

**A new look at the “Asian disease” problem: A choice
between the best possible outcomes or between the
worst possible outcomes?**

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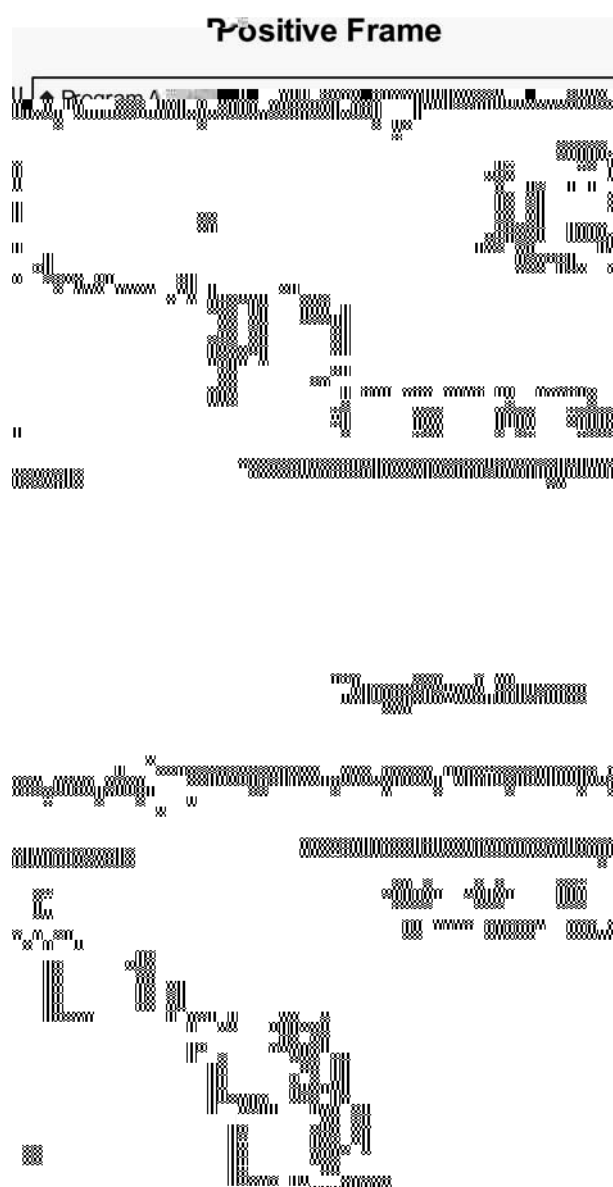


Figure 1.

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, 1995) . - (&
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Materials and procedure.

Judgement 1.

400 people will die”

1/3 probability that nobody will die”

400

”

1/3

”

1

2

3

4

5

7-

6

7

Judgement 2.

400 people will die”

2/3 probability that 600 people will die”

400

”

2/3

600

”

1

2

3

4

5

7-

6

7

Results and discussion

(1986) , 1,
2, (;
; ,
) 3,)
(: (1) , ,
(= .01) ,
F(1, 300) = 3.29, p = .071
(M = 3.72)
(M = 3.96); (2)
(. . , best
worst) (= .28 .41,

best = 4.77 > worst

CONCLUDING REMARKS

: (, 1982).
 ,
 (1981) ,
 .
 ,
 & , 1979; & , 1992) (
 ,
 .
 weak dominance , - -
 (, 2003, 2004 , 2004). - -
 .
 - (& ,
 1982),
 () .
 -
 , .
 , - - ()
 ,
 .
 ”
 ()
 .
 best
 worst
 (= .14) (= .01) .

W. R. L. & J. R. (2004) : Journal of Business and Psychology, 18, 301-321.

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