theory," <i>American Economic Review</i> , 53 (1963), 211-219. A critique of Friedman (1953).	T	NR	N

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** Narasimham, Gorti, Castellino, Victor F., and Singpurwalla, Nozer D., "On the Predictive Performance of the BEA Quarterly Econometric Model and a Box-Jenkins Type ARIMA Model," <i>Proceedings of the American Statistical Association: Business and Economic Statistics Section</i> , 1974, pp. 501-504. <i>Ex post</i> evaluation for macroeconomic forecasts from 1970 to 1974.	Ec Ex	Eco	Y*
** National Industrial Conference Board, <i>Forecasting Sales</i> . Studies in Business Policy, No. 106. New York. 1963. Provides a good description of basic methods used by firms with some rather detailed examples. No consideration given to evaluation of accuracy.	NR	NR	N
** Naylor, Thomas H., Seaks, T. G., and Wichern, D. W., "Box-Jenkins Methods: An Alternative to Econometric Models," <i>International Statistical Review</i> , 40 (1972). 123-137. Complex way of saying what the authors have to say. Unfortunately, they also omit some key details (they did not do any tests of statistical significance, and they no longer have the data available, according to private communications with them).	Ec Ex	Eco	Y*
* Neild, R. R. and Shirley, E. A., "Economic Review: An Assessment of Forecasts 1959-1960," <i>National Institute Economic Review</i> , No. 15 (May 1961), 12-29.	Ec	Eco	Y
*** Nelson, Charles R., "The Prediction Performance of the FRB-MIT-Penn Model of the U. S. Economy," <i>American Economic Review</i> , 5 (1972), 902-917. Box-Jenkins and an econometric model are compared for one-quarter <i>ex post</i> forecast accuracy. Box-Jenkins proved superior for the 2-year validation period.	Ec Ex	Eco	Y*
*** Newbold, P. and Granger, C. W. J., "Experience with Forecasting Univariate Time Series and the Combination of Forecasts," <i>Journal of the Royal Statistical Society: Series A</i> , 137 (1974), 131-165. This study omits correction for lag in the exponential smoothing, thus giving Box-Jenkins an advantage. Uses 80 monthly economic time series. Overlaps Granger and Newbold, 1974; read one but not both.	Ec Ex	Eco	Y*
**** Newton, Joseph R., "Judgment and Feedback in a Quasi-clinical Situation," <i>Journal of Personality and Social Psychology</i> , 1 (1965), 336-342. Well-designed study on an important issue—namely, how people learn from feedback.	Ju	Psy	Y*

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**** Nisbett, Richard E. and Borgida, Eugene, "Attribution and the Psychology of Prediction," <i>Journal of Personality and Social Psychology</i> , 32 (1975), 932-943. "Subjects' unwillingness to deduce the particular from the general was matched only by their willingness to infer the general from the particular." Loosely written, but an important paper.	Ju	NR	Y
*** Nystedt, Lars and Magnusson, David, "Cue Relevance and Feedback in a Clinical Prediction Task," <i>Organizational Behavior and Human Performance</i> , 9 (1973), 100-109.	Ju	Edu	Y*
** Ogburn, William F., "Studies in Prediction and the Distortion of Reality," <i>Social Forces</i> , 13 (1934), 224-229. Judgmental predictions of football scores and grades in college courses.	Ju	Soc	Y
* Ogburn, William F., <i>The Social Effects of Aviation</i> . Boston: Houghton Mifflin, 1946.	Ex	Trn	Y
** O'Herlihy, C., et al., "Long-Term Forecasts of Demand for Cars, Selected Consumer Durables and Energy," <i>National Institute Economic Review</i> , 40 (May 1967), 34-61.	Ec	Eco	Y
**** Ohlin, Lloyd E. and Duncan, O. D., "The Efficiency of Prediction in Criminology," <i>American Journal of Sociology</i> , 54 (1949), 441-452. Historical account of efforts to forecast success on parole.	Ec	Soc	Y*
** Okun, Arthur H., "The Value of Anticipations Data in Forecasting National Product," in National Bureau of Economic Research, <i>The Quality and Economic Significance of Anticipations Data</i> . Princeton, N.J., 1960.	Ex Ju	Eco	Y*
*** Oskamp, Stuart, "Overconfidence in Case Study Judgments," <i>Journal of Consulting Psychology</i> , 29 (1965), 261-265.	Ju	Psy	Y
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* Ostlund, Lyman E., "Factor Analysis Applied to Predictors of Innovative Behavior," <i>Decision Sciences</i> , 4 (1973), 92-108.	Ec	Mkt	Y
