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Modeling Decision Making Under Alcohol Intoxication

McMullin et al. present a theoretical model for multi-attribute decision making under acute alcohol intoxication. Their model can account for the alcohol myopia effect, i.e., the act of paying attention to only the most salient (and fewer) cues when making decisions under alcohol intoxication. Additionally, this model can account for individual differences in choice and increasing choice variability under intoxication. In the current work, we apply a grid search algorithm to this model as a general method of parameter estimation. We implemented this algorithm on both simulated data and data from a previous alcohol study.