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RISK ATTRIBUTION THEORY: AN EXPLORATORY
CONCEPTUALIZATION OF INDIVIDUAL CHOICE UNDER
UNCERTAINTY

Andreas Hönl , Philip Meissner , Torsten Wulf

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HIGHLIGHTS

- Decision-makers display risk preferences that are not explained by prospect theory
- We suggest that this behavior can be explained by integrating personal factors
- We summarize our arguments into a unified “risk attribution theory”
- Our theory posits how cognitive and affective factors influence risky choices

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