** Palmore, Erdman, "Predicting Longevity: A Follow-up Controlling for Age," <i>The Gerontologist</i> , 9 (1969), 247-250.	Ec Sg	Med	Y
** Pankoff, Lyn D. and Roberts, Harry V., "Bayesian Synthesis of Clinical and Statistical Prediction," <i>Psychological Bulletin</i> , 70 (1968), 762-773. One case where experts did well in comparison to objective methods. Involves football forecasting.	Ec Ju	Soc	Y*
* Pashigian, B. Peter, "The Accuracy of the Commerce - S.E.C. Sales Anticipations," <i>Review of Economics and Statistics</i> , 46 (1964), 398-405.	Ex Ju	Ec	Y
** Patterson, C. H., "Diagnostic Accuracy or Diagnostic Stereotypy," <i>Journal of Consulting Psychology</i> , 19 (1955), 483-485. Has a good history on the problem of multiple comparisons.	T	NR	N

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* Payne, Stanley L., <i>The Art of Asking Questions</i> . Princeton, N.J.: Princeton University Press, 1951. Contains good checklists on how to avoid response bias.	Ju	Soc	N
** Pickhardt, Robert C., and Wallace, John B., "A Study of the Performance of Subjective Probability Assessors," <i>Decision Sciences</i> , 5 (1974), 347-363. Reviews previous research on subjective estimates of uncertainty. Judges had difficulty, especially with estimates close to 0 or 1 (e.g., in horse racing, bettors put too high a probability on long-shots and too low on favorites). Assesses uncertainty in a management game. About 30% of the actual values fell outside the subjectively estimated 98% confidence intervals.	Ju	NR	Y
**** Platt, John R., "Strong Inference," <i>Science</i> , 146 (1964), 347-353. Important paper on the use of multiple hypotheses.	T	NR	N
** Platt, Robert B., "Some Measures of Forecast Accuracy," <i>Business Economics</i> , 6 (May 1971), 30-39. Interesting discussion. Uses Suits (1962) as an example in describing how to analyze accuracy.	T	Eco	Y
** PoKempner, Stanley J. and Bailey, E., <i>Sales Forecasting Practices</i> . New York: The Conference Board, 1970. Survey of how firms forecast.	Nr	NR	NR
** Pool, Ithiel de Sola and Abelson, Robert P., "The Simulmatics Projects," <i>Public Opinion Quarterly</i> , 25 (Summer 1961), 167-183. Discusses 1960 U.S. Presidential election.	Sg	Pol	Y*
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*** Port of New York Authority, <i>Air Travel Forecasting 1965-1975</i> . Saugatuck, Conn.: Eno Foundation. 1957.	Sg	Trn	Y
* Prais, S. J. and Houthakker, H. S., <i>The Analysis of Family Budgets</i> . Cambridge, England: Cambridge University Press, 1955. Good summary of functional forms on pp. 79-88.	Ec	Eco	NR
*** Pritchard, David A., "Linear versus Configural Statistical Prediction," <i>Journal of Consulting and Clinical Psychology</i> , 45 (1977), 559-563.	Sg	Soc	Y*
* Pruitt, D. G., "Informational Requirements in Making Decisions," <i>American Journal of Psychology</i> , 74 (1961), 433-439	Ju	NR	Y

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***	Rabinowitz, W. and Rosenbaum, J., "A Failure in the Prediction of Pupil-Teacher Rapport," <i>Journal of Educational Psychology</i> , 49 (1958), 93-98. A careful, well-done study. Provides a good example of how to carry out a forecasting study.	Ec	Edu	Y*
*	Rabitsch, Elisabeth, "Input-Output Analysis and Business Forecasting," <i>Technological Forecasting and Social Change</i> , 3 (1972), 453-464. Simple description of input-output analysis.	Sg	Eco	N
**	Raiffa, Howard, "Assessments of Probabilities." Unpublished paper. January 1969. (Copies may be obtained from Howard Raiffa, John Fitzgerald Kennedy School of Government, Littauer Center, Harvard University, Cambridge, Mass. 02138.)	Ju	NR	Y
**	Raine, Jesse E., "Self-Adaptive Forecasting Reconsidered," <i>Decision Sciences</i> , 2 (1971), 181-191. Examines the value of schemes that vary the weighting factor (n) in exponential smoothing.	Ex	Mkt	Y*
*	Raubenheimer, I. van W. and Tiffin, J., "Personnel Selection and the Prediction of Error," <i>Journal of Applied Psychology</i> , 55 (1971), 229-233.	Ec Sg	Per	Y
