How to Discipline Apples, Oranges, and Bananas

By

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All interested are welcome
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ABSTRACT

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Good research should be general, accurate, and simple. Given that one cannot have all three, trade-offs must be made. In your own research, do you predominantly concentrate on generality, thus sacrificing accuracy and simplicity? Do you predominantly focus on accuracy at the expense of universality and parsimony? Or do you seek simplicity rather than generalizability and exactness? And do research disciplines differ in this regard? Do 7th floor scholars (in Accounting and Finance) make theoretical and methodological decisions that are different from those of 8th floor scholars (in Management and Marketing)? Does this counteract inter-floor research cooperation?

These issues will be explored, discussed, and illustrated with the critical measurement issue of combining versus separating apples, oranges, and bananas. Multiple-fruit measures produce generality, external validity, and broad applicability. Single-fruit measures produce accuracy, internal consistency, and theoretical specificity.