NASA ROSES: Contextual model of decision making

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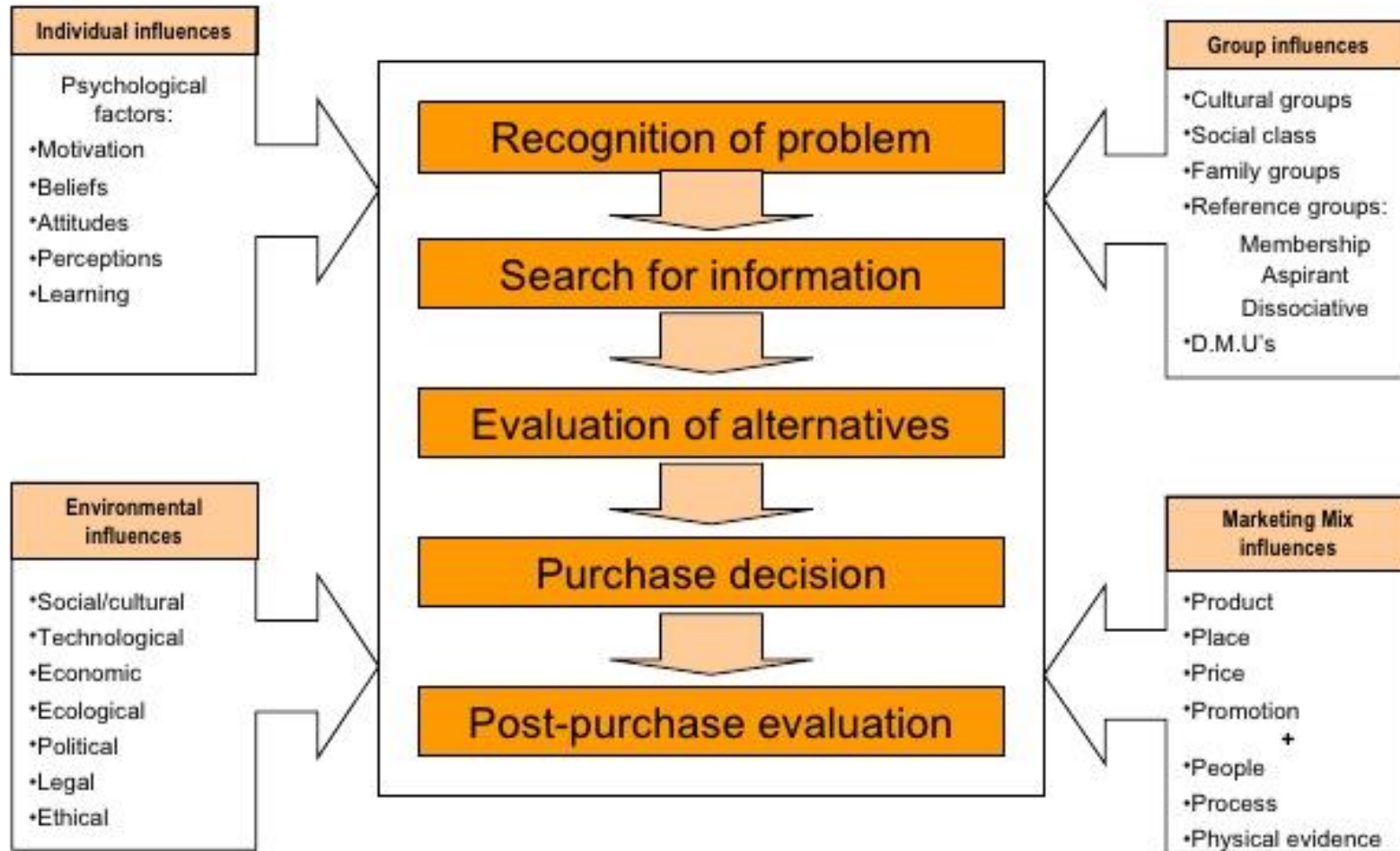
Contextual Model of Decision Making: Specific Aims

- Utilize the FloridaWCA and two member public water utilities as a collaboratory for the development, implementation and refinement of seasonal forecasts that can be used to help utilities make decisions about water resource allocations