****	Reiss, Albert J. Jr., "The Accuracy, Efficiency and Validity of a Prediction Instrument," <i>American Journal of Sociology</i> , 56 (1951), 552-561. Studies the ability to predict which prisoners can be successfully paroled. Presents evidence favoring the selection of a small number of causal variables and the use of <i>a priori</i> information.	Ec	Soc	Y*
**	Richards, R. Malcolm, "Analysts' Performance and the Accuracy of Corporate Earnings Forecasts," <i>Journal of Business</i> , 49 (1976), 350-357. Once again: save money by not paying for advice on your corporate stock purchases.	Ju	Fin	Y*
**	Ridker, Ronald G., "An Evaluation of the Forecasting Ability of the Norwegian National Budgeting System," <i>Review of Economics and Statistics</i> , 45 (1963), 23-33. Compares five different models, using extrapolation and econometric methods; also uses five different criteria. Concludes that naive methods are as good as econometric methods for annual <i>ex ante</i> forecasts over the 12-year test period, but the effects of the various methods are confounded.	Ec Ex	Eco	Y*
***	Rippe, Richard D. and Wilkinson, Maurice. "Forecasting Accuracy of the McGraw-Hill Anticipations Data," <i>Journal of the American Statistical Association</i> , 69 (1974), 849-858. Judgment was more accurate than extrapolation and econometric methods for <i>ex post</i> forecasts. The superiority was found over a 4-year forecast horizon.	Ec Ex Ju	Eco	Y*

	M	F	E
* Rippe, Richard D., Wilkinson, Maurice, and Morrison, Donald, "Industrial Market Forecasting with Anticipations Data," <i>Management Science</i> , 6 (1976), 639-651. The authors used an input-output model that incorporated anticipations data to make 1-year forecasts in the steel industry. The model did better than two simple naive models, but the sample sizes were small, the extrapolations were poorly designed, the effects of the various methods were confounded, and the writing is poor. Otherwise, the article is O.K.	Sg	Mkt	Y
* Roach, Darrell E., "Double Cross-Validation of a Weighted Application Blank over Time," <i>Journal of Applied Psychology</i> , 55 (1971), 157-160.	T	Per	Y
* Robinson, David, Wahlstrom, Owen, and Mecham, Robert C., "Comparison of Job Evaluation Methods: A 'Policy Capturing' Approach Using the Position Analysis Questionnaire," <i>Journal of Applied Psychology</i> , 59 (1974), 633-637.	Bo	Per	Y
** Rock, Donald A., Linn, R. L., Evans, F. R., and Patrick, C., "A Comparison of Predictor Selection Techniques Using Monte Carlo Methods," <i>Educational and Psychological Measurement</i> , 30 (1970), 873-884. Two indirect methods of segmentation were compared with two direct methods. A comparison was made between direct segmentation and forward and backward stepwise regressions. The regressions, especially the step-up version, provided better forecasts.	Sg	NR	Y*
** Rogers, Theresa F., "Interviews by Telephone and in Person: Quality of Responses and Field Performance," <i>Public Opinion Quarterly</i> , 40 (1976), 51-65. Finds similarity between these two methods. Also finds that telephones can be used for long interviews (about 50 minutes).	Ju	Edu	Y*
** Rosen, Albert, "Detection of Suicidal Patients; An Example of Some Limitations in the Prediction of Infrequent Events," <i>Journal of Consulting Psychology</i> , 18 (1954), 397-403. The suicide rate is about 1 in 10,000 people per year. This creates problems for prediction.	T	Soc	N
** Rosenthal, Robert and Jacobson, L., <i>Pygmalion in the Classroom</i> . New York: Holt, Rinehart and Winston, 1968. The first 60 pages provide a good review of the "self-fulfilling" prophecy.	T	NR	Y*
** Rosenzweig, James E., <i>The Demand for Aluminum: A Case Study in Business Forecasting</i> . University of Illinois, Bureau of Economics and Business Research, Champaign, 1957.	Ec	Mkt	Y
** Rothman, James. "Formulation of an Index of Propensity to Buy," <i>Journal of Marketing Research</i> , 1 (1964), 21-25. Compares four scales to assess coupon redemption for two brands of soap and two brands of cereal.	Ju	Mkt	Y*

	M	F	E
