Abstract

A common challenge faced by organizations is the general task of taking many items of unknown quality, and returning an ordered list. The process has traditionally been handled by giving the items to human judges who rate each item on a scale; these ratings are aggregated and used for comparison. This methodology has several flaws from the perspective of judgment and decision making. We propose the use of forced ordinal rankings of randomized subsets by judges to improve item assessment. In three experiments, we provide preliminary evidence that ordinal rankings can outperform other methodologies, both in increased accuracy and reduced cost of time.