- Understand how participating in FloridaWCA affects adoption and integration of the project's tools
  - What process do utility decisionmakers use in deciding how they will use climate data in their operations (benefits/risks)
    - Comparatively is this process affected by utility characteristics
  - How does interacting with scientists and modelers as the project develops affect adoption and sustainability
  - Are other utility members of FloridaWCA likely to adopt/adapt (why/why not)
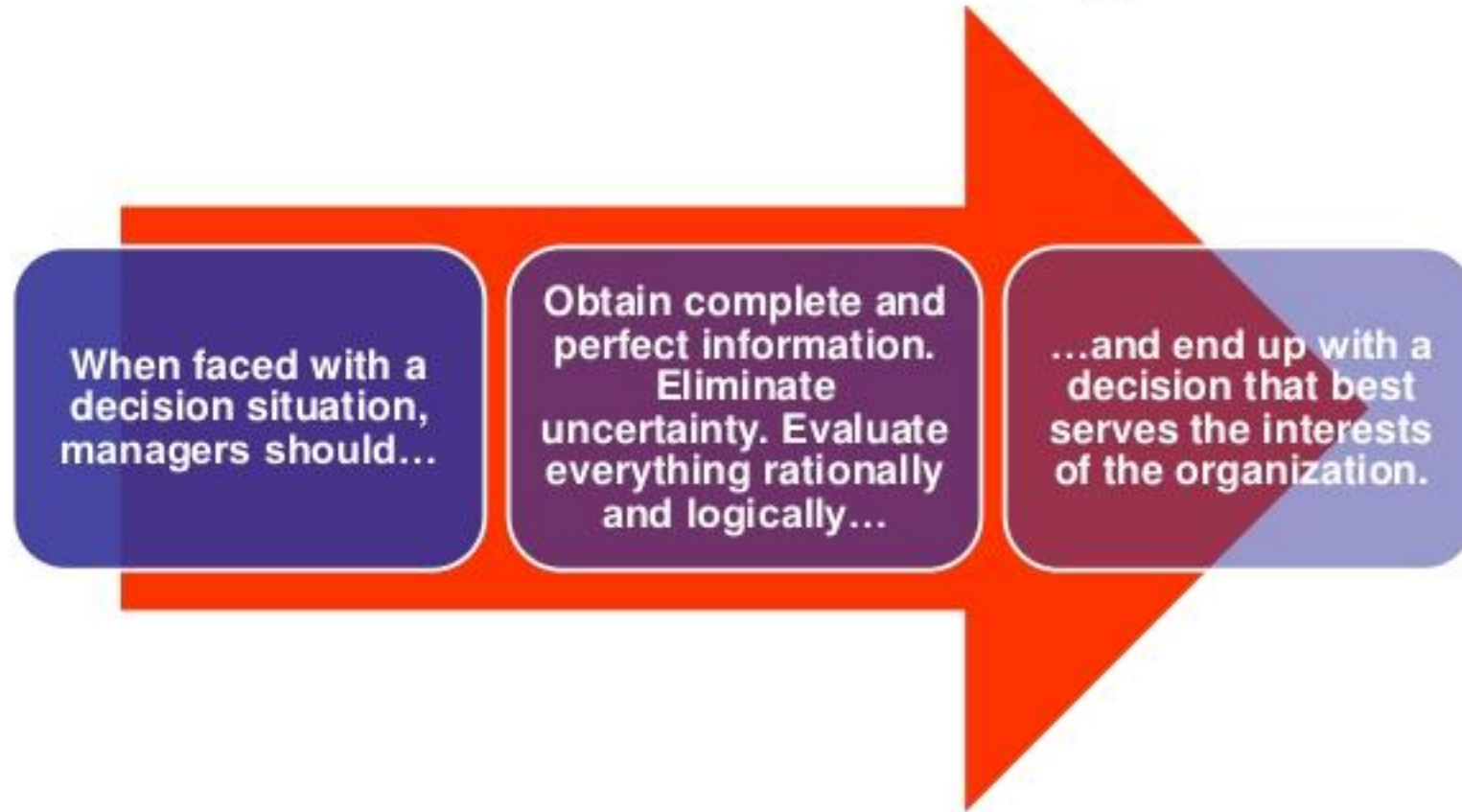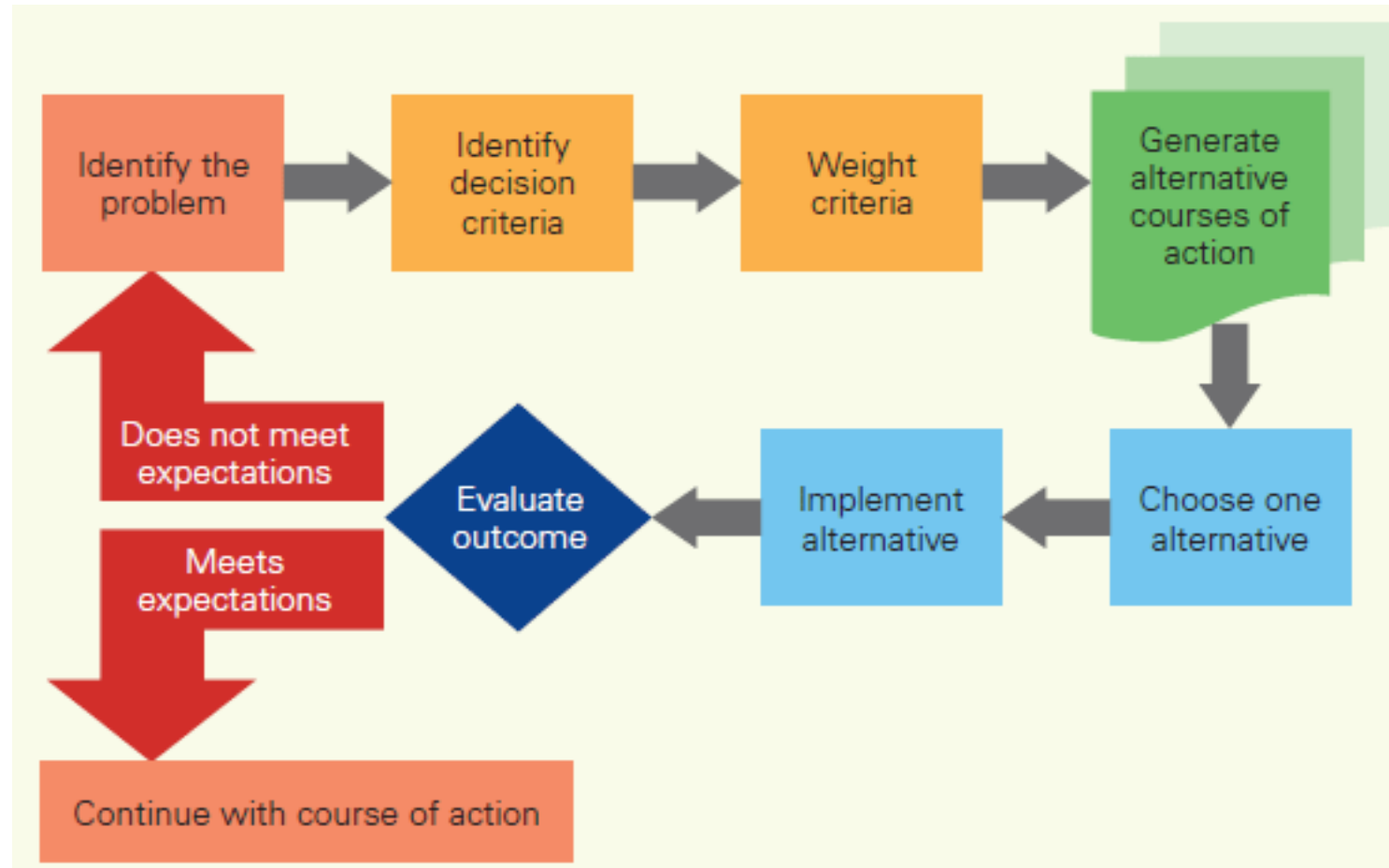
Decision Making Process