*** Russo, J. A., Enger, I., and Sorenson, E. L., "A Statistical Approach to the Short-Period Prediction of Surface Winds," <i>Journal of Applied Meteorology</i> , 3 (1964), 126-131. Assumes too much knowledge about weather forecasting methods on the part of the reader and omits key details.	Ec Ex	Wea	Y*
** Ryback, D., "Confidence and Accuracy as a Function of Experience in Judgment-Making in the Absence of Systematic Feedback," <i>Perceptual and Motor Skills</i> , 24 (1967), 331-334.	Ju	NR	Y
** Saboia, Joao L., "Modeling and Forecasting Populations by Time Series: The Swedish Case," <i>Demography</i> , 11 (1974), 483-492. Uses data from 1780 to 1960 to build models and saves 2 years, 1965 and 1970, to test the models. There were only minor differences among two Box-Jenkins models and one logistic model.	Ex	Dem	Y*
*** Sackman, Harold, <i>Delphi Critique: Expert Opinion, Forecasting, and Group Process</i> . Lexington, Mass.: D. C. Heath, 1975.  Although this book is short (76 pp. followed by about 150 annotated references), it represents a thorough review and evaluation of Delphi. Brian Twiss, in a review in <i>Futures</i> , 8 (1976), 357-358, claimed that the book was controversial.	Ju	NR	NR
*** Saginor, Irving, <i>Forecast of Scheduled Domestic Air Passenger Traffic for the Eleven Trunkline Carriers, 1968 – 1977</i> . Washington, D.C.: Civil Aeronautics Board, September 1967. This 33-page booklet provides a simple and well-explained example of an econometric study.	Ec	Trn	Y
** Sanders, Frederick, "On Subjective Probability Forecasting," <i>Journal of Applied Meteorology</i> , 2 (1963), 191-201. Weather forecasters became overconfident when no objective record was kept of forecast accuracy. This did not occur when they had records.	Ju	Wea	Y
*** Sarbin, Theodore R., "A Contribution to the Study of Actuarial and Individual Methods of Prediction," <i>American Journal of Sociology</i> , 48 (1943), 593-602. First of the "clinical vs. statistical" studies in psychology. A good study that has held up well over the years.	Ec Ju	Edu	Y*
*** Sarbin, Theodore R., Taft, R., and Bailey, D. E., <i>Clinical Inference and Cognitive Theory</i> . New York: Holt, Rinehart and Winston, 1960.	Ec Ju	Psy	Y*
*** Sawyer, Jack, "Measurement and Prediction. Clinical and Statistical," <i>Psychological Bulletin</i> , 66 (1966), 178-200. Good summary article with numerous references.	Ec Ju	NR	N
*** Schmidt, Frank L., "The Relative Efficiency of Regression and Simple Unit Predictor Weights in Applied Differential Psychology," <i>Educational and Psychological Measurement</i> , 31 (1971), 699-714. Uses simulated data and examines studies from psychology journals to determine when to use regression weights instead of unit weights.	Ec	Psy	Y*
** Schmitt, Robert C., "An Application of Multiple Correlation to Population Forecasting," <i>Land Economics</i> , 30 (1954), 277-279.	Ec Ex	Dem	Y*

		M	F	E
**	Schneidman, Edwin S., "Perturbation and Lethality as Precursors of Suicide in a Gifted Group," <i>Life-Threatening Behavior</i> , 1 (Spring 1971), 23-45.	Ju	Psy	Y
****	Schuessler, Karl F., "Parole Prediction: Its History and Status," <i>Journal of Criminal Law, Criminology, and Police Science</i> , 46 (1954), 425-431. Excellent review article.	Ec Ex Ju	Soc	Y*
***	Schupack, Mark B., "The Predictive Accuracy of Empirical Demand Analysis," <i>Economic Journal</i> , 72 (1962), 550-575. Pretty good study, but hard to read.	Ec Ex	Eco	Y*
**	Schweiger, Irving, "Forecasting Consumer Demand from Consumer Anticipations," <i>Journal of Business</i> , 29 (1956), 90-100.	Ju	Mkt	Y
*	Scott, Richard D. and Johnson, R. W., "Use of the Weighted Application Blank in Selecting Unskilled Employees," <i>Journal of Applied Psychology</i> , 51 (1967), 393-395.	Ec	Per	Y
**	Sechrest, Lee, Gallimore, R., and Hersch. P. D., "Feedback and Accuracy of Clinical Predictions," <i>Journal of Consulting Psychology</i> , 31 (1967), 1-11.	Ju	Psy	Y*
**	Shepard, R. N., "On Subjectively Optimum Selections among Multi-Attribute Alternatives," in Maynard W. Shelly and G. L. Bryan (eds.), <i>Human Judgments and Optimality</i> . New York: John Wiley, 1964, pp. 257-281. Good survey of the early work in judgmental forecasts.	Ju	NR	N
**	Shiskin, Julius, "Decomposition of Economic Time Series," <i>Science</i> , 128 (1958), 1539-1546.	Ex	Eco	N
**	Shiskin, Julius. <i>The X-11 Variant of the Census Method II Seasonal Adjustment Program</i> . Washington, D.C.: U.S. Bureau of the Census, 1965.	