

### RISK

How Do People Choose Risky Options?



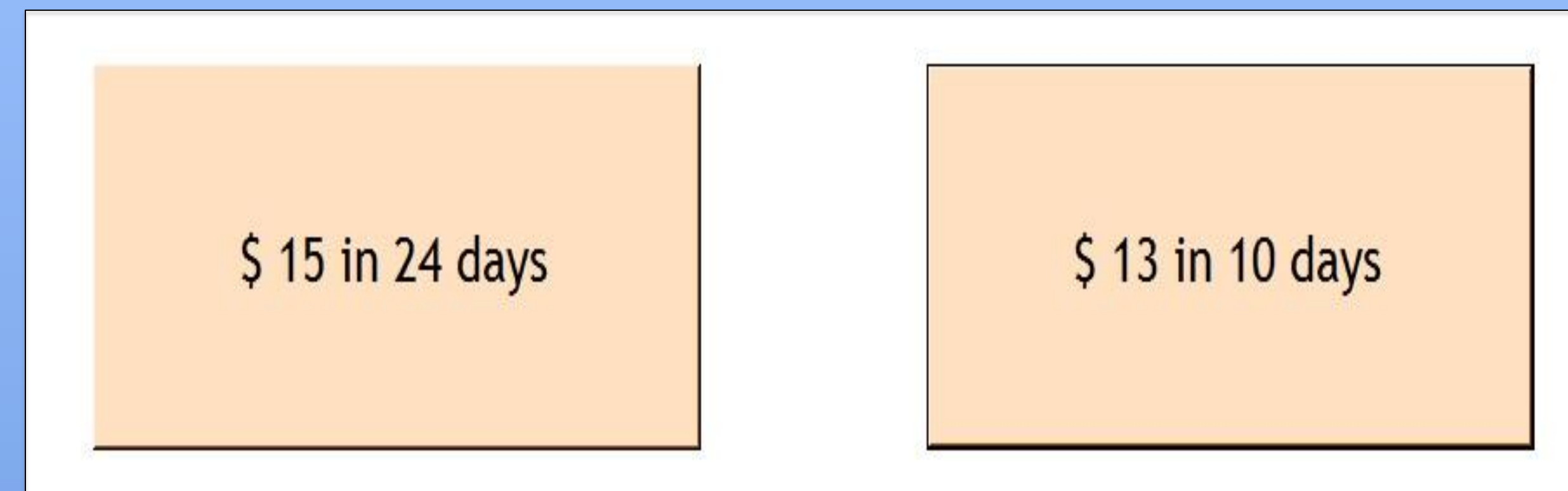
#### Questions in Risky Choice

- What is Risk and Uncertainty?
- How do people perceive Risky Options?
- Theories of Risky Choice. What are they?
  - Utility Models
  - Simple Heuristics, Rules of Thumb
  - Process Models
- Theories of Risky Choice. Do they work?

Are people RATIONAL or IRRATIONAL?

### TIME

How Do People Choose Delayed Rewards?



#### Questions in Intertemporal Choice

- Eat your cake now or be in great shape later?
- When are people eager to wait longer?
- Discount rate: Myth or Reality?
  - Exponential Model
  - Hyperbolic Model
  - Simple Heuristics, Rules of Thumb

Does being IMPATIENT mean being IRRATIONAL?

### GROUP

Can People Make Decisions As A Group?

Individual	Preferences
Alice	Playground > Museum > Movie
Anton	Museum > Movie > Playground
Anna	Movie > Playground > Museum

#### Questions in Social Choice

- Democracy, does it work?
- How confident are we in the results of elections?
- When do Group preferences poorly represent what the Group *really* wants?
  - Theoretical Models of Social Choice
  - Empirical Findings from real-world data

Can RATIONAL individuals together become IRRATIONAL?

Individual Choice

Aggregation of preferences within and across individuals

Group Choice

**QTEST: Testing Theories of Decision Making on a new level of quantitative rigor**

