

5.15: Introduction to Evidence-Based Decision Making

What you'll learn to do: explain evidence-based decision making and its tools

We have seen how the rational decision-making process is valuable but also can be improved by useful modifications. We are ready now to learn about another emphasis that might provide improvement on the strictly rational model. In one sense, however, an emphasis on “evidence-based” decision making is only an extension and refinement of rational principles. As its name suggests, this approach relies on actual evidence of effectiveness in evaluating alternative approaches to a decision.

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