Ex	NR	N
**	Sims, Christopher A., "Evaluating Short-term Macroeconomic Forecasts: The Dutch Performance," <i>Review of Economics and Statistics</i> , 49 (1967), 225-236. Covers the 1953-1963 period. Econometric models provided better forecasts than did naive models. The econometric models were relatively less accurate, however, in the more recent years. ( <i>LRE</i> 376, 377)	Ec	Eco	Y
****	Slovic, Paul, "Psychological Study of Human Judgment: Implications for Investment Decision Making." <i>Journal of Finance</i> , 27 (1972a), 779-799. Well-written survey of the literature on judgmental forecasting.	Ju	Fin	N
**	Slovic, P., Fleissner, D., and Bauman, W. S., "Analyzing the Use of Information in Investment Decision Making: A Methodological Proposal," <i>Journal of Business</i> , 45 (1972), 283-301. Interesting conclusion: the longer a stockbroker has been in the business, the less insight he seemed to have in how he made decisions. Also contains a literature review on the success of linear models in replicating human judgments.	Ju	Fin	N

	M	F	E
** Slovic, Paul and Lichtenstein, S., "Comparison of Bayesian and Regression Approaches to the Study of Information Processing in Judgment," <i>Organizational Behavior and Human Performance</i> , 6 (1971), 649-744.	Bo Ju	NR	N
*** Smedslund, J., "The Concept of Correlation in Adults," <i>Scandinavian Journal of Psychology</i> , 4 (1963), 165-173.	Ju	NR	Y
** Smyth, D. J., "How Well Do Australian Economists Forecast?" <i>Economic Record</i> , 42 (1966), 293-311. Judgmental forecasts underestimate positive changes two thirds of the time. Good description of turning-point errors.	Ju	Eco	Y
** Sonquist, John A. and Morgan, James N., <i>The Detection of Interaction Effects</i> . Monograph No. 35. Survey Research Center, University of Michigan, Ann Arbor, 1964. Presents nine examples of comparisons between regression and cross classification.	Sg	NR	Y*
** Stekler, Herman O., <i>Economic Forecasting</i> . New York: Praeger, 1970. If you have not been collecting Stekler's articles, he has done the job for you. They are pasted together here with a few words. It is not a bad collection. On the other hand, it is not well structured, nor does it provide a thorough treatment of the topic mentioned in the title. Stekler does contrast <i>ex ante</i> with <i>ex post</i> forecast errors, compares econometric with extrapolation and judgmental forecasts, and looks at the growth of error over the, forecast horizon.	Ec Ex Ju	Eco	Y*
** Strickler, George, "Actuarial, Naive Clinical, and Sophisticated Clinical Prediction of Pathology from Figure Drawings," <i>Journal of Consulting Psychology</i> , 31 (1967), 492-494. Some interesting results, but the author goes beyond the data in drawing conclusions.	Ec Ju	Psy	Y*
* Strong, Lydia, "Sales Forecasting Comes of Age," <i>Management Review</i> , 45 (1956), 687-701. The author ran a survey at the American Marketing Association's conference on sales forecasting. Further details are provided in her article "Sales Forecasting: Problems and Prospects," on pp. 790-803 of the same volume.	NR	NR	Y
** Stroop, J. R., "Is the Judgment of the Group Better than That of the Average Member of the Group?" <i>Journal of Experimental Psychology</i> , 15 (1932), 550-560.	Ju	NR	Y*
**** Stuckert, R. P., "A Configurational Approach to Prediction," <i>Sociometry</i> , 21 (1958), 225-237. Good discussion of linear vs. classification methods and a good comparative study.	Ec Sg	Edu	Y

	M	F	E
** Sudman, Seymour and Bradburn, Norman, <i>Response Effects in Surveys: A Review and Synthesis</i> . Chicago: Aldine, 1974. Statistical analysis of 935 published studies. Interesting conclusion: for threatening questions, it is best to use self administered questionnaires that should be filled out with no one else present, and preferably not done at work or any other place where there is a line of authority.	Ju	NR	Y
*** Suits, Daniel B., "The Use of Dummy Variables in Regression Equations." <i>Journal of the American Statistical Association</i> , 52 (1957), 548-551. Short, simple, and useful.	Ec	NR	N
** Suits, Daniel B., "Forecasting and Analysis with an Econometric Model," <i>American Economic Review</i> , 52 (1962), 104-132.	