Comment Question 1

1. What is the general difference between normative and descriptive models of decision-making. 1pts.

2. Describe the expected utility theory of decision-making. What are problems with this model? Describe the Heuristics Model of decision-making. What is the problem with it? 3 pts

3. Define the following and give an example of how each would be used to make a decision: You may find it useful to read the Kahneman or Bias in Judgment Review articles on our syllabus. 6 pts.

- Availability
- Representativeness
- Framing
- Affective Forecasting
- Number of Choices
- Commitment of Escalation