Individual influences

Psychological factors:
- Motivation
- Beliefs
- Attitudes
- Perceptions
- Learning

Group influences
- Cultural groups
- Social class
- Family groups
- Reference groups:
  - Membership
  - Aspirant
  - Dissociative
- D.M.U's

Environmental influences
- Social/cultural
- Technological
- Economic
- Ecological
- Political
- Legal
- Ethical

Marketing Mix influences
- Product
- Place
- Price
- Promotion
  +
- People
- Process
- Physical evidence

- Recognition of problem
- Search for information
- Evaluation of alternatives
- Purchase decision
- Post-purchase evaluation

Decision as problem solving - Consumer problem solving

The Classical Model of Decision Making

When faced with a decision situation, managers should…

Obtain complete and perfect information. Eliminate uncertainty. Evaluate everything rationally and logically…
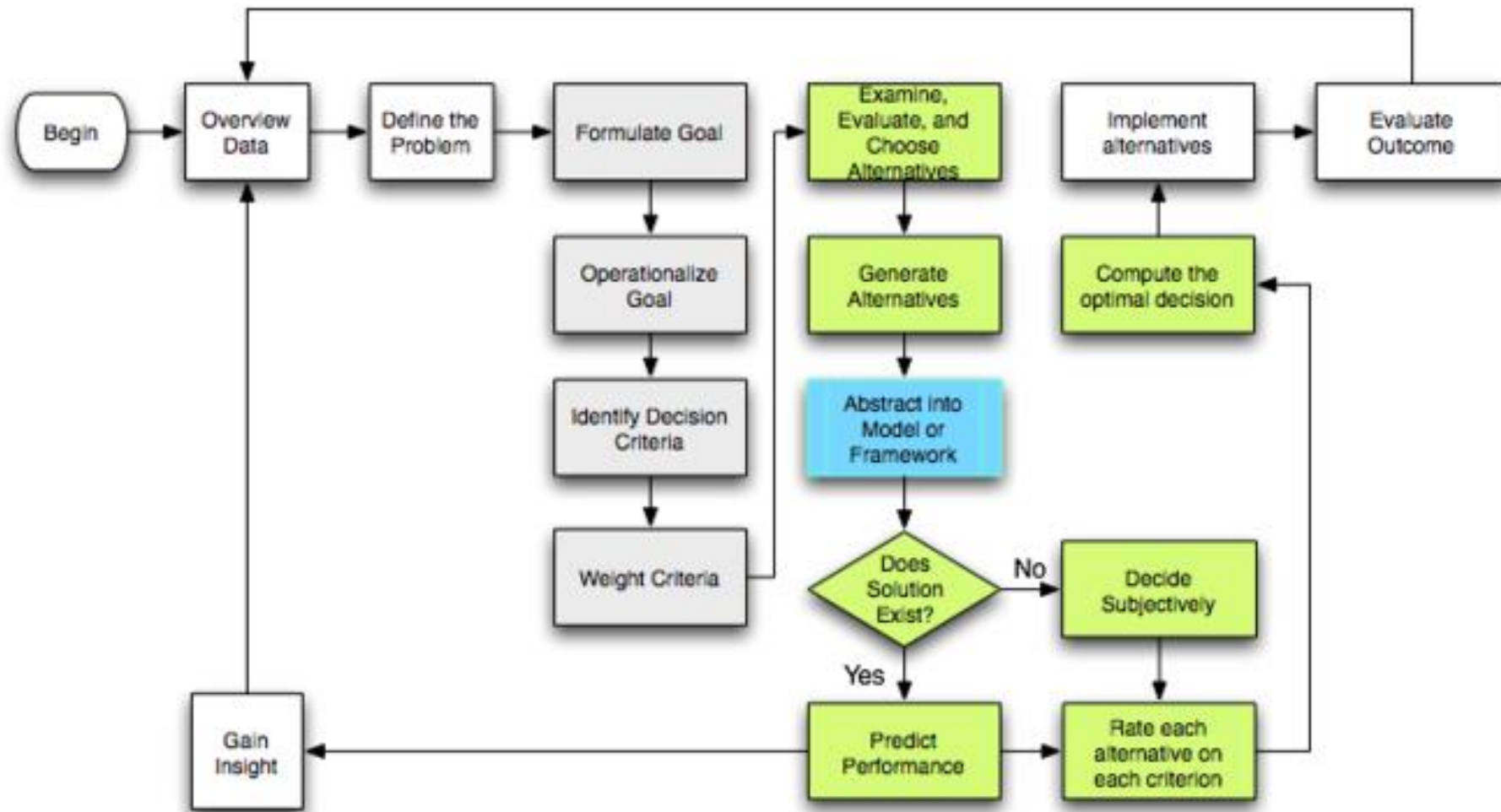
…and end up with a decision that best serves the interests of the organization.

Other models

Other models

Method

- Interview utility decisionmakers and employees

- FloridaWCA workshop presentations and survey of members

- Development of case studies including contextual model of decision making process as tools

Working with FloridaWCA

- Will present results of interviews/survey of Tampa Bay Water and Peace River employees at upcoming workshops

- Will solicit comparative feedback from workshop attendees re their decision making processes

- Will ask specifically about barriers to introducing new climate data into their processes and how to overcome them

- Will develop case studies that can facilitate adopt/adapt decisions

Questions?