Ec	Eco	Y
** Summers, David A. and Stewart, Thomas R., "Regression Models of Foreign Policy Beliefs," <i>Proceedings of the American Psychological Association</i> , 1968, pp. 195-196.	Bo	Pol	Y
*** Summers, David A., Taliaferro, J. D., and Fletcher, D. J., "Subjective vs. Objective Description of Judgment Policy," <i>Psychonomic Science</i> , 18 (1970), 249-250. Short and well done. Interesting that subjects report their judgment to be complex but that the data refute this view.	Bo Ju	Pol	Y*
*** Taft, R., "The Ability to Judge People," <i>Psychological Bulletin</i> , 62 (1955), 1-28. A literature review with 81 references. See Sarbin, Taft, and Bailey (1960) for an update.	Ju	Psy	Y*
* Theil, Henri, <i>Applied Economic Forecasting</i> . Chicago: Rand Mc Nally, 1966.	Ec	Eco	NR
** Theil, Henri and Goldberger, A. S., "On Pure and Mixed Statistical Estimation in Economics," <i>International Economic Review</i> , 2 (1961), 65-78. Good example of the use of <i>a priori</i> information.	Ec	Eco	Y
*** Thorndike, R. L., "The Effect of Discussion upon the Correctness of Group Decisions When the Factor of a Majority Influence Is Allowed For," <i>Journal of Social Psychology</i> , 9 (1938), 343-362. One of the earliest studies which pointed out that groups find it easier to tolerate being wrong than to tolerate differences of opinions among group members.	Ju	NR	Y
* Timmons, Wiliiam M., "Can the Product Superiority of Discussers Be Attributed to Averaging or Majority Influences?" <i>Journal of Social Psychology</i> , 15 (1942), 23-32. Discussion does, on occasion, lead to improvements over mere averaging.	Ju	Soc	Y
** Tobin, James, "On the Predictive Value of Consumer Intentions and Attitudes," <i>Review of Economics and Statistics</i> , 41 (1959), 1-11.	Ju	Mkt	Y*

	M	F	E
** Torfin, Garry P. and Hoffmann, T. R., "Simulation Tests of Some Forecasting Techniques," <i>Production and Inventory Management</i> . 9 Number 2 (1968), 71-78. Description incomplete. The authors should have done a better job on the developmentt of extrapolation models and also should have carried out statistical testings.	Ex	NR	Y*
* Trigg, D.W. and Leach, A. G., "Exponential Smoothing with an Adaptive Response Rate." <i>Operational Research Quarterly</i> , 18 (1967), 53-59.	Ex	NR	Y*
* Turner, John, "A Survey of Forecasting Practices," in David Ashton and Leslie Simister (eds.), <i>The Role of Forecasting in Corporate Planning</i> . London: Staples Press, 1970. Survey of how firms forecast in the United States and in Britain. For long-range forecasting, subjective methods are most common, next extrapolation, then econometric methods. Incidentally, the other articles in this book, done by the faculty at the University of Bradford, are not likely to be of much interest.	NR	NR	Y
*** Tversky, Amos. "Assessing Uncertainty," <i>Journal of the Royal Statistical Society: Series B</i> . 36 (1974), 148-159. Review of anchoring, availability, and representativeness.	Ju	NR	N
*** Tversky, Amos and Kahneman, D., "Belief in the Law of Small Numbers," <i>Psychological Bulletin</i> , 76 (1971), 105-110 Concludes that even trained statisticians have a poor intuitive feel for statistical results.	Ju T	NR	Y
** Tversky, Amos and Kahneman, D., "Availability: A Heuristic for Judging Frequency and Probability," <i>Cognitive Psychology</i> , 5 (1973), 207-232. Interesting series of studies with some speculation as to what they mean.	Ju	NR	Y
*** Uhl, Norman and Eisenberg, Terry, "Predicting Shrinkage in the Multiple Correlation Coefficient," <i>Educational and Psychological Measurement</i> , 30 (1970),487-489.	T	NR	Y*
** Uri, Noel D., "Forecasting: A Hybrid Approach," <i>Omega</i> , 5 (1977), 463-472. Box-Jenkins forecasts were superior to econometric forecasts with respect to MAPE (4.8 vs. 6.0). On the other hand, the systematic error was larger for Box-Jenkins forecasts than for econometric forecasts (APE of + 4.0 vs. - 1.2). Overall, this study was classified as a tie between the methods.	Ec	Pro	Y*
*** Vaccara, Beatrice N., "An Input-Output Method for Long Range Economic Projections," <i>Survey of Current Business</i> . 51 (July 1971), 47-56. Looks at the value of input-output vs. an extrapolation method of forecasting (slight advantage to the I-O method). Fair effort on an important issue.	Ex Sg	Eco	Y*

	M	F	E
