A ne look at the "Asian disease" problem: A choice bet een the best possible outcomes or bet een the orst possible outcomes?

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" (& , 1981)
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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 ''

7-
.
1 2 3 4 5 6 7

Judgement 2. ,
400 people will die'' 2/3 probability that 600 people will die''
.

400 '' 2/3 600 ''

7-
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1 2 3 4 5 6 7

, .

Results and discussion

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

$_{\text{best}} = 4.77 > {}_{\text{worst}}$

CONCLUDING REMARKS

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(, 1982).

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(1981)

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& , 1979; & , 1992)

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weak dominance , - -

(, 2003, 2004 , 2004). - -

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1982),

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best

worst

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(= .14) (= .01) .

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: . Journal of Business
and Psychology, 18, 301 321.