Contents

1

 $\mathbf{2}$

3

	Exposition of a New Theory on the Measurement
	of Risk Daniel Bernoulli 36
	Theory of Utility William Stanley Jevons 53
	Truth and Probability Frank Plumpton Ramsey 67
	Neumann's and Morgenstern's New Approach to
	Static Economics Jacob Marschak 78
4	Functional Applications: Determinate 92
	The Fundamental Formula and the Measurement
	Formula Gustav Theodor Fechner 95
	Fechner's Psychophysics Edward Bradford Titchener 101
	The Quantification of Sensation
	Stanley Smith Stevens 110
	The Nature of the Photoreceptor Process
	Selig Hecht 119
	The Learning Curve Equation
	Louis Leon Thurstone 128
	Habit Strength and Number of Reinforcements
	Clark Leonard Hull 132

Concepts as Forces Johann Friedrich Herbart 14 Topology of the Psychological Environment

Varieties of Mathematical Psychology 1

Discursive Applications 8

Kurt Lewin 24

Normative Applications 32

x	Conten	te
^	COME	

4	Functional	Applications:	Determinate	(cont.)
---	------------	---------------	-------------	---------

The Construction of Social Science Models

Herbert Alexander Simon 137

5 Functional Applications: Statistical 147

A Law of Comparative Judgment

Louis Leon Thurstone 154

△ I as a Function of Intensity

William John Crozier 165

What Is Information Measurement?

George Armitage Miller 171

Decision Processes in Perception John Arthur Swets,

Wilson Pennell Tanner, Jr.,

and Theodore Gerald Birdsall 184

The Learning Function Louis Leon Thurstone 198

A Statistical Theory of Learning

William Kaye Estes 207

The Value of Stochastic Models Robert Ray Bush and Frederick Mosteller 215

6 Structural Applications 222

"General Intelligence" Charles Edward Spearman 227

Multiple-Factor Analysis Louis Leon Thurstone 236

Communicating Vessels Bärbel Inhelder and
Jean Piaget 246

An Elementary Linguistic Theory Noam Chomsky 250

Patterns of Group Structure Leon Festinger,
Stanley Schachter, and Kurt Back 258

7 Quasimathematical Psychology 270

Theory of the Human Operator in Control Systems

Kenneth James Williams Craik 273

Programming the Edsac to Go Shopping

Anthony Gervin Oettinger 283

Name Index 293