** Vandome. Peter, "Econometric Forecasting for the United Kingdom," <i>Bulletin of the Oxford University Institute of Economics and Statistics</i> , 25 (1963), 239-281. Much too long and poorly written.	Ec	Eco	Y*
** Von Holstein, Carl-Axel S. Staël, "An Experiment in Probabilistic Weather Forecasting," <i>Journal of Applied Meteorology</i> , 10 (1971), 635-645. Confusing write-up.	Ju	Wea	Y
** Von Holstein, Carl-Axel S. Staël, "Probabilistic Forecasting: An Experiment Related to the Stock Market," <i>Organizational Behavior and Human Performance</i> , 8 (1972), 139-158.	Ju	Fin	Y*
* Walker, H. E., "The Value of Human Judgment," <i>Industrial Marketing Research Association Journal</i> , 6 (May 1970), 71-74. Presents data, with little discussion.	Ju	NR	Y
**** Ward, William C. and Jenkins, Herbert M., "The Display of Information and the Judgment of Contingency," <i>Canadian Journal of Psychology</i> , 19 (1965), 231-241. Excellent study.	Ju	NR	Y*
**** Wason, P. C., "On the Failure to Eliminate Hypotheses in a Conceptual Task," <i>Quarterly Journal of Experimental Psychology</i> , 12 (1960), 129-140. The original "2, 4, 6 study." Also shows that subjects who made quick decisions were wrong more often than those who gathered more data before making a decision.	Ju	NR	Y*
*** Wason, P. C., "Reasoning about a Rule," <i>Quarterly Journal of Experimental Psychology</i> , 20 (1968), 273-281. An alternate problem to "2, 4, 6": the "A-D-4-7" problem. Discouraging finding; it does not help to tell people to look for disconfirming evidence.	Ju	NR	Y*
** Wason, P. C., "Regression in Reasoning?" <i>British Journal of Psychology</i> , 60 (1969). 471-480. More on Wason (1968) and on how to improve subject's use of data.	Ju	Psy	Y*
* Webster, Edward C., <i>Decision Making in the Employment Interview</i> . Montreal. Quebec: Eagle, 1964. Useful study if you are looking for a job. The employment interview is a search for negative evidence and first impressions affect the prediction of likely success.	Ju	Per	Y
* Weld, L. D. H., "The Value of the Multiple Correlation Method in Determining Sales Potentials," <i>Journal of Marketing</i> , 3 (1939), 389-393. Weld says that he wants the credit for being the first person to use the multiple correlation method to identify sales potentials. Advocates an exploratory rather than a theoretical use of regression.	Ec	Mkt	Y
* Wellman, H. R., "The Distribution of Selling Effort among Geographical Areas," <i>Journal of Marketing</i> , 3 (January 1939), 225-239.	Ec	Mkt	Y
** Welty, Gordon, "Problems of Selecting Experts for Delphi Exercises," <i>Academy of Management Journal</i> , 15 (March 1972), 121-124.	Ju	Soc	Y*

	M	F	E
*** Wesman, A. G. and Bennett. G. K., "Multiple Regression vs. Simple Addition of Scores in Prediction of College Grades," <i>Educational and Psychological Measurement</i> , 19 (1959),243-246. Short and good.	Ec	Edu	Y*
* Westoff, Charles F., "Fertility through Twenty Years of Marriage: A Study in Predictive Possibilities," <i>American Sociological Review</i> , 23 (1958), 549-556. How well can you forecast the number of children who will be born in the first 20 years of marriage by asking engaged couples? Fairly well for those who use family planning – otherwise poorly.	Ec	Soc	Y
*** Wexley, Kenneth, Singh, J. P., and Yukl, G. A.. "Subordinate Personality as a Moderator of the Effects of Participation in Three Types of Appraisal Interviews," <i>Journal of Applied Psychology</i> , 58 (1973), 54-55. Good study of the appraisal interview. Also contains evidence on the use of role playing to replicate results from other studies.	I	Per	Y*
** Wheelwright, Steven C. and Clarke, Darral, G., "Corporate Forecasting: Promise and Reality," <i>Harvard Business Review</i> , 76 (November-December 1976), 40 seq.	NR	Eco	Y
* Wherry, R. J., "A New Formula for Predicting the Shrinkage of the Coefficient of Multiple Correlation," <i>Annals of Mathematical Statistics</i> , 2 (1931), 440-457.	T	NR	NR
