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Organizzato da: **Dipartimento di Scienze della Cognizione e della Formazione**  
Responsabile scientifico: Nicolao Bonini

## **The role of counterfactuals in choice and outcome evaluation** **Prof.ssa Ilana Ritov, Hebrew University, Jerusalem**

**Dipartimento di Scienze della Cognizione e della Formazione**  
**Trade Center, Via Manzoni ang. via Prati, Sala Spagnoli, Rovereto (Trento)**  
**ore 12.45**

### **Abstract**

In this talk I shall review a body of empirical studies suggesting that evaluation of a decision outcome is determined not only by the obtained outcome, but also by comparisons to counterfactuals. These comparisons may involve previously experienced outcomes, expectations, or forgone opportunities. Anticipation of these ex-post evaluation patterns often affects preferences, as reflected in choice. A particularly frequent decision problem one faces is choice between acting and abstaining from action. An example of such a decision that has been extensively discussed is the vaccination problem. While omission may stem, in some cases, from explicit rules about action, in most cases it appears to be due to anticipated outcome evaluation, and the impact of counterfactual comparisons.

### **Short Curriculum Vitae**

M.Sc., Department of Mathematics, The Hebrew University of Jerusalem, 1980.

Ph.D., Department of Psychology, The Hebrew University of Jerusalem, 1988. (Supervisors: I. Gati and A. Tversky).

1998-2001: Senior Lecturer, School of Education and Department of Psychology, Hebrew University

2001- Associate Professor, School of Education and Department of Psychology, Hebrew University.

*Research interests:* Descriptive analysis of individual decision making; evaluation of public goods and public policies; cognitive processes in negotiation.

*Teaching experience:* "Negotiation". School of Education and the Conflict Management program, Hebrew University; "Cognitive Processes in Decision Making". School of Education, Hebrew University; "Social Issues: Cognitive Perspectives". Department of Psychology, Hebrew University; "Advanced Issues in Judgment and Decision Making". School of Education, Hebrew University

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