** White, Helen R., "Empirical Study of the Accuracy of Selected Methods of Projecting State Population," <i>Journal of the American Statistical Association</i> , 49 (1954), 480-498.	Ex	Dem	Y
** White, William H., "The Trustworthiness of 'Reliable' Econometric Evidence," <i>Zeitschrift Fur Nationalokonomie</i> , 27, (1967), 19-38. Discusses why the traditional statistical measures for assessing the adequacy of econometric models for forecasting are not useful.	T	Eco	N
*** Wiggins, Jerry S., <i>Personality and Prediction: Principles of Personality Assessment</i> . Reading, Mass.: Addison-Wesley, 1973. This book provides a thorough treatment of forecasting in psychology. The writing is good, the literature search is excellent, and the conclusions are well supported. Chapters 1 to 6 are especially important. George M. Guthrie reviews this book in <i>Educational and Psychological Measurement</i> , 34 (1974), 202-205.	Ec Ex Ju	Psy	Y*
* Wiggins, Nancy and Hoffman, P. J., "Three Models of Clinical Judgment," <i>Journal of Abnormal Psychology</i> , 73 (1968), 70-77. See also comments on this study by Goldberg (1968).	Ju	Psy	Y*
*** Wiggins, Nancy and Kohen. E., "Man vs. Model of Man Revisited: The Forecasting of Graduate School Success," <i>Journal of Personality and Social Psychology</i> , 19 (1971), 100-106. Empirical study of judgmental bootstrapping.	Bo Ju	Edu	Y*

	M	F	E
** Wiginton, John C., "MSAE Estimation: An Alternative Approach to Regression Analysis for Economic Forecasting Applications," <i>Applied Economics</i> , 4 (1972), 11-21. MSAE stands for "minimizing the sum of absolute errors." Wiginton discusses the history of MSAE since 1890 and examines evidence on MSAE versus least squares estimates.	Ec	NR	Y*
*** Williams, W. H. and Goodman, M. L., "A Simple Method for the Construction of Empirical Confidence Limits for Economic Forecasts," <i>Journal of the American Statistical Association</i> . 66 (1971), 752-754. Short but important.	Ec	Mkt	Y
** Willis, Richard H. and Willis, Y. A., "Role Playing vs. Deception: An Experimental Comparison," <i>Journal of Personality and Social Psychology</i> , 16 (1970), 472-477. Tests the validity of role playing in replicating an experiment on conformity.	Ju	Psy	Y
*** Winkler, Robert L., "The Quantification of Judgment; Some Experimental Results," in <i>Proceedings of the American Statistical Association; Business and Economics Statistics Section</i> , 1967, pp. 675-685. Study of football forecasts.	Ju	Soc	Y*
*** Winkler, Robert L. "Probabilistic Prediction: Some Experimental Results," <i>Journal of the American Statistical Association</i> . 66 (1971), 675-685. Still more on football forecasts.	Ju	Soc	Y*
*** Winters, Peter R., "Forecasting Sales by Exponentially Weighted Moving Averages," <i>Management Science</i> , 6 (1960), 324-342. Widely cited article.	Ex	Mkt	Y
** Wise, George, "The Accuracy of Technological Forecasts. 1890-1940," <i>Futures</i> , 8 (1976), 41- 419. Examines and codes 1556 predictions made publicly by Americans between 1890 and 1940. Updates a study by S. C. Gilfillan from 40 years earlier. In general, published predictions are wrong.	Ju	NR	Y
*** Wold, Herman and Jureen, Lars. <i>Demand Analysis: A Study in Econometrics</i> . New York: John Wiley, 1953. The first three chapters provide a good summary of the relationship between theory and empirical demand analysis.	Ec	Eco	NR
*** Yntema, D. B. and Torgerson, W. S., "Man-Computer Cooperation in Decisions Requiring Common Sense," IRE Transactions of the Professional Group on Human Factors in Electronics., 1961. Reprinted in Ward Edwards and Amos Tversky (eds.), <i>Decision Making</i> . Baltimore: Penguin Books, 1967. pp. 300-314. Study of judgmental bootstrapping.	Bo Ju	NR	Y
*** Zarnowitz, Victor, <i>An Appraisal of Short-Term Economic Forecasts</i> . National Bureau of Economic Research, Occasional Paper No. 104. New York, 1967. Compares judgmental forecasts with extrapolations.	Ex Ju	Eco	Y*

	M	F	E
* Zarnowitz, Victor, "Prediction and Forecasting. Economic," <i>International Encyclopedia of the Social Sciences</i> , 12 (1968), 425-439. Presents a historical review. Some interesting facts.	NR	Eco	N
* Zimbardo, Philip, "The Pathology of Imprisonment," <i>Society</i> (April 1972), 4-8.	Ju